

OCTOBER 2005

RESULTS

For Remedy's Edward Heart campaign

During the 12-week campaign flight, heart scan appointments increased an astonishing 90 percent. In addition, the campaign has been recognized across the advertising community. It was selected as a winner in the 2005 OneShow Rx national annual competition, which recognizes excellence in health-related advertising, and highlighted as a featured campaign in *Big Ideas* magazine.



AGENCY: JWT Chicago
 CLIENT: Illinois Board of Tourism
 EXEC: Graham Woodall
 HEAD OF ART: Adam Regan
 CD/COR: David Bunker
 COWI: Dan Bruce
 ILLUSTRATORS: Colin McInerney (Jane), John Rush (Car-Kabob) and Robert Wadlow (World's Tallest Man in the World)

SOMEBOY SHUT OFF HIS PITUITARY
 WORLD'S TALLEST MAN IN THE WORLD
ROBERT WADLOW
 ALTON, ILLINOIS

IT'S LIKE A CAR-KABOB

YOU SHOULD VISIT THE SPINDLE BERWYN, IL

Vintage Illinois
 When people consider tourism in Illinois, their minds jump immediately to Chicago (even though they have family in Aurora). Sure, Chicago has one of the world's tallest buildings, but did you know Alton, IL, is home to the world's tallest man, Robert Wadlow? In a recent print campaign for the Illinois Board of Tourism, JWT Chicago revises a classic and punnily advertising style while illustrating all the wonderful secrets about Illinois.

It Takes Heart
 The heart really doesn't get the credit it deserves, not only is it serving as your body's final ticket, but it also serves as the metaphorical foundation of any number of ailments. It does all of this and gets so little attention in return. In their most recent campaign for the Edward Heart Hospital, Remedy in Chicago draws the importance of your heart, by reworking it — metaphorically.

I love you with all my pancreas.

AGENCY: Remedy/Chicago
 CLIENT: Edward Heart Hospital
 CD: Roger Simpson
 ACD: Katie Williams
 CM: Liz Clark
 ADVISOR: Matt Mallick

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