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**PFIZER'S CHANTIX WINS *THE DOCTORS' CHOICE* AWARD  
AS HIGHEST SCORING GENERAL PRACTICE ADVERTISEMENT**

**ClindaReach from Dusa Scores Highest in Ads to Specialist Audiences**

New York, NY – September 24, 2008 – Highest scoring medical journal ads announced at *The Doctors' Choice* awards luncheon held today at The Palace Hotel in New York City were for Pfizer's two-page Chantix ad from Euro RSCG Life LM&P in the generalist physicians category and for Dusa's four-page ClindaReach ad from Topin & Associates in the physician specialty category.

*The Doctors' Choice* – an annual study conducted by the Association of Medical Media – researched physicians' attitudes toward product advertising via a web-based study of 327 ads from the 200 most widely advertised products in 2007. This year 5,742 MDs responded with their preferences in medical journal messages. This is the sixth year of *The Doctors' Choice* research into physician attitudes toward medical journal advertisements. Awards were made in 13 product categories, in four page-unit categories, and for the highest scoring specialist and generalists ads.

The Chantix ad, appearing only in primary care physician journals, promoted the product for smoking cessation. The ClindaReach ad which ran in dermatology journals introduced the product's system of applicator, cleansing and medicated pads allowing patient access for topical antibiotic treatment to hard to reach areas of acne.

Dusa had three awards with ClindaReach in a product category, page units, and overall scoring level. Companies with two awards were Merck, Lilly, Alcon, Pfizer, and Salix.

Topin & Associates, the agency that created the ClindaReach ads, had three awards. Agencies with two awards were GSW Worldwide, AbelsonTaylor, DRAFTFCB HealthCare, Corbett Worldwide, and MedThink.

Jay Carter, Senior Vice-President, Director of Client Services at AbelsonTaylor, was the luncheon speaker.

A summary of winning ads honored with *The Doctors' Choice* trophies at the ceremonies, their manufacturers, and advertising agencies follows:

**Drug Categories**

Anti-Infectives	Valcyte(1-page)	Roche	Ferguson
Cardiovasculars	Natreacor (3-page)	Scios	AbelsonTaylor
Dermatologicals	ClindaReach (4-page)	Dusa	Topin & Associates

For Immediate Release

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Diabetes Therapy	Cymbalta (4-page)	Lilly	GSW Worldwide
Gastroenterologicals	Colazal(1-page)	Salix	MedThink
Neurologicals	Cymbalta (4-page)	Lilly	GSW Worldwide
Obstetrics/Gynecologicals	Fosamax Plus D (1-page)	Merck	DRAFTFCB HealthCare
Oncologicals	Avastin (1-page)	Genentech	Harrison and Star
Ophthalmologicals	Pataday (3-page)	Alcon	Corbett Worldwide
Pediatrics	Vigamox (2-page)	Alcon	Corbett Worldwide
Psychiatrics	Rozerem (1-page)	Takeda	AbelsonTaylor
Respiratory Therapy	Tracleer (1-page)	Actelion	Giant
Urologicals	Flomax (1-page)	Boehringer Ingelheim	DRAFTFCB HealthCare

#### **Page Unit Categories**

One-Page	Colazal	Salix	MedThink
Two-page	Chantix	Pfizer	Euro RSCG Life LM&P
Three-Page	Gardasil	Merck	Juice Pharma
Four-Page	ClindaReach	Dusa	Topin & Associates

#### **Highest Scoring Ads**

Specialist Audience	ClindaReach	Duse	Topin & Associates
Generalist Audience	Chantix	Pfizer	Euro RSCG Life LM&P

For more information on *The Doctors' Choice Awards*, contact MaryBeth Kurland, AMM's Executive Director, at 856-380-6814 or visit AMM's Web site at [www.ammonline.org](http://www.ammonline.org).