

# REALITYRx Communication

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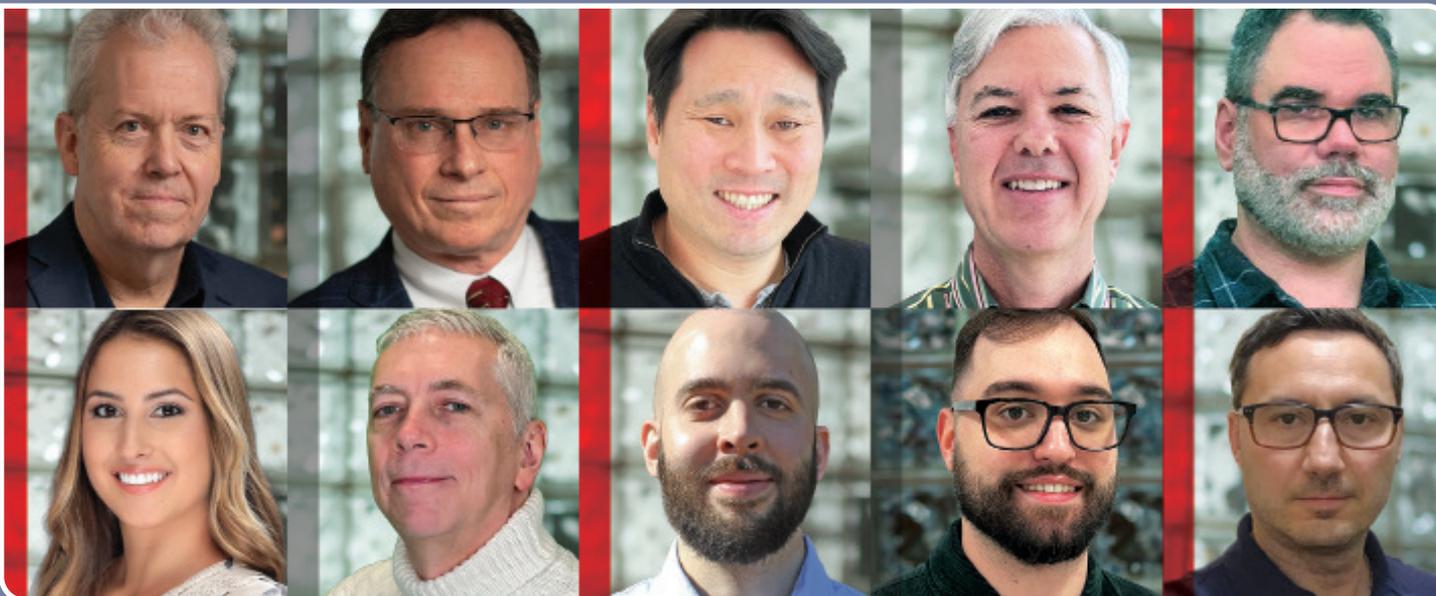
## FINALIST

BEST CORPORATE BRANDING  
CAMPAIGN (PHARMA/DEVICE)

## QUICK FACTS

### CLIENT ROSTER

Bracco Diagnostics  
Boehringer Laboratories  
Rierden Chemical & Trading  
Company



(clockwise from top left) Jonathan Male, CEO, principal; Bob Karczewski, director, business development; Hoon Chang, director of account and strategic planning; Michael Ward, VP, CD copy; Eric Siry, CD art; Eligio Sgaramella, director, digital management; Collin Cataldo, account executive; Adrian Amador, digital art director; Thomas B. Clark, Jr., senior copy supervisor; Leanna Daniele, account supervisor

the solutions our clients need,” Male says. “Our unique business model is scalable; it reduces waste and provides flexibility that larger agencies simply cannot match.”

Executives note that as always, engaging new clients has the agency did this past year is critical to REALITYRx’s continued growth.

## PHILANTHROPY/ CITIZENSHIP

In terms of giving back, Male traveled to Kenya, Africa where he and his partner Liz adopted an orphan elephant, working with the Sheldrick Wildlife Trust, an organization that runs the most successful elephant rescue and rehab program in the world.

Alongside client teammates, members of the REALITYRx staff took part in an orphanage restoration project in Puerto Rico. Additionally, Head of Account Services Hoon Chang helped restore the homes of Native American families in Red Lake, Mich., and served Thanksgiving dinners to the homeless in Mansfield, Ohio.

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## FUTURE PLANS

REALITYRx plans to continue expanding its partnership with Bracco Diagnostics in the United States while engaging globally with the corporate headquarters in Milan, executives say.

“We continue to expand our global reach by integrating top strategic partners who provide

Intelligence isn’t the only thing artificial in today’s healthcare marketing world,” declare the leaders of REALITYRx. “When agencies rush to replace human judgment with machine learning, critical thinking from real-life experiences can be lost.”

