

Strikeforce Communications LLC

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2010 marked the launch of Strikeforce Communications LLC, the first dedicated open-source agency model.

■ ACCOMPLISHMENTS

Strikeforce debuted with immediate and significant wins from **Alcon** Laboratories, including global agency-of-record responsibilities for four key portfolio brands: **Systane** (entire brand franchise including the launch of Systane Balance), **TobraDex ST**, **ICaps** nutritional supplements, and later, an integrated DTC program for **ReStor**.

Following the Alcon assignments, Strikeforce continued its winning ways with new professional and consumer engagements from **Azur** Pharmaceuticals, **KCI**, and **Orexigen Therapeutics/Takeda**.

Because Strikeforce offers a collaborative solution for healthcare marketers (versus traditional agency models), the agency received significant press coverage, and its founder was asked to speak on a number of panels and to become a member of *DTC Perspectives* Advisory Board.

At the close of 2010, Strikeforce formed alliances with two digital solution companies, **Zemoga** and **Story Worldwide**. These collaborations yielded useful platforms for Strikeforce clients and continue to expand in scope.

■ STRUCTURE AND SERVICES

Strikeforce is an entrepreneurial marketing communications agency with a philosophy that is based on the concept of Precision Pair-



Mike Rutstein, founder and president

ing. By design, the agency operates through an open-source structure and a S.W.A.T. team approach that allows Strikeforce to tap into its network of talent and resources to pull the right talent and expertise for each client, resulting in customized solutions, lower costs,

streamlined work flow, and a more powerful end result. With Strikeforce Precision Pairing, each team is always composed of senior people, chosen for their mastery and expertise in a needed brand function. Strikeforce offers a suite of integrated services, including strategic/

FINALIST

VISION AWARD

QUICK FACTS

ACCOUNTS	
Account wins	5
Active business clients	5

BRANDS BY 2010 SALES	
Brand-product accounts held	5
\$50 million - \$100 million	1
\$100 million - \$500 million	2
\$500 million to \$1 billion	2

SERVICES MIX

DTC	50%
Professional	50%

CLIENT ROSTER

Alcon
 ICaps, ReStor DTC, Systane Balance, Tobradex
Orexigen/Takeda
 Contrave
Pozen Pharmaceuticals
 Corporate brand identity

brand planning, creative development/execution, insight mining, media planning/buying, search, database management, and digital. The agency has applied these services to virtually all marketing tactics – sales support, television, print, radio, CRM, promotion, in-office tools, and interactive.

■ FUTURE PLANS

The Strikeforce mission is to help more clients recognize the unparalleled value of an open-source model to help them achieve a commanding edge in the marketplace. To accomplish this, the agency will continue to expand its network of talent and alliance partners (currently at more than 500).

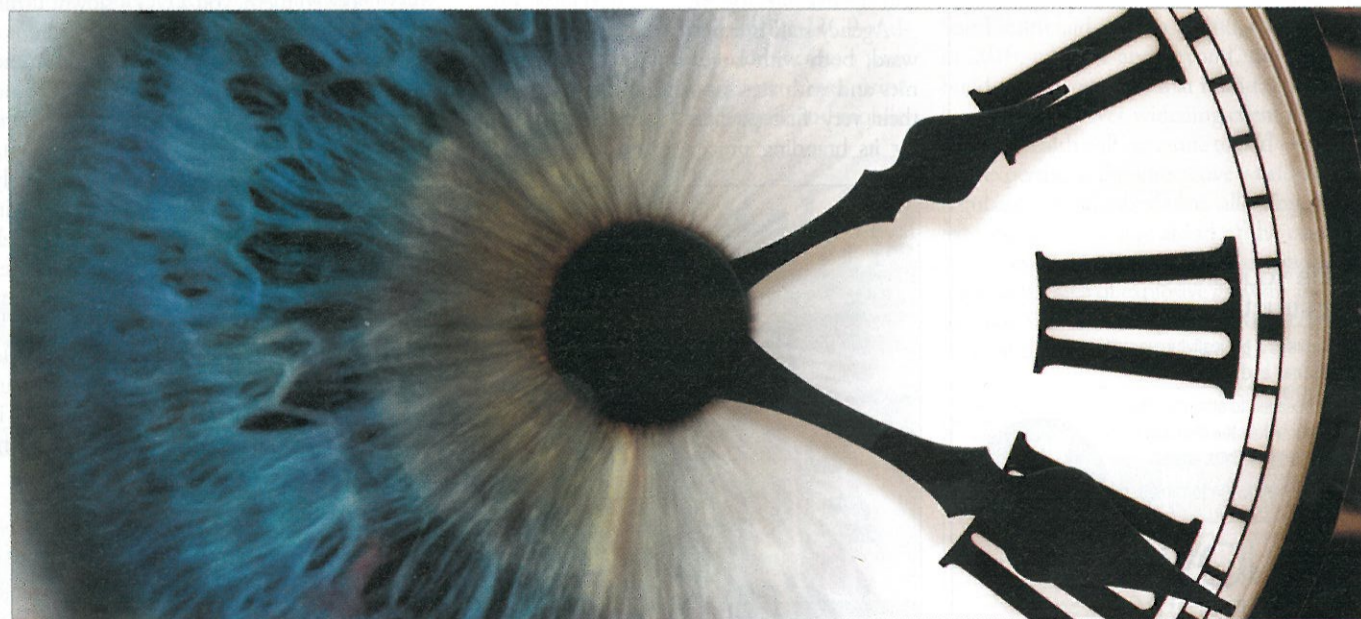
■ PHILANTHROPY AND CITIZENSHIP

Strikeforce is a supporter of Children First.

■ MEDADNEWS

THIS ARTICLE CAN BE ACCESSED ONLINE AT

PharmaLive.com



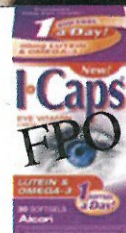
TIME TO DO SOMETHING ABOUT EYES AT RISK OF AMD

Introducing new formula **ICAPS®** with **Lutein and Omega-3**.

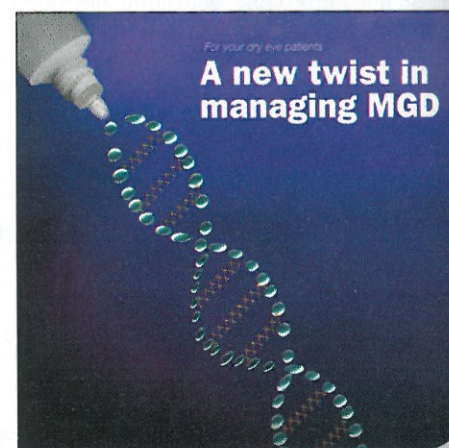
The once-daily softgel supplement designed to preserve eye health.

Alcon

Tick Tock, Tick Tock



Nothing communicates urgency like the ticking of a clock. This global campaign for ICaps Ocular Nutrition provides a clear call to action ... it's time to do something about eyes at risk for AMD.



For your dry eye patients
A new twist in managing MGD

INTRODUCING SYSTANE® BALANCE.
 Only SYSTANE® BALANCE is specifically designed for dry eye patients with MGD. It's made of the art LipiTech™ System provides continuous lipid layer protection for longer lasting relief.



Inherently Different

The global campaign for Systane Balance used DNA imagery to dimensionalize the clinical profile of this OTC brand.