

SA marketing agency wins two Bronze at RX Club Awards

The RX Club Awards, started 25 years ago to recognise and honour the creativity within the pharmaceutical advertising and promotion industry, gave two Bronze awards to healthcare marketing agency Potency, part of the OwenKessel group, for Synaleve 'Paper Towel' direct mailer and Potency 'Self-promotion'. The agency selected these two pieces of creative, which they believed were of international award-winning status. Laura Fernandes was the creative director for 'Paper Towel' and Craig Lyon creative director for 'Self-promotion'.





For more, visit: <https://www.bizcommunity.com>