



RISDALL MARKETING GROUP

Risdall Marketing Group Wins Two CLIO Healthcare Awards

RMG takes home a silver and bronze CLIO Healthcare Award for their creative and innovative work.

NEW BRIGHTON, MINN. (Nov. 11, 2010) – The [CLIO Healthcare Awards](#) honored [Risdall Marketing Group](#) by recognizing the agency with a silver and bronze CLIO Award at the second CLIO Healthcare Awards on November 12, 2010. RMG received the silver award in the Disease Awareness category for their work with a Fortune 100 healthcare client and the bronze award in the Integrated Campaign category for their work on [GoGirl](#).

An extension of [The CLIO Awards](#), The CLIO Healthcare Awards are one of the world's most recognized global advertising and design competitions, celebrating creativity and excellence from healthcare organizations and individuals in advertising, design and communication. Known for its democratic and nonpolitical judging process, less than three percent of all entries receive an award.

“The CLIO Healthcare Awards are one of the highest awards an advertising agency can receive and we are honored to be recognized for our hard work on both of these clients,” said John Risdall, chairman and CEO of RMG. “These awards prove that RMG has the innovation and creativity to produce solid, award winning work in the healthcare field.”

Using innovative media in the form of an immersion experience, RMG's work on a Fortune 100 healthcare client won a silver CLIO Healthcare award. The campaign focused on influencing care teams to change their state of mind when treating patients from disease-centric to patient-centric. A video immersion experience was created for trade shows that represented aspirational life moments; places where patients may want to be but cannot if tied to a clinic. The campaign encouraged care providers to treat all patients as unique individuals that need individualized care.

Winning the bronze award was the integrated communications campaign for GoGirl, a female urination device that allows women to pee standing up, launched in January 2009. The campaign – including experiential marketing, events, a website, search engine optimization, social media, sponsorships, advertising and retail channel outreach – has been acclaimed by the communications industry for its success.

“Day in and day out our teams bring energy, innovation and creativity to their all of their work,” said Tom Wilson, president of RMG. “We are proud of the outstanding work our teams produce; consistently exceeding our clients' expectations.”

About Risdall Marketing Group

Founded in 1972, Risdall Marketing Group has annual capitalized billings of \$190 million and more than 80 employees. Headquartered in New Brighton, Minn., Risdall is a full-service agency with 14 specialized divisions and is heralded as one of the oldest and most successful agencies in the Twin Cities. A variety of Twin Cities business media rank RMG as the largest Web developer, the third largest PR agency and the sixth largest advertising agency in Minnesota. For more information, visit www.risdall.com.

About The CLIO Healthcare Awards

The CLIO Healthcare Awards is an extension of The CLIO Awards, one of the world's most recognized awards competitions for advertising, design and communications, which celebrated its 50th Anniversary in 2009. Healthcare accounts for more than one-third of the U.S. gross national product. It has become one of the most visible sectors of advertising, promotion and creative design in the last few years, particularly on TV and online. However, it is regulated differently and more stringently than traditional advertising and promotion. The CLIO Healthcare Awards will be executed using the same rigorous standards and commitment to excellence as the CLIO Awards, but levels the playing field to qualify and judge this particular and massive industry sector more fairly and appropriately.

The CLIO Healthcare Awards are produced by Prometheus Global Media, a diversified company with leading assets in the media and entertainment arenas including: Music (*Billboard* and its related conferences and events, including The Billboard Latin Music Awards), Entertainment (*The Hollywood Reporter*, *Backstage*, ShoWest, ShowEast, Cineasia, and Cinema Expo International); and Advertising & Marketing (*Adweek*, *Mediaweek*, *Brandweek*, Adweek Conferences, and The Clio Awards).

