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McCann HumanCare

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WINNER **HOTTEST AGENCY BRAND**

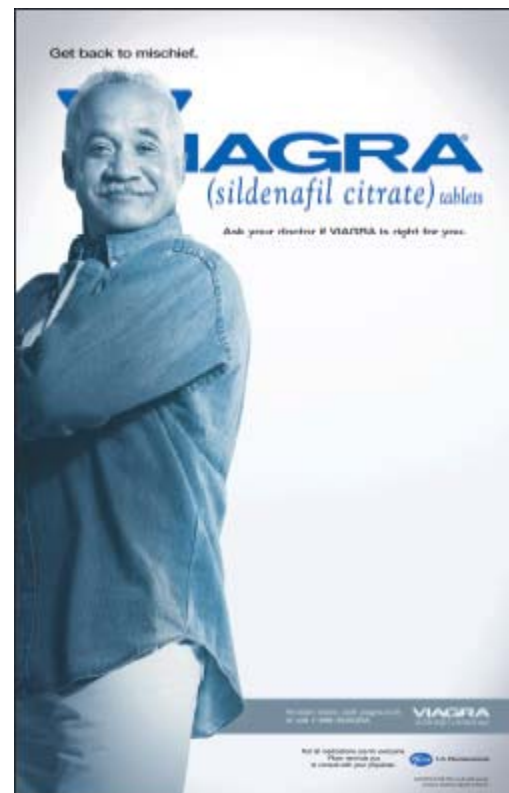
After doubling the number of brands in its charge in 2004, McCann HumanCare is forging new relationships with large, global health-care marketers such as Pfizer Inc. and Novartis. McCann HumanCare is a stand-alone agency within McCann Healthcare WorldWide and leverages the resources of consumer agency network McCann Erickson. The agency was a major contributor to McCann Healthcare's superb 2004 new business performance.

Andrew Schirmer, managing director, McCann HumanCare, is the galvanizing force behind the agency's success. Under his leadership, the organization has tripled in size. "Our objective is to combine McCann's excellence in global consumer communications with a deep understanding of the unique sensitivities in health care to produce campaigns that are as effective and creatively brilliant as the work we produce for every other consumer brand," Mr. Schirmer says.

Mr. Schirmer is not content with simply offering his clients advertising-based solutions. "The complexity of today's marketplace demands a patient-consumer entity that can work within any medium or discipline," he says.

To meet the needs of a more complex market, Mr. Schirmer has worked to build an organization that offers clients access to the full spectrum of communications disciplines, including advertising, customer relationship management, digital, public relations, and branding. In addition, McCann HumanCare's partnership with McCann Healthcare WorldWide allows Mr. Schirmer to address his clients' increasing global communications needs for health-care professionals and consumers.

Tapping into a network that has managed global brands for more than a century, McCann HumanCare has successfully expanded McCann's historically domestic, DTC-based pharmaceutical relationships into fully integrated, global partnerships that cross borders and communications disciplines. Key account wins include three domestic consumer accounts from GlaxoSmithKline (gsk.com) and two new global, fully integrated brand assignments from Novartis (novartis.com). Rounding out the agency's ex-U.S. Viagra responsibilities, the account has been expanded to include the United States. Viagra is marketed by Pfizer (pfizer.com) for the treatment of erectile dysfunction.



Given the growing need for efficiencies and singular global brands, McCann HumanCare will continue to highlight a global, fully integrated offering as the agency moves forward. Despite its core focus on pharmaceutical brands, McCann HumanCare

will continue to assist many of McCann Erickson's consumer brands focus on human health, including over-the-counter drugs, nutritionals, and functional foods.

"I can see a future where we contribute to many McCann brands given the growing focus on health and wellness around the world," Mr. Schirmer says. "I can also see one where HumanCare expands beyond our traditional client base to include clients from a wide range of industries."

For now, McCann HumanCare continues its growth path. Capitalizing on momentum gained late in 2004 — when the organization was awarded stewardship of a GlaxoSmithKline brand without a pitch and received an AMA award for work on the psychotherapeutic Paxil CR — McCann HumanCare has met 2005 with promise. The agency was recently awarded a brand assignment that stemmed, in part, from a strong Pfizer relationship. McCann HumanCare entered 2005 in a position to take advantage of many opportunities in the pharmaceutical category and has high hopes for continued growth and expanding partnerships with existing and new clients.

CLIENT ROSTER

Full-service ad accounts

Aventis Pharmaceuticals Inc.
Allegra

GlaxoSmithKline Inc.
Paxil/Paxil CR, three confidential assignments

Novartis
Two confidential assignments

Pfizer Inc.
Bextra, Viagra

Sepracor Inc.
Lunesta

For a detailed listing of account rosters, including brand assignments for the health-care ad agencies, log on to pharmalive.com/specialreports.