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2019 ADVERTISING AWARDS FINALISTS & WINNERS

DTC Perspectives, the leading forum for direct-to-consumer (DTC) advertising thought leaders, honors a dynamic group of pharmaceutical companies and brands at the much-anticipated DTC National Advertising Awards. The awards were part of the 19th Annual DTC National Conference, held April 16-18 in Boston.

Sponsored by Health Monitor Network (<http://www.healthmonitornetwork.com>), the 2019 Advertising Awards showcased the best marketing and advertising across nearly 20 categories, including two Delegate's Choice categories. Gold, Silver, and Bronze winners were announced during the Advertising Awards Dinner held on April 17th.

"Health Monitor Network is excited to be a premier sponsor of the annual DTC National conference," says Ken Freirich, Chief Executive Officer. "The conference continues to be a celebration of the creativity and effectiveness of DTC consumer promotion. As a leading provider in developing creative solutions to effectively facilitate patient and HCP dialogue, we are once again pleased to be the presenting sponsor of the awards, as we recognize the many contributions to DTC in the past year."

Please contact Jennifer Kovack (Jennifer@dtcperspectives.com (<mailto:Jennifer@dtcperspectives.com>)) with any awards inquiries.

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The winners for the 2019 DTC National Advertising Awards are...

Honorable Mention

Bronze Winner

Silver Winner

Gold Winner

Delegate's Choice: Best Disease Education

Eczema	Regeneron & Sanofi Genzyme	Arnold Worldwide & MicroMass Communications, Inc.
Endometriosis: SpeakENDO Campaign	AbbVie	FCB Health New York, An FCB Health Network Company & Intouch Solutions
HIV	Gilead Sciences	Digitas Health
HPV	Merck	Publicis (formerly)
Meningitis B	GSK	Grey Global & Weber Shandwick
Sickle Cell Disease: Generation S	Novartis	Havas Health & You
Skin cancer (melanoma): The Melanomes	CultHealth	CultHealth
Type 2 Diabetes and Cardiovascular Disease:	Boehringer	Assembly & Evoke
Don't Miss A Beat	Ingelheim	
Whooping Cough	GSK	Grey
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Delegates Choice: Best Brand

<i>Brand</i>	<i>Manufacturer/s</i>	<i>Agency/ies</i>
Aimovig	Amgen & Novartis	Arnold Worldwide
Botox (Cosmetic)	AstraZeneca	Patients & Purpose, Publicis New York
Chantix	Pfizer	VMLY&R, GHG
Cosentyx	Novartis	Hill Holliday Health & Starcom
Entresto	Novartis	McCann Health New York & BCW
Eucrisa	Pfizer	FCB Health New York, An FCB Health Network Company & EngagedMedia
Eylea	Regeneron	Intouch Solutions and Dadomani/19 Below/South
Myrbetriq	Astellas Pharma US, Inc.	Pathway Group LLC, FCB Health, Katalyst and Wellspring Communications, Inc.
Otezla	Celgene	Evoke New York
Ozempic	Novo Nordisk	CultHealth & Hyperpointe
Prolia	Amgen	FCB Health NY, An FCB Health Network Company & TEN Health
Tecfidera	Biogen	Patients & Purpose and GCI Health
Trintellix	Takeda & Lundbeck	McCann Health New York, Klick Health, Allazo, Pleio
Verzenio	Eli Lilly & Co.	Grey
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Best Disease Education Website

<i>Disease State / Condition</i>	<i>Manufacturer/s</i>	<i>Agency/ies</i>
AboveMS.com	Biogen	Patients & Purpose
AsthmaExposed.com/insider/plan-for-more/	Regeneron & Sanofi Genzyme	MicroMass Communications, Inc.
BigBadCough.com	GSK	Grey
CrohnsAndColitis.com	AbbVie	Intouch Solutions
EczemaExposed.com/insider/peds/home	Regeneron & Sanofi Genzyme	MicroMass Communications, Inc.
HonestlyItsTime.com	Gilead Sciences	Digitas Health
HPV.com	Merck	Publicis (formerly)
JoinGenS.com	Novartis	Havas Health & You
KnowPneumonia.com	Pfizer	WundermanThompson
LearnAboutAlz.com	Allergan	Mission PR
LiveWellWithLungCancer.com	AstraZeneca	(undisclosed)
MeningitisB.com	GSK	Grey Global and Weber Shandwick
MoreThanTired.com	Jazz Pharmaceuticals	Greater Than One, Synchrony, Scout, Hoverstate
MoreToParkinsons.com	Acadia Pharmaceuticals	Ogilvy Health
MyChronicMigraine.com	Allergan	Alban-Tender

SeniorFluShot.com
SpeakEndo.com
TreatMBC.com

Sanofi
AbbVie
Eli Lilly & Co.

