



FOR IMMEDIATE RELEASE

Cadient Group Wins Nine Communicator Awards

Agency Honored for Interactive and Marketing Effectiveness Campaigns

West Conshohocken, Pa., June 30, 2009 — [Cadient Group](#), the premier strategic interactive marketing agency serving the healthcare industry, today announced that it was recognized for nine campaigns at the [15th Annual Communicator Awards](#). Cadient Group won five Gold Awards of Excellence in the Email Marketing, Interactive, and Marketing Effectiveness categories for its work with leading pharmaceutical companies; as well as four Silver Awards of Distinction.

“Receiving these industry awards provides proof and validation of the creativity of our work and our expertise in understanding our clients’ challenges and delivering innovative and relevant solutions to address their needs,” said Stephen Wray, president and CEO, Cadient Group. “The Communicator Awards winners’ list is made up of the top marketing firms in the world and winning nine of these prestigious awards solidifies our position further as a leading interactive marketing agency.”

Cadient Group received Gold Communicator Awards for the following projects:

- **AstraZeneca—MySYMBICORT Program—Email Marketing Category**
Cadient Group was honored for its SYMBICORT Consumer Campaign for AstraZeneca. The agency developed a successful launch campaign of the SYMBICORT brand to consumers, generating strong, early awareness of the new inhaled asthma therapy.
- **AstraZeneca—NEXIUM Program – Email Marketing & Interactive Categories**
Cadient Group optimized the existing marketing mix for the NEXIUM consumer program for Astra Zeneca to ensure pull-through of brand objectives, while delivering the most relevant and impactful patient experience in an increasingly competitive market. Cadient Group redesigned the PurplePill.com Web site, delivered highly engaging advertising creative, developed a robust relationship management program, and leveraged social networks to engage patients in the brand.
- **J&J Consumer Companies Inc.—RoC Challenge CRM Program—Email Marketing Category**
Targeting women ages 25–55 to take Johnson & Johnson’s RoC (Retinol Correxion) Challenge for this OTC skincare product, Cadient Group created a multi-dimensional online campaign, including a Web site, biweekly eNewsletters, online media support, a message board, and re-contact e-mails.

Cadient Group also received a Gold Communicator Award for its search engine marketing, banner display ads, e-mail marketing, print, and direct response TV campaign for an ADHD support Web site.

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In addition, Cadient Group won Silver Communicator Awards for its work with AstraZeneca and DePuy Orthopaedics in the Email Marketing, Pharmaceutical, and Documentary categories.

Honoring creative excellence for communications professionals, the Communicator Awards is the leading international awards program sanctioned and judged by the International Academy of the Visual Arts, an invitation-only body consisting of top tier professionals from a "Who's Who" of acclaimed media, communications, advertising, creative, and marketing firms. In its 15th year, the Communicator Awards have received more than 9,000 entries from companies and agencies of all sizes, making it one of the largest awards of its kind in the world.

About Cadient Group

[Cadient Group](#) is an interactive marketing network focused on the healthcare industry. Our companies align client needs with relevant innovation to deliver meaningful experiences and measurable results. Across Cadient Group, our strategic insight helps clients better utilize multi-channel marketing to enhance connections with consumer and professional audiences. Cadient Group clients consistently realize the full potential of their brand, franchise, and corporate healthcare communications. With Cadient Group, you'll *Experience Results*. For more information about Cadient Group, visit www.cadient.com.

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Media Contacts:

Michael Walsh
Sr. Director, Marketing Communications
Cadient Group
Michael.walsh@cadient.com
484-351-2860

Karen Higgins
A & E Communications, Inc. for Cadient Group
khiggins@aandecomm.com
610-831-5723