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(clockwise from top left) Jon Male, chief creative officer, principal; Bob Karczewski, director client services, principal; Scott Greisler, senior VP; Flint Cohen, VP, creative director; Rob McMichael, creative director of copy; Diane Snelson, VP, account supervisor

Ten years is a significant milestone for any company, and according to agency leaders, REALITYRx certainly has something to celebrate. “Considering the agency was founded during the worst recession since the 1930s, the last decade has seen marked success for REALITYRx, and 2018 continued that trend,” management says.

Most notably, the leadership team says, the agency doubled in size – in terms of both client roster and agency personnel – during the past year.

Another major part of the REALITYRx story in 2018 was the renewed relationship with **Bracco Diagnostics Inc.** REALITYRx and Bracco had previously worked together to create a variety of exciting, impactful campaigns, a fact that led Bracco to return to REALITYRx and renew the partnership, agency executives say.

According to agency leaders, REALITYRx prides itself on “keeping it REAL – producing work that is relevant, easy to understand, arresting, and legitimate, and it’s this philosophy that drives clients to establish new relationships and rekindle existing ones.”

“Great work is our greatest asset. It leads to partnerships that build the trust and confidence to always advance the relationship,” says Robert Karczewski, REALITYRx principal and director of client services.

RECENT ACCOMPLISHMENTS

2018 might be considered the “year of the launch” for REALITYRx, according to agency leaders, who point to an “incredible” number of brand launches that occurred for all clients, with long-time client **Integra LifeSciences** leading the charge.

Integra’s acquisitions of the **Codman Specialty Surgical** business unit and **Derma Sciences Inc.** brought about the need for Integra to reintroduce and reestablish a total of more than eight significant brands, agency executives say. “We have never experienced such fast-paced creative growth with a single client as we experienced

with **Integra LifeSciences**,” says Jonathan Male, REALITYRx principal and chief creative officer. “Along with the return of Bracco Diagnostics as a client, this has been an incredibly exciting time for the agency.”

The agency continued its work with **Amneal Pharmaceuticals Inc.** on its generic **Adrenallick** epinephrine auto-injector, expanding beyond the initial messaging to healthcare providers as the focus shifts to engaging their consumer audience and maintaining a remarkable 35 percent market share. To reach consumers, REALITYRx developed the mischievous “What-If” – a brand character who embodies common, dangerous triggers that can cause potentially life-threatening anaphylactic reactions. According to agency leaders, the “What-If” character represents a significant evolution in messaging for the product and is a featured throughout the product’s recently launched website, epinephrineautoinject.com.

For Bracco, the agency created a dynamic presence at the Radiological Society of North America (RSNA) annual meeting, which positioned the company as a “truly unique” leader in the evolving diagnostics market. The exhibit featured a 70’ video wall, comprehensive digital brand carousel, and virtual reality workstations that drew crowds of attendees from around the globe. Additionally, Bracco has tasked REALITYRx with creating an interactive marketing resource app called **Bracco ONE** for its entire portfolio of products. Several brand initiatives are in the works for Bracco, including the relaunch of **ProHance** positioning Bracco and the brand at the forefront of patient care. Of working with the client, Scott Greisler, senior VP at REALITYRx, says, “It’s exciting to partner with a company that focuses not just on the product, but on the impact the product has on the patient. Every detail that affects a patient is taken into account, and that meticu-

lous attention to the end result is what makes Bracco such an exciting company.”

STRUCTURE AND SERVICES

The leadership team has positioned REALITYRx as a global healthcare agency with offices and partners in the New York metro area, Philadelphia, and Rome, Italy. Management says the agency prides itself on its senior healthcare marketing expertise, strategic understanding of both U.S. and global markets, and the ability to provide dynamic market-changing solutions in every media.

Management says REALITYRx features an especially efficient blend of senior and cutting-edge digital talent who roll up their sleeves to be directly involved in every phase of the work. “There’s no time wasted. Everyone on the team is able to contribute and really focus on our clients’ needs,” Male says.

According to Diane Snelson, VP and account supervisor,

“We’re successful because we have an in-depth understanding of what our clients need. We understand their business.”

The agency’s success during the past year, REALITYRx executives say, was punctuated by a series of unique digital campaigns driving messaging and ROI across all brands.

With more launches scheduled in 2019, the team anticipates another strong year on the horizon. “We feel great about where we’re going, and how we’re evolving our clients’ business,” says Flint Cohen, VP, creative director. “We’re constantly evaluating ways to improve our work, learn more, and see how our strategic knowledge can benefit our clients.”

Agency leaders say a flexible business model allows REALITYRx to attract new clients and grow existing partnerships while cultivating relationships with a number of expert consultants. “Thanks to our strong business relationships and the capabilities of our network, we can handle any assignment in any therapeutic category while utilizing an assortment of cutting-edge media – we’re ready for every opportunity,” Karczewski states.

FUTURE PLANS

According to the leadership team, REALITYRx looks to continue its upward trajectory from 2018 with expanded social media capabilities and digital offerings through a broadened media presence, website redesign, and an expansive new blog series. Beyond this, “We will continue to focus on our clients’

QUICK FACTS

ACCOUNTS	
Account wins	7
Active business clients	22

BRANDS BY 2018 SALES	
Brand-product accounts held	49
\$25 million or less	3
\$25 million-\$50 million	7
\$50 million-\$100 million	4
\$100 million-\$500 million	6
Products not yet approved/launched	2

SERVICES MIX

Professional advertising and promotion	40%
Interactive and web	35%
DTC/DTP	20%
Public relations	5%

business as well as partnering with new and savvy like-minded marketers in our industry who share common goals – no matter how big those goals may be,” Male says.

PHILANTHROPY/CITIZENSHIP

Agency executives say REALITYRx takes pride in a corporate culture that emphasizes community engagement and philanthropy. In addition to supporting initiatives such as the Chester Library in New Jersey, REALITYRx continues to contribute to several causes, including joining client **Integra LifeSciences** in supporting the **Children’s Brain Tumor Foundation**. [medadnews](#)



The interactive Bracco ONE app encompassing the company’s portfolio of solutions; the agency’s striking campaign for Integra’s SurgiMend hernia repair product; the colorful What-If character created for Amneal.