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Hungry to take on any challenge.
Hungry to push every boundary—for clients, for ourselves.
Always hungry for more.

Satisfied? Never.

PIXACORE

Honored to be **nom**inated.

HEALTHCARE AGENCY

Midsize Healthcare Agency

Recognizes outstanding performance by a healthcare marketing agency with U.S. revenue of \$15 million to \$50 million in 2017. //Sponsored by **Calcium**

GOLD

Pixacore

Judges appreciated Pixacore's digital expertise and its more than 50% revenue growth.

"Pixacore has fantastic depth, knowledge, and command of digital communications," said one judge.

The agency's AR and VR work really stood out for judges. Examples included a memorable VR congress experience for an oncology pipeline product from Bayer. It allowed doctors to immerse themselves in a world of molecules and then interact with ones they chose. It proved highly engaging and also gave Pixacore valuable data about doctors' individual content interests.

Innovations in the past year included a new proprietary analytics tool that inte-



grates with CRM platforms. It can, among other things, verify the identity, medical specialty, and area of interest of people who view a VR experience.

Judges also admired Pixacore's commit-

ment to tech and children. For example, team members presented VR and AR examples to high school STEM students and talked to them about STEM-related roles in advertising.

The agency also invested \$30,000 in computer equipment to help burgeoning AR and VR engineers showcase their content to companies such as Philips Research, Massachusetts General Hospital, and Tufts Medical Center.

All told, Pixacore landed 14 new accounts last year, including two new AOR assignments from existing client Bayer. More than 80% of the growth was organic. Wins from new clients included project work on Amgen's Enbrel.



SILVER

Concentric Health Experience

Judges loved seeing Concentric's client testimonials in video form this year. They also enjoyed the agency's creative work, especially on Silence Sucks, the provocative postpartum awareness campaign for Sage Therapeutics. Concentric won 10 new accounts last year, and growth was fueled by expansion of business with existing clients and wins from new clients Bayer, Novo Nordisk, and Alexion.

FINALISTS

Concentric Health Experience

Dudnyk

Fingerpaint

Pixacore

Spectrum

calcium BRAND NOURISHMENT

Calcium is all about nourishing brands — it's about generating greater brand engagement and impact through rich insights and powerful ideas. Our strengths are focused in these critical areas: strategy, creative, technology, and service. We are lean, focused, non-bureaucratic, and highly responsive. We deploy precisely the right individuals and skill sets to deliver the best possible results.