



2nd June 2011

News Release

90TEN Healthcare collects CIPR Excellence Award for a ‘brave and creative’ campaign

90TEN Healthcare is delighted to receive a CIPR Excellence Award for the transformational programme it developed for 56 Dean Street, the UK’s leading HIV and sexual health clinic. The CIPR judges praised the initiative as a “first class example of PR, from the research of the target audience, through to engagement with the client, to hugely effective delivery of results”. This year the CIPR Excellence Awards received more than 700 entries across 27 award categories.

The CIPR Excellence Awards recognise and reward best practice in public relations throughout the UK and acknowledge achievements at the highest professional level. The 90TEN team were awarded the CIPR Excellence Award in the Low Budget category, and were finalists in the Healthcare category for the same programme.

The ‘Faster, Closer, Earlier’ campaign for 56 Dean Street drove attendance at HIV testing services from in and around London, and raised awareness of the availability of the world’s fastest HIV antibody test. Using initiatives such as street graffiti, a branded high-performance sports car, and partnerships with sports clubs and bars, the 90TEN campaign helped increase the number of new HIV diagnoses at the clinic by 24%, and boosted awareness through extensive, on-message media coverage.

Paul Tanner, Director at 90TEN commented: “We are delighted that the creative strategy and execution of the *Faster, Closer, Earlier* campaign were recognised at the CIPR Excellence Awards. This bold, creative programme truly resonated with the target audience in a challenging but vitally important area of healthcare.”



CIPR CEO Jane Wilson said: “Winning a CIPR Excellence Award can be considered the ultimate achievement in the PR profession and worthy of the warmest of congratulations. These awards are the most demanding in the industry and set the benchmark for best practice. Competition was as fierce as ever, producing an exceptional quality of entries – outstanding, considering the economic challenges of last year. The public relations world has proved not just that it is resilient but that even when budgets are tight, creativity and a focus on return on investment come to the fore.”

- ends -

For more information, please contact Paul Tanner, 90TEN Healthcare

Tel: 020 7627 0990 | Email: Paul.Tanner@90ten.co.uk

About 90TEN

90TEN is an award-winning healthcare communications consultancy specialising in integrating PR, medical education and research techniques to deliver solutions that help its clients exceed their marketing objectives and maximise their PR investment. 90TEN’s programmes reach and mobilise healthcare providers and patients to provide them with access to targeted health information that empowers them to effectively manage their health or provision of health services.

Awards include:

- Winner – CIPR Excellence Awards 2011 – Low Budget
- Finalist – CIPR Excellence Awards 2011 – Healthcare
- Winner – PMEA 2010 – Grey Healthcare Group Cause Marketing Award (public health)
- Highly Commended – Communiqué 2010 – Best Public Health Initiative
- Finalist – Communiqué 2010 – Best Small Consultancy
- Finalist – Communiqué 2010 – Excellence in Product Communications
- Finalist – Pharma Times 2010 – Joint Working Project of the Year
- Winner – PMEA 2009 – Patient Focus Award
- Winner – PMEA 2008 – Patient Focus Award
- Finalist – Communiqué 2008 – Best Small Consultancy
- Winner – Communiqué 2007 – Best Use of Surveys and Data
- Winner – Communiqué 2007 – Young Achiever of the Year (Paul Tanner)
- Highly Commended – Communiqué 2007 – Best Patient or Public Campaign
- Highly Commended – Ask About Medicine Awards – Excellence in Reaching Diverse Populations
- Highly Commended – Communiqué 2006 – Best Professional Education Project



- Winner – Communiqué 2005 – Best Patient or Public Campaign
- Finalist – PMEA 2005 – Innovation Award
- Winner – Communiqué 2004 – Best Patient or Public Campaign
- Finalist – PMEA 2003 – Customer Focus Award
- Highly Commended – PMEA 2003 – Innovation Award