



Pfizer

AIG

GNYHA

Unilever

Publicis

HEALTH & WELLNESS

AIG  
 American College of Physicians  
 Aon Hewitt  
 Botox  
 Greater New York Hospital Association  
 Healthy Pfizer  
 IPRO  
 Keas  
 Metlife  
 Mercer  
 North East Business Group on Health  
 Primary Care Development Fund  
 Princeton Longevity Center  
 Publicis  
 Reading Health System  
 Unilever  
 United Hospital Fund

"It's not about programs, it's about engagement."

Jennifer Arcure  
Creator of Healthy Pfizer

 **Langton Creative Group**  
 44 W 28, Floor 8  
 NYC 10001  
 212.533.2585  
 hello@langtoncreative.com  
 langtoncreative.com

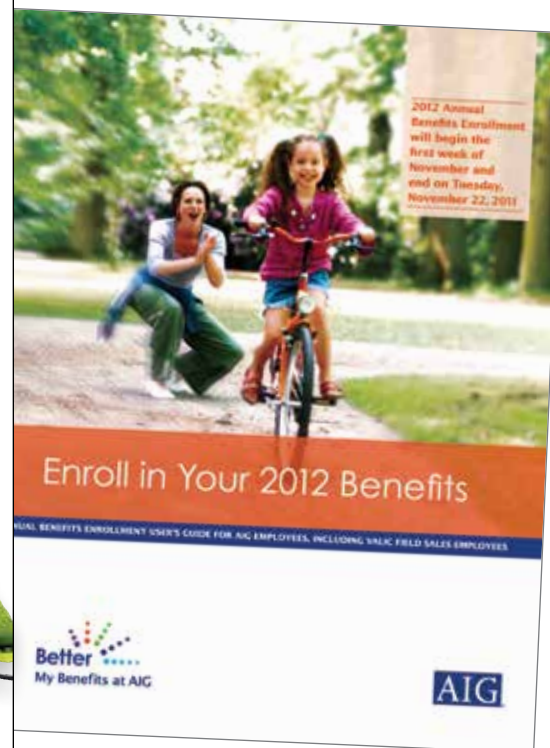
# Encourage

"Healthy Pfizer" celebrates healthy living and offers preventive care programs to over 40,000 US employees and their dependents via web portal, dynamic graphic emails, health fair exhibitions, video and print collateral. In focus groups, the program attained 100% awareness among Pfizer employees. The launch exceeded all goals, with 81% registering for the program and 34,974 colleagues participating.



# Engage

Under the direction of the Aon Hewitt Communications Practice, we produced a series of Enrollment and Retirement brochures, resulting in 99.4% of employees making an active benefits election. There were almost 2,400 clicks to access the benefits portal. 401(k) Plan participation increased from 68% to 75%, and also included an increase from 60% to 70% for employees with less than 10 years of service.



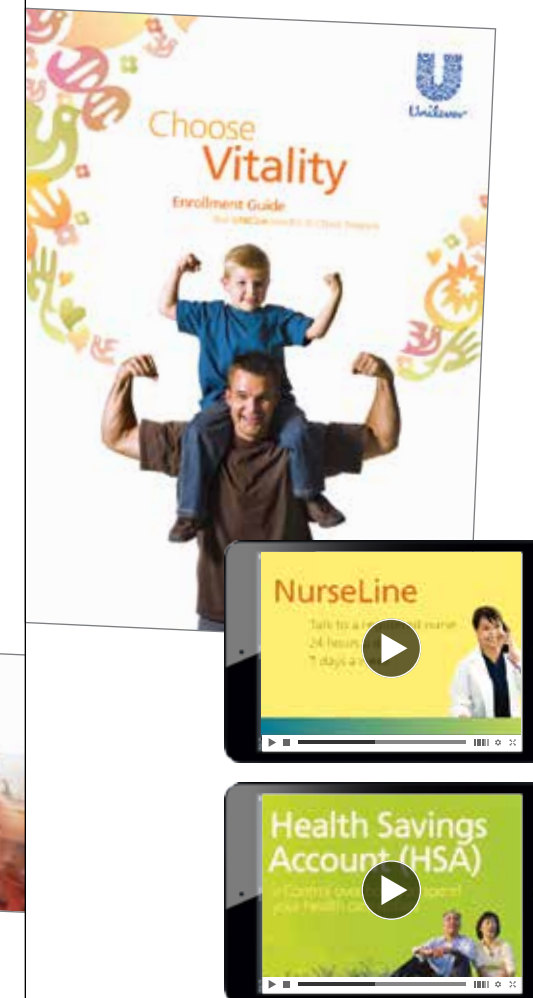
# Expand

Greater New York Hospital Association (GNYHA) represents over 300 healthcare providers, and offers advocacy, education and research leading to improved access to healthcare. GNYHA Ventures provides targeted services in purchasing, operations, advanced technology, research and fundraising. We created a new dynamic corporate identity that expresses the totality of the brand and positions GNYHA for the future.



# Educate

We created 6 tutorials that introduce educational programs on benefits, retirement and investment opportunities available through 401(k), Health Savings Accounts, and Health Risk Assessments for 40,000 US employees. The Unilever communication campaign celebrates the corporate theme of "Vitality" in an engaging and informative format that was delivered through a multi-prong strategy via eNewsletter websites, kiosks at health fairs, and plasma screen promotions.



# Enrich

This campaign focused on capturing the attention of a young and active demographic that rarely notices benefits information. We created a series of online interactive "healthy games" with a lively visual theme of "Rewarding Relationships." The campaign attracted a youthful demographic of 21- to 35- year-olds, and engaged Publicis employees in learning about their health and wellness benefits as they participated in their open enrollment.

