



2016 DTCN Ad Awards Winners

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The leading forum for direct-to-consumer (DTC) advertising thought leaders honored a dynamic group of pharmaceutical companies and brands at the much-anticipated DTC National Advertising Awards. The awards were part of the 16th Annual DTC National Conference to be held April 19-21 in Boston. Sponsored by [Health Monitor Network](#), the 2016 Advertising Awards showcase the best marketing and advertising across 16 categories.

The 2016 Ad Awards showcase exemplary work spanning multiple media and strategic categories. During the Advertising Awards Dinner held on April 20, Gold, Silver, and Bronze winners were announced for all 16 major categories and a best Overall campaign winner was chosen.

Please contact Jennifer Kovack (Jennifer@dtcperspectives.com) with any awards inquiries.

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Ad Awards presented by:



Television category presented by:




[Gold Winners](#)

[Silver Winners](#)

[Bronze Winners](#)

[Honorable Mentions](#)

BRAND, DISEASE STATE, OR PROGRAM	COMPANY/IES	AGENCY/IES
BEST BRANDED TELEVISION CAMPAIGN – Presented by CBS		
BREO Ellipta	GlaxoSmithKline	HAVAS Worldwide Tonic
Chantix	Pfizer	Y&R
Farxiga	AstraZeneca	MRM//McCann
Harvoni	Gilead Sciences, Inc.	STRIKEFORCE Communications, LLC
Humira (RA)	Abbott	Publicis New York
Jardiance	Boehringer Ingelheim & Eli Lilly and Company	Evoke Health Philadelphia
Jublia	Valeant	JUICE Pharma Worldwide
Linzees	Actavis/Ironwood	FCB Health
Lyrica (Fibromyalgia)	Pfizer	J. Walter Thompson
Myrbetriq	Astellas	Pathway, FCB Health, & Katalyst
Namenda XR	Actavis	FCB Health

Opdivo	Bristol-Myers Squibb	J. Walter Thompson
Osphena	Shionogi	Publicis New York
Prolia	Amgen	FCB Health
Viagra	Pfizer	BBDO/RAPP
		
BEST BRANDED PRINT CAMPAIGN		
BREO	GlaxoSmithKline	HAVAS Worldwide Tonic
Depuy Synthes	Anderson DDB Health & Lifestyle	
HARVONI	Gilead Sciences, Inc.	STRIKEFORCE Communications, LLC
JARDIANCE	Boehringer Ingelheim & Eli Lilly and Company	Evoke Health Philadelphia
Levemir	Novo Nordisk	Prime Access
Linzess	Actavis/Ironwood	FCB Health
Nexplanon	Merck & Co., Inc.	DDB
OPDIVO (nivolumab)	Bristol-Myers Squibb	J. Walter Thompson
OTEZLA	Celgene	Evoke Health New York
Prevnar 13	Pfizer	Y&R New York
Tamiflu	Genentech	HealthWork, powered by BBDO and CDMI
Tanzeum	GSK	AndersonDDB
Tecfidera	Biogen	CDMiConnect
VIAGRA (sildenafil citrate)	Pfizer	BBDO/RAPP
Xeljanz	Pfizer	Y&R
BEST BRANDED WEBSITE		
Actemra	Actemra	CDMiConnect
Belsomra	Merck & Co., Inc.	Y&R Group-Wunderman DC
Brintellix	Takeda & Lundbeck	
HARVONI	Gilead Sciences, Inc.	Evoke Health New York
Humira	Abbott	Digitas Health

JARDIANCE	Boehringer Ingelheim & Eli Lilly and Company	Evoke Health Philadelphia
Linzess	Allergan/Ironwood	FCB Health
NAMZARIC	Allergan, Inc.	FCB Health
OTEZLA	Celgene	Evoke Health New York
Plevnar 13	Pfizer	Y&R New York
RESTASIS®	Allergan	Beacon Healthcare Communications
Tamiflu	Genentech	Havas Worldwide San Francisco
Tecfidera	Biogen	CDMiConnect
Ultrashape	Syneron	AbelsonTaylor
VIAGRA (sildenafil citrate)	Pfizer	BBDO/RAPP
BEST BRANDED DIGITAL / SOCIAL CAMPAIGN		
Botox (Cosmetic): Treatment Visualizer	Allergan	
Entyvio	Takeda	Klick Health
EPIDUO	Galderma	Deutsch
Gilenya	Novartis	FCB Health
Invokana	Janssen	Hill Holliday (GA) / Casanova Pendrill (Multic
Myrbetriq: The Momentum Program	Astellas	PulseCX, 2nd Spark, Targetbase, Pathway
NuvaTime Reminder Tool	Merck & Co., Inc.	Saatchi & Saatchi Wellness
OTEZLA – Psoriatic Arthritis (PsA)	Celgene	Evoke Health New York
OTEZLA Psoriasis	Celgene	Evoke Health New York
Plevnar 13	Pfizer	Y&R New York
Simponi Aria HotSpot Rx	Janssen Biotech, Inc.	J3
VIAGRA (sildenafil citrate)	Pfizer	BBDO/RAPP
BEST DISEASE EDUCATION TELEVISION CAMPAIGN		