Publicis
Intouch Solutions
Grey

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Best New Brand or Indication Website

<i>Brand</i>	<i>Manufacturer/s</i>	<i>Agency/ies</i>
Aimovig	Amgen & Novartis	Arnold Worldwide
Biktarvy	Gilead Sciences	AbelsonTaylor
COOLIEF*	Avanos	Hill Holliday
DUZALLO	Ironwood Pharmaceuticals	McCann Health New York
Fasenra	AstraZeneca	Hill Holliday Health
House Dust Mite Allergies	ALK, Inc.	Havas Tonic
JULUCA	ViiV Healthcare	AbelsonTaylor
MACI/Knee Cartilage Repair	Vericel	Havas Tonic
NUCALA	GSK	Hyperpointe
Ozempic® Semaglutide Injection	Novo Nordisk	InTouch Solutions
Restylane Lyft / Silk	Galderma	Havas Tonic
TRELEGY ELLIPTA	GSK	
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Best Established Brand Website

<i>Brand</i>	<i>Manufacturer/s</i>	<i>Agency/ies</i>
Botox	Allergan	
CHANTIX (varenicline)	Pfizer	VMLY&R, GHG
COOLIEF*	Avanos	AbelsonTaylor
Dupixent	Regeneron & Sanofi Genzyme	Intouch Solutions
Entresto	Novartis	McCann Health New York
EUCRISA (crisaborole)	Pfizer	FCB Health New York, An FCB Health Network Company
EYLEA® (aflibercept) Injection	Regeneron	Intouch Solutions and Dadomani/19 Below/South
JARDIANCE	Boehringer Ingelheim & Eli Lilly and Company	Evoke
Juvéderm - Injectable Gel Fillers	Allergan	DDB NY
Keytruda	Merck	TBWA\Health Collective
LIVALO	Kowa Pharmaceuticals America, Inc.	W2O
Lo Loestrin Fe	Allergan	Publicis NA, MediaCom, Mission
Otezla	Celgene	Evoke New York
Prolia	Amgen	FCB Health NY, An FCB Health Network Company
Sorilux	Mayne pharma	AbelsonTaylor
SYMDEKO	Vertex Pharmaceuticals Incorporated	Patients & Purpose
Synthroid	AbbVie	Patients & Purpose
TECFIDERA	Biogen	McCann Health New York, Klick Health, Allazo, Pleio
Trintellix	Takeda & Lundbeck	Evoke
VELTASSA	Delamanid	

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Best Disease Education Digital or Social Media

<i>Disease State / Condition</i>	<i>Manufacturer/s</i>	<i>Agency/ies</i>
Alzheimer's: Learn About Alz	Allergan	Mission PR
Atopic Dermatitis Insider: Teen Story podcasts	Sanofi/Regeneron	MicroMass Communications, Inc.
Endometriosis: SpeakENDO Campaign	AbbVie	FCB Health New York, An FCB Health Network Company
Heart failure: Charting a New Path for Social Media Success in Heart Failure	Novartis Pharmaceuticals	BCW
HIV: Help Stop the Virus	Gilead Sciences	FCB Health New York, An FCB Health Network Company
Hyperhidrosis: Check Your Sweat Campaign	Dermira	FCB Health New York, An FCB Health Network Company
Invasive pneumococcal disease-Pediatrics: Baby Checkups Count	Pfizer Inc.	Wunderman Thompson
Migraine: Speak Your Migraine	Amgen	Arnold Worldwide
Multiple Sclerosis: MS Voice	Genentech	Intouch Solutions & CMI Media
Sickle Cell Disease: Generation S	Novartis	Havas Health & You
Skin cancer (melanoma): The Melagnomes	CultHealth	CultHealth
Sleep disorder: More Than Tired	Jazz Pharmaceuticals	Greater Than One, Synchrony, Scout, Hoverstate
Type 2 Diabetes and Cardiovascular Disease: Don't Miss A Beat	Boehringer Ingelheim	Assembly, Evoke

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Best Branded Digital or Social Media

