



## **GSW, a Syneos Health Advertising Company, Named Agency of the Year by Modern Healthcare & Ad Age**

October 25, 2018

**Award Season Wins Include Industry Recognition for Digital, Print, Video and Social Media Campaigns**



COLUMBUS, Ohio, Oct. 25, 2018 (GLOBE NEWSWIRE) -- GSW, a Syneos Health™ Company and industry leader in healthcare advertising, was named [Agency of the Year](#) (AOY) in the 2018 Healthcare Marketing Impact Awards sponsored by [Modern Healthcare](#) and sister publication [Ad Age](#). The win capped off the fall awards season, which showcased GSW's strength across all platforms, with the agency receiving additional accolades for their work on digital, print, video and social media campaigns.

"This winning streak is fueled by our incredible talent and our insights-driven approach to crafting impactful stories," said Sonja Foster-Storch, President of GSW, North America. "I'm especially proud of our team for being recognized for excellence across multiple channels, a testament to the powerful omni-channel campaigns we deliver to engage and activate audiences. We share these awards with our customers who believe in our ability to create great work that truly matters and impacts patients' lives. We don't create work to win awards—we win awards for our great work."

The Agency of the Year win is one in a series of recent victories for GSW, including:

2018 Healthcare Marketing Impact Awards

GSW dominated the Impact awards, being recognized in four categories in addition to the AOY win:

- Gold for [Video of the Year, GSW/Eli Lilly & Co., A Simple Plan](#)
- Bronze for [Video of the Year, GSW/St. Elizabeth Healthcare, I'm Right Here](#)
- Bronze for [Social Media Campaign of the Year, GSW/St. Elizabeth Healthcare, I'm Right Here](#)
- Bronze for [Print Campaign of the Year, GSW/Hollister, Delivering Dignity](#)

2018 Medical, Marketing & Media (MM&M) Awards

The company was awarded two coveted Gold awards including:

- [Best Digital Initiative for Non-Consumers, GSW/Amgen, Escape Room](#)
- [Best Professional Print Campaign, GSW/Endo Pharmaceuticals, Key to Unlocking Peyronie's Disease Diagnosis](#)

GSW creates marketing solutions through a comprehensive and wide array of services including advertising, digital and closed loop marketing, strategic insight, predictive modeling, market access strategies and media and market research. The company is part of Syneos Health's communications network, consisting of experts in advertising, branding, public relations, managed markets and medical communications, that offers biopharmaceutical customers integrated communications strategies to accelerate brand performance.

**About GSW**

GSW, a Syneos Health company, is a full-service healthcare communications agency that goes beyond advertising to create personalized brand experiences that involve, inspire, educate and activate people through ongoing brand journeys. Building partnerships with pharmaceutical, biotech and health-and-wellness clients in 18 major markets around the world, GSW creates marketing solutions through a comprehensive and wide array of services.

Integration with public relations and medical communications agencies at Syneos Health drives complete communications solutions that build corporate and brand value and deliver on the bottom line.

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