



Press Release

DDB Remedy Wins Best of Show at IPA Best of Health Awards

Date 7/7/2008

Location New York

DDB Remedy Sydney picked up the Best of Show at the 2008 IPA Best Of Health Awards in London for their "Little Fella" TV campaign raising awareness and understanding of Erectile Dysfunction amongst Australian men.

The IPA Best of Health Awards celebrates the best creativity in healthcare advertising, a sector which encompasses the promotion of brands to both healthcare professionals and consumers. The "Little Fella" campaign (<http://www.littlefella.com.au/>), which was shortlisted at this year's Cannes Lions show, stood out amongst some of the best work in the international healthcare arena at the IPA awards show.

From 328 entries in this year's competition and for their first year of entering work in this show, DDB Remedy picked up seven awards, including:

- Remicade Crohns won the Healthcare Professional, Press Campaign category aimed at specialist doctors.
- Silvers and Bronzes were also picked up for DDB Remedy campaigns for Glaucoma Australia and the AHMF Herpes Awareness Campaign.
- The Remicade Crohns Campaign won a special award for Best Use of Photography.

Dr John Bertolini, Managing Director, DDB Remedy, commented: "We are delighted that that we are producing work which is being recognized at an international level. The "Little Fella" campaign is a



campaign we are incredibly proud of and a proof point of the determination and focus we have in becoming a leading healthcare agency.”

Mark Goldstone, President of DDB Health Worldwide said: “Once again I’m pleased to see DDB’s creativity recognized at the prestigious IPA Best of Health Awards. Great work doesn’t happen by accident and much effort from our creative and planning teams together with our clients went into creating these business driving ideas. As we continue to say, “Better Ideas, Better Results.”

Launched on behalf of the non-for-profit organization Impotence Australia in October 2007, the campaign communicates the realities of erectile dysfunction in a very unique manner. The TVC shows a typical middle-aged man going about his day shadowed by a miniature replica of himself suffering from the same stresses of daily life. At the end of this demanding day, the man is in bed with his wife and unfortunately the miniature replica has already fallen asleep and is refusing to comply with any demands. The spot closes with the tagline: “Look after your Little Fella and he will look after you.”

Matt Eastwood, National Creative Director, DDB Sydney said, “The main message we wanted to deliver to all men in Australia in this campaign is that your sex life will be severely affected if you do not improve your health and lifestyle. Campaigns that have discussed this issue in the past centered on romance and relationships. This campaign delivers a more direct message in a very bold, unique and humorous manner.”

David Chriswick, Senior Planner, DDB Sydney explained, “We saw the need to educate on the underlying causes of erectile dysfunction rather than create a campaign which only dramatized the benefit. We had to get across a direct rational health message while injecting some humorous human truths into the campaign.”

The campaign is supported by an unrestricted educational grant from the three major players in erectile dysfunction: Pfizer Australia, Eli Lilly Australia and Bayer Healthcare.

About The IPA Best of Health Awards:

The IPA Best of Health Awards honors the best creative advertising work by healthcare advertising agencies. The objective is to showcase the best creativity in this specialist area. The Best of Health



Awards are now recognized as the top creative advertising awards for work by healthcare advertising agencies, as they are the only awards given entirely by peers in the industry.

About DDB Remedy:

DDB Remedy is a division of DDB Health, the healthcare arm of DDB Worldwide Communications Group Inc. DDB Worldwide Communications Group Inc (www.ddb.com) is the largest consolidated advertising and marketing services global network in the world, according to *Advertising Age*. DDB also has been frequently ranked as the most awarded agency network in the world by *Creativity* magazine and *The Gunn Report*, among others. With more than 200 offices in over 90 countries, DDB provides creative business solutions for some of the world's most prestigious brands. DDB Worldwide is part of Omnicom Group Inc. (NYSE: OMC).

Contact: Mark Goldstone
President of DDB Health Worldwide
212-415-2168

Diane Bruno
Manager Public Relations
212-415-2191