



Anyone would be forgiven for experiencing déjà vu at the 2010 IPA Best of Health Awards, as Langland took the coveted Best of Show healthcare professional for the second year running and scooped some 32 bronze awards and 19 silvers. *PharmaTimes Magazine* reports

Star struck

What sets the IPA Best of Health Awards apart from others in the field is it rewards on the basis of merit, not by choosing the best in a category, explains Richard Rayment, IPA judge and joint creative director, GSW Junction 11. Indeed, this year saw a 40% increase in the number of awards handed out compared to previous years. "It means creativity is alive and kicking and still the essential currency of advertising in these times of austerity."

However, perhaps partly reflecting the huge influences of budget constraints, procurement and global marketing campaigns, there was a dearth of gold prizes this year, versus two in 2009. It's not so much that good creative work is hard to come by, says Rayment, but rather the judges "almost unanimously" decided none of the work had that 'stop you in your tracks' or 'I wish I'd done that' quality required for a gold award.

So what does it take to get a gold? Dean Woolley, creative director at Woolley Pau and IPA judge, says it's not the sort of thing you can just sit down and generate. "Just as you can't will yourself to be happy – you can only do the things that might make you happy – you can only do the things that make a gold possible. For me that means trying to answer the brief in the most intelligent, engaging and, above all, effective way possible."

However, a Best of Show is up there with gold, as Langland can testify. Creative director Andrew Spurgeon says the agency genuinely believes creativity has a transformational effect on businesses and brands and an aligned agency produces results that are second nature. "I think the *Big Pain Campaign*



Langland collects one of its 50 plus awards



Dr Foster wins Best of Show Consumer



The work up for an award



Tara Page and David Higgins collect an award for Saatchi & Saatchi Health Sydney

stood out as Best of Show Healthcare Professionals for exactly the same reasons it stands out in the journals. It's simple, it's quick and it helps readers empathise with early osteoarthritic pain."

So will removing the consumer/healthcare divide pave the way to creative excellence? Liz Little, head of marketing services at Dr Foster Intelligence, which won Best of Show for its *Objects* care services campaign to consumers, suggests that "without this sort of [consumer] information at the start of the marketing process it's much harder to extract the kind of insight that will lead to creative ideas that truly resonate".

Indeed, Jon Clark, European divisional director and Andy Bell, creative director at Nitrogen, say Langland is an excellent example of this new approach. "They may not have struck gold...", say Clark and Bell, "but they've certainly hit a rich seam of something. Their success should be applauded and envied in equal measure. What consistently sets them apart? Their consistency." **PT**

IPA winners' table

Special Prizes

- Best of Show Consumer**
'Objects', Care Services, by Dr Foster Intelligence
- Best of Show Healthcare Professional**
'Big Pain', Butrans, by Langland
- Best use of Art Direction**
'Self-infusion Guide', Kogenate, by Langland
- Best use of Copywriting**
'Chat Up Lines', Durex Play Range, by McCann Manchester
- Best use of Illustration**
'Care Information Services', Care Services, by The Leith Agency
- Best use of Photography**
'Chained – Tuk Tuk', Dukoral, by Saatchi & Saatchi Health, Sydney

Photos available at: <http://magnusrew.e-printsphoto.co.uk/>