<i>Brand</i>	<i>Manufacturer/s</i>	<i>Agency/ies</i>
Entresto (sacubitril/valsartan): Charting a New Path for Social Media Success in Heart Failure	Novartis Pharmaceuticals	BCW
Entyvio Social Media	Takeda	BBDO, Klick, Pathway
EUCRISA (crisaborole): Almost Everybody Almost Everywhere Facebook	Pfizer	FCB Health New York, An FCB Health Network Company
Orencia Facebook	Bristol-Myers Squibb	Weber-Shandwick
Ozempic® Semaglutide Injection Floating OS Banners	Novo Nordisk Inc.	Hyperpointe
PROMACTA®(eltrombopag): My ITP Life Facebook	Novartis	The Bloc
Sorilux Facebook Ads	Mayne pharma	AbelsonTaylor
SYMDEKO Facebook	Vertex Pharmaceuticals Incorporated	Patients & Purpose
Synthroid: Dialed In	AbbVie	Patients & Purpose
Tecfidera Facebook	Biogen	Patients & Purpose and GCI Health
Trintellix Emails & Texts	Takeda & Lundbeck	McCann Health New York, Klick Health, Allazo, Pleio
Tymlos Facebook	Radius Health	Patients & Purpose
Verzenio Facebook	Eli Lilly	Grey

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Best Patient Engagement Support or CRM Program

<i>Brand / Disease State / Condition</i>	<i>Manufacturer/s</i>	<i>Agency/ies</i>
Botox: Unfriend Chronic Migraine	Allergan	AbelsonTaylor
CHANTIX (varenicline): Real People, Real Stories – Ray Liotta Celebrity Testimonial	Pfizer	VMLY&R & GHG
Endometriosis: SpeakENDO Campaign	AbbVie	FCB Health New York, An FCB Health Network Company
EUCRISA (crisaborole): Almost Everybody Almost Everywhere	Pfizer	FCB Health New York, An FCB Health Network Company
EUCRISA (crisaborole): Eucrisa-4-You EngagedPatient	Pfizer	EngagedMedia
Lo Loestrin Fe: Women Who Know	Allergan	Publicis NA, MediaCom, Mission
NUCALA for EGPA: Be Bold Campaign	GSK	Targetbase
Otezla: “Little/Big”	Celgene	Evoke New York
Prevnar 13-Pediatrics: Baby Checkups Count	Pfizer Inc.	Wunderman Thompson
Sickle Cell Disease: Generation S	Novartis	Havas Health & You
TRUMENBA: Don’t Let This Be Your Story	Pfizer	Grey Health Group
VELTASSA: VELTASSA Zone	Relypsa	Evoke
XARELTO®: Clot Wise™ Education Program	Janssen Pharmaceuticals, Inc.	Hill Holliday / Cognitive
ZEJULA: ZEJULA My Way Patient Support RM	Tesaro Inc.	MicroMass Communications, Inc.
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	Best Outdoor, PR, or Event	
<i>Brand / Disease State / Condition</i>	<i>Manufacturer/s</i>	<i>Agency/ies</i>
2018 Coast 2 Coast 4 Cancer Ride	Bristol Myers Squibb & V Foundation for Cancer Research	GCI Health (PR) and Debut (creative)
Amgen Breakaway From Cancer Race	Amgen	In-house
CHANTIX (varenicline): Real People, Real Stories – Ray Liotta Celebrity Testimonial	Pfizer	VMLY&R, GHG
CycleNation	Amgen & American Heart Association	In-house & AHA CycleNation
Dempsey Challenge	Amgen & Dempsey Center	In-house & Dempsey Center
Fetal Alcohol Spectrum Disorder: If Mommy Drinks, Baby Drinks	FasWorld	Anderson DDB
Hearing Voices of Support	SARDAA Schizophrenia and Related Disorders Alliance of America	The Bloc
Myrbetriq: “What’s Next For You”	Astellas Pharma US, Inc.	Pathway Group LLC, FCB Health, Katalyst and Wellspring Communications, Inc.
Onzetra Xsail: Morning Migraine Food Truck	Avanir Pharmaceuticals	Neon, An FCB Health Network Company
Prolia Osteoporosis Events	Amgen	TEN Health
Sickle Cell Disease: Generation S	Novartis	Havas Health & You
Skin cancer (melanoma): The Melagnomes	CultHealth	CultHealth
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	Best Use of Celebrity in Campaign or PSA	
<i>Brand / Disease State / Condition</i>	<i>Manufacturer/s</i>	<i>Agency/ies</i>
Brilinta: Bob Harper	AstraZeneca	Publicis New York
Chantix: Ray Liotta	Pfizer	VMLY&R, GHG
Cooper’s Cardiology	Novartis	Hill Holliday Starcom

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