

## Luvi Ogilvy wins at 2010 CLIOs

Luvi Ogilvy Reunion Island, an affiliation of Ogilvy Africa, was awarded bronze during the 2010 CLIO Healthcare Awards in the Direct Mail category for its 'Syphilis sucks' campaign. Condoms were strategically stuck onto postcards so that they appeared like lollipops in this playful campaign that aimed to highlight the dangers of STIs being transmitted during oral sex.



[click to enlarge](#)

The annual CLIO Healthcare Awards were held on 12 November 2010 at Good Units, Hudson Hotel in New York City and are an extension of The CLIO Awards. Over 1000 entries from 235 agencies in 27 countries were reviewed for creative excellence and innovation in advertising and communications within the healthcare industry.

For more information, go to [www.cliohealthcare.com](http://www.cliohealthcare.com).