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Leith celebrates valuable innovative connections in healthcare in new phase of European pharmaceutical campaign

Leith, the award-winning Scottish advertising agency, is strengthening ties with the European pharma community through the launch of the next phase of its successful 'We Won't Rest' campaign for EFPIA, the European Federation of Pharmaceutical Industries and Associations.

'We Won't Rest' is the first campaign to unite thousands of people across the European pharma industry behind a single message. Running since 2017, the pan-European campaign celebrates the industry's tireless commitment to innovation and places people and value at the heart of the story.

'Connecting Healthcare', which launches at today's EFPIA's Annual Conference, extends the focus of the original campaign to tell the stories of innovative connections that have been made across and beyond healthcare. It is about partnerships that have the power to transform lives.

Centred around a series of films highlighting EFPIA members' projects and their participants, the campaign sees an EFPIA-branded football used as a visual device to seamlessly move between projects, and convey the connectivity so critical to their individual successes.

In the coming months a series of cut-down films and social media adverts will promote the theme across multiple European countries and languages.

Andy Powrie-Smith, Executive Director of Communications and Partnerships at EFPIA, says that making connections is at the core of EFPIA's mission.

"In meeting the challenges facing Healthcare in Europe no one sector has all the answers. Fortunately, we are not starting from scratch: many players have been building networks and coalitions and are ready to take it to the next level. The campaign created by Leith showcases some of these partnership which we can all take inspiration from."

Created by Leith and filmed on location in Spain, Poland and the UK, the 'Connecting Healthcare' films were directed and produced by Oscar Sansom and The Forest of Black collective. Leith is also managing trans-creation for the member associations across Europe.

Lead copywriter for Leith on the project, Colin Montgomery, said that the agency's close working relationship with EFPIA benefits the client, campaign and creative team.

"For us, this campaign was a joy to work on for all kinds of reasons: a stand-out creative approach backed all the way by our client (and one that feels very different in the pharma sector); a pan-European shoot; and perhaps most important of all, the chance to communicate a powerful truth about the benefits of coming together in an increasingly divided world. Here's to connectivity. "

End.