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## 2008 BANNER AWARD YEAR FOR CELEBRATION CHAIN

*Innovative Project Most Recently Recognized at Global Awards and Forrester Groundswell Awards*

PHILADELPHIA – December 16, 2008 – The celebration continues: topping off a year of accolades, Digitas Health and AstraZeneca were awarded best website for Celebration Chain ([www.CelebrationChain.com](http://www.CelebrationChain.com)) at the 14<sup>th</sup> Annual International Global Awards. The website is the first example of branded social media for a pharmaceutical product and was produced for the ARIMIDEX® brand. ARIMIDEX is approved for [adjuvant therapy](#) (following surgery with or without radiation) of postmenopausal women with hormone receptor-positive early breast cancer.

Celebration Chain was created to help support the strong community of breast cancer survivors. An interactive website, it allows friends and family members to create celebrations in the likeness of those touched by breast cancer.

The Global Awards is the leading international competition to honor the very best in healthcare communication. Now in its 14<sup>th</sup> year, the Global Awards is the only pharmaceutical communications awards that pay tribute to winners on a worldwide scale, transcending the barriers of language and culture.

In addition to the Global Award, Celebration Chain was recognized as a finalist in the Forrester Groundswell Awards. The Groundswell Awards recognize digital work that represents excellent and effective use of social technologies to advance an organizational goal. Five finalists were chosen in the Social Impact category.

Launched in October 2007, Celebration Chain also has received honors from the Rx Club, Pharmaceutical Executive Ad Stars, the Med Ad News Manny Awards, the MM&M Awards, and the PhAME Awards, and has been recognized in articles by *Pharmaceutical Executive* magazine, *MM&M*, *DMNews*, and bloggers nationwide.

Digitas Health has enjoyed a stellar award season, winning big with Celebration Chain as well as other client work. The company has received more than 30 awards and honors in 2008.

### **About Digitas Health**

Counting as clients many of the world's leading pharmaceutical, bioscience, and medical device companies, Digitas Health is a next-generation marketing agency that helps build healthcare brands that patients, caregivers, and healthcare professionals feel confident turning to and recommending when they are sick, in need, or helping others. With offices in Philadelphia and New York, Digitas Health is a unit of Digitas, leading global digital marketing and media agency and a member of the Paris-based Publicis Groupe S.A. (Euronext Paris: FR0000130577), the world's fourth largest communications group, second largest media counsel and buying group, and a global leader in digital and healthcare communications. For more information, please visit [www.digitashealth.com](http://www.digitashealth.com).

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