

Boomtown wins silver in the CLIO Healthcare awards

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[Boomtown Strategy Brand Agency](#) secured a silver at the [2012 CLIO Healthcare awards](#) in New York for its direct mail campaign for [Africa Health Placements](#), an organisation that places doctors from the US and Europe in public service roles across Africa.



The winning team from l to r: Gary, Andrew, Nick and Jedd

Targeting medical graduates in first world countries, the direct mail campaign titled [The World's First Stethoscope Radio Ad](#) worked by the recipient placing their stethoscope on the box, where a pressure sensor would activate the advert.

Wayne Harrison, Boomtown's managing director said of their work with Africa Health Placements: "It's not only a great pleasure to be recognised in New York by some of the world's most talented creatives, but to be able to produce a innovative solution for such a worthy social cause is extremely rewarding."

Boomtown creative director, Andrew Mackenzie added: "As part of our CSR initiative, we found there is a shortage of doctors in Africa, with a strong need in the central regions. A creative, and innovatively executive direct mail campaign to grab the recipients' attention in an interactive way hooks their attention and encourages sharing."

The creative team behind the award-winning work consisted of: Andrew Mackenzie (executive creative director), Gary Welsh (copywriter), Tim Jones (art director), Jedd McNeillage (designer), Bryoni Falconer (production manager) and Nick Warring.

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