



2014 DTC National Advertising Awards Finalists

All Gold, Silver, and Bronze winners will be announced at the DTC National Advertising Awards Dinner on April 23. Each therapeutic category winner from Television, Print, Website, and Digital Media will also be entered into an overall Gold, Silver, and Bronze judging for each medium.

Finalists listed below in alphabetical order by brand

Television

Best Television Advertisement	
Women's Care	
Manufacturer	Brand
Bayer	Mirena
Shionogi, Inc.	Osphena
Amgen	Prolia

Best Television Advertisement	
Mental Health	
Manufacturer	Brand
Ostuka America Pharmaceutical	Abilify
Pfizer	Chantix
Sunovion	Lunesta

Best Television Advertisement	
Pulmonary	
Manufacturer	Brand
GlaxoSmithKline	Advair
Pfizer & Boehringer Ingelheim	Spiriva
AstraZeneca	Symbicort

Best Television Advertisement	
Cardiovascular	
Manufacturer	Brand
Bristol-Myers Squibb/Pfizer	Eliquis
Boehringer Ingelheim	Pradaxa
Janssen	Xarelto

Best Television Advertisement	
Inflammatory	
Manufacturer	Brand
Amgen	Enbrel
AbbVie	Humira
Pfizer	Xeljanz

Best Television Advertisement	
Men's Health	
Manufacturer	Brand
AbbVie	Androgel
Eli Lilly	Cialis
Pfizer	Viagra

Best Television Advertisement	
Pain	
Manufacturer	Brand
Allergan	Botox Migraine
Eli Lilly	Cymbalta
Pfizer	Lyrica

Best Television Advertisement	
Medical Devices	
Manufacturer	Brand
Mylan	Epipen
Stryker	Get Around Knee
Allergan	Lap Band

Best Television Advertisement	
Diabetes	
Manufacturer	Brand
Novo Nordisk	Levemir
LifeScan	One Touch
Novo Nordisk	Victoza

Best Television Advertisement	
Other	
Manufacturer	Brand
Allergan	Juvederm
Allergan	Restasis
Genentech	Tamiflu

Print

Best Print Advertisement	
Women's Care	
Manufacturer	Brand
Pfizer	Estring
Shionogi	Osphena
Teva Women's Health	Paragard

Best Print Advertisement	
Mental Health	
Manufacturer	Brand
Ostuka America Pharmaceutical	Abilify
Pfizer	Chantix
Sunovion	Lunesta

Best Print Advertisement	
Pulmonary	
Manufacturer	Brand
Merck	Dulera
Pfizer & Boehringer Ingelheim	Spiriva
AstraZeneca	Symbicort

Best Print Advertisement	
Cardiovascular	
Manufacturer	Brand
AstraZeneca	Crestor
Boehringer Ingelheim	Pradaxa
Janssen	Xarelto

Best Print Advertisement	
Inflammatory	
Manufacturer	Brand
AbbVie	Humira
Janssen	Stelara
Pfizer	Xeljanz

Best Print Advertisement	
Men's Health	
Manufacturer	Brand
Eli Lilly	Cialis
Dendreon	Provenge
Pfizer	Viagra

Best Print Advertisement	
Pain	
Manufacturer	Brand
Allergan	Botox Migraine
Pfizer	Lyrica
Pfizer	Relpax

Best Print Advertisement	
Medical Devices	
Manufacturer	Brand
Mylan	Epipen
Stryker	Get Around Knee
DePuy	Sigma Knee

Best Print Advertisement	
Diabetes	
Manufacturer	Brand
Sanofi-Aventis	Lantus
Novo Nordisk	Levemir
Novo Nordisk	Victoza

Best Print Advertisement	
HIV	
Manufacturer	Brand
Bristol-Myers Squibb and Gilead	Atripla
Janssen Therapeutics	Prezista
Bristol-Myers Squibb	Reyataz

Best Print Advertisement	
MS/Alzheimers	
Manufacturer	Brand
Acorda Therapeutics	Ampyra
Novartis	Exelon
Novartis Pharmaceu-ticals	Gilenya

Best Print Advertisement	
Other	
Manufacturer	Brand
Allergan	Restasis
Genentech	Tamiflu
Pfizer	Toviaz

Website

Best Website	
Women's Care	
Manufacturer	Brand
Novartis Oncology	Afinitor
Shionogi, Inc.	Osphena
Teva Women's Health	Paragard

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