Binge Eating Disorder	Shire	Digitas Health LifeBrands
Circadian Rhythm Disorder	Vanda Pharmaceuticals	Merkley + Partners
Heart Failure	Novartis	McCann HumanCare
Hep C Hope	Gilead Sciences	STRIKEFORCE Communications
HIV Testing	Gilead Sciences	Digitas Health LifeBrands
Lung Cancer	Bristol-Myers Squibb	MRM/McCann
Opioid Constipation	AstraZeneca	BGB Group
Pseudobulbar Affect (PBA)	Avanir Pharmaceuticals	Advance MarketWoRx
Shingles	Merck & Co., Inc.	Publicis New York
Whooping Cough Vaccine	GSK	Ogilvy CommonHealth/Backe Marketing/PHI
BEST DISEASE EDUCATION PRINT CAMPAIGN		
Caregivers Speak Up	The Bloc	The Bloc
Chronic Migraine	Allergan	Saatchi & Saatchi Wellness
Diabetes Sight Risk	Regeneron	The Bloc
Heart Failure	Novartis	McCann HumanCare
Lupus	GSK	Anderson DDB
My HIV Hangup	ViiV Healthcare	Havas Worldwide Tonic
Patient Advocacy	Eisai	Medikidz/Marina Maher Communications
PBA Facts	Avanir Pharmaceuticals	Advance MarketWoRx
Prepopik Unbranded CRC Campaign	Ferring Pharmaceuticals	Concentric Health Experience
Prostate Cancer Unbranded Disease Awareness	Bayer	Area 23
Tdap Awareness	GSK	Ogilvy CommonHealth/Backe Marketing/PHD Media
BEST DISEASE EDUCATION WEBSITE		
Afib Microsite	Daiichi Sankyo	Spirit Health Group, National Stroke Association, Mended Hearts, Prevent Association

Akathisia	Vanda Pharmaceuticals Inc	Merkley + Partners
Caregivers Speak Up	The Bloc	The Bloc
Diabetes Sight Risk	Regeneron	The Bloc
DMPM and You	Mallinckrodt Company	CDMiConnect
Free Killer Tan	Mollie Biggane Melanoma Foundation (Mollie's Fund)	Area 23
GoutIsSerious.com	AstraZeneca	CDMiConnect
My Chronic Migraine	Allergan	Evoke Health
My HIV Hangup	ViiV Healthcare	Havas Worldwide Tonic
Prepopik Unbranded CRC Campaign	Ferring Pharmaceuticals	Concentric Health Experience
Prostate Cancer Unbranded Disease Awareness	Bayer	Area 23
The Jeffrey Modell Foundation Global PI Village	The Jeffrey Modell Foundation	CDMiConnect
Asthma Relationship Marketing Program	GSK	Havas Worldwide Tonic
WomanOn	Pfizer	Vynamic
BEST DISEASE EDUCATION DIGITAL / SOCIAL CAMPAIGN		
Big Bad Wolf Campaign	GSK	Ogilvy CommonHealth/Backe Marketing/P
Caregivers Speak Up	The Bloc	The Bloc
Diabetes Sight Risk	Regeneron	The Bloc
Free Killer Tan	Mollie Biggane Melanoma Foundation (Mollie's Fund)	Area 23
Gout Is Serious	AstraZeneca	CDMiConnect
HealthAwareNext	HealthWellNext	The Bloc
My Chronic Migraine	Allergan	Evoke Health
My HIV Hang-up	ViiV Healthcare	Havas Worldwide Tonic
Take a Stand Against CRC	Ferring Pharmaceuticals	Concentric Health Experience
The Silent Era	Bayer	Area 23
Asthma Relationship Marketing Program	GSK	Targetbase & Clarity Consulting, LLC
WomanOn	Pfizer	Vynamic

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