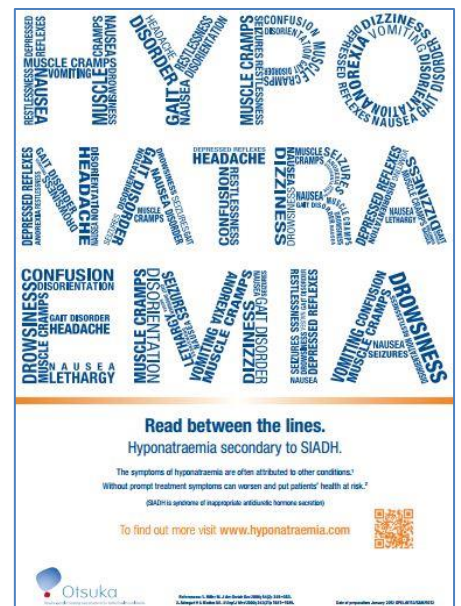
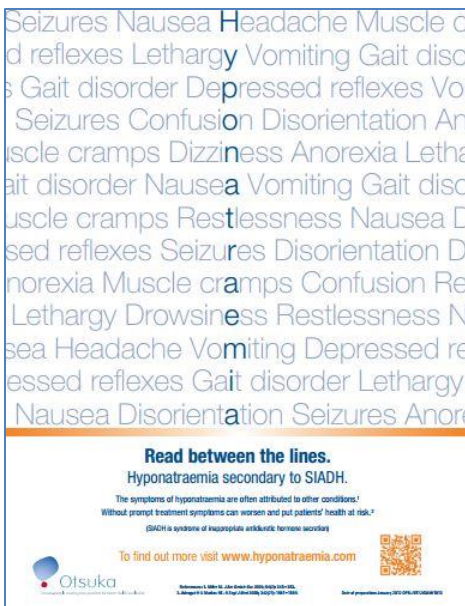


UK
28 NOV 2012
Vol. 1



Otsuka
people creating
new products
for better health
worldwide

Otsuka Pharmaceutical Europe's PR Team Brought Home Two Ad Awards for Disease Awareness Campaign



Hyponatraemia awareness advert campaign 'Read between the lines'

New York's Rx Club Show is internationally renowned in the healthcare industry for showcasing the world's best healthcare advertising and recognising excellence in global healthcare communications. It honours the creative aspects of pharmaceutical advertising and promotion and is judged by a panel of industry experts that are solely centred on creativity.

The campaign is targeted at Healthcare Professionals and brings the patients' perspective to the forefront of the mind, making the campaign a highly emotive one. It was developed to promote awareness and recognition of the symptoms of hyponatraemia so that minor, as well as major symptoms are considered and drive earlier treatment and referral.



“I was truly happy and proud that we won the award. As a company in Europe that provides a treatment for hyponatraemia secondary to SIADH (syndrome of inappropriate antidiuretic hormone secretion), we have a lot to do to raise awareness of this difficult to treat condition. It all starts with increasing the disease awareness in order to be able to identify patients who need treatment and to treat them better,” said Anne-Sophie Audibert, European Product Manager - Specialty Products, Otsuka Pharmaceutical Europe Ltd.

The first award of excellence was received for an advertising awareness campaign that was published in a number of key international journals, including *Kidney International*. The second award was for a digital online banner advert that was hosted in a number of highly regarded electronic journals, such as the *New England Journal of Medicine*.

Both of these serve to drive Healthcare Professionals to the www.hyponatraemia.com disease awareness website, which aims to provide education and increase the awareness of hyponatraemia.