Managers state that real intelligence resulting in real results sets REALITYRx apart from other agencies. “In 2023, REALITYRx turned around the idea of ‘turnaround time,’” executives say. “This past year, our proprietary processes and platforms allowed us to not only keep pace with today’s evolving technologies – but to actually get in front of them.

“By integrating artificial intelligence, embracing analytics, and enlisting future-proof marketing tools, we clearly and effectively communicated improved healthcare outcomes for clients worldwide.

“At REALITYRx, we are never just checking the boxes but strive to keep our work REAL: relevant, easy, arresting, and legitimate. The results are increased ROI for our clients and steady agency growth through relationship building.”

## RECENT ACCOMPLISHMENTS

In 2023, REALITYRx gained **Boehringer** Pharma and **Rierden** Chemical & Trading Company for its roster. The agency also continued to produce work for longtime client **Bracco** Diagnostics.

For **Boehringer**, REALITYRx produced the campaign “Teddy Bear” for the CareDry External Female Catheter. “The CareDry

‘Teddy Bear’ Campaign memorably depicts why it’s time to throw in the towel on leaky female external catheters,” executives say. The campaign explains why CareDry is the major advance in the control of urinary incontinence.”

For Bracco, REALITYRx produced the “Everything has led to this moment” franchise campaign and the virtual colonoscopy cancer testing nonbranded consumer campaign.

The “Everything has led to this moment” corporate campaign was introduced at the 2023 Radiological Society of North America conference in Chicago. “This is the largest and best-attended annual Radiology convention, making it an ideal venue to launch a new campaign for Bracco,” agency executives say, adding that the work was displayed on multiple platforms and integrated into sales conversations with customers.

According to REALITYRx leaders, the campaign positions Bracco as a committed partner, “supporting radiology professionals with the highest levels of service, science, and breadth of innovative products. The campaign also impacted the Bracco sales force who have rallied around the campaign slogan, “We are all in.”

Through the website myvirtualcolonoscopy.com, the campaign tackled the reluctance most young people express about having a colonoscopy, and their lack of knowledge about the latest guidelines, screening options, or their risk of colorectal cancer.

The principals at REALITYRx say they believe in growing clients’ business organically. “As the agency of record for Bracco,

we continue to be the company’s creative and strategic partner across Bracco’s UD and now Milan global markets, providing brand materials, corporate communications, and content for their portfolio of products.”

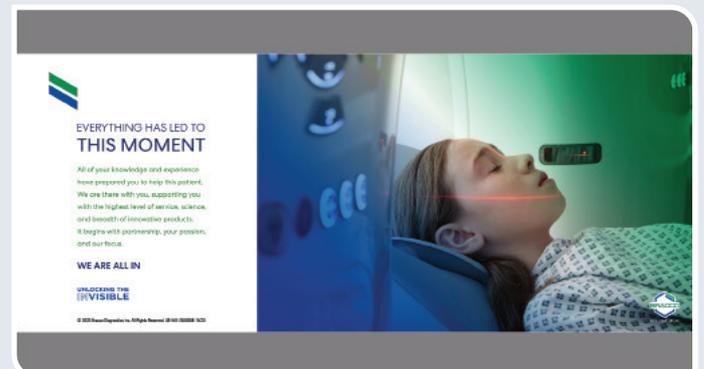
As talent is the driver of agency success, CEO Jonathan Male notes that bringing young, talented people to REALITYRx continues to be a top priority. New hires include Account Executive Collin Cataldo, Designer Robin Schilke, and Project Manager Katie O’Brien-Smith.

## STRUCTURE AND SERVICES

According to the REALITYRx leadership team, “keeping it real” means relying on proven effective, affordable, and turn-key solutions the agency calls RRx ON DEMAND, which “leverages decades of healthcare expertise with digital prowess, public relations strategy, and social media services supported by a network of offices in the New York/New Jersey/Philadelphia area, and Rome, Italy.”

There several offerings. RRx TruDialogue is a platform the agency uses to explore data, uncovering meaningful insights to leverage. RRxCRM provides data-driven results from lead-generating virtual platforms, data-capturing websites, and targeted email campaigns via Salesforce Pardot. RepD-NATM is a proprietary sales platform that supports all forms of digital media and allows eDetailing for a company’s full product line from a single laptop, with a one-time price, and no “per-user” fees. And RRx HealthWatch is a podcast series

## FINALIST BEST CORPORATE BRANDING CAMPAIGN (PHARMA/DEVICE)



Bracco Diagnostics, the U.S. division of Bracco, recently underwent extensive customer research that showed an opportunity for the company to leverage its strengths in new ways. For instance, Bracco goes to great lengths to collaborate with and support its customers, offers an extensive portfolio of innovative products, and operates a purpose-driven, sustainable business. From these strengths, a new corporate branding campaign was developed: “Everything has led to this moment.”