

Specialist ad agency for medical brands

Inject Advertising is a newly formed ad agency offering specialist ad services to the medical and pharmaceutical industries. Both founders, Lisa Teepe and Kim Millar, have medical advertising backgrounds, which have enabled them to gain the Novartis, Reckitt Benckiser and IncoLabs' accounts.



Teepe, the business unit head who drives the critical thinking in the business, has a BCur Nursing degree and years of experience in medical advertising for such companies as Boehringer Ingelheim/Lily, Servier and Smith & Nephew. Millar, the executive creative director, has over 30 years' experience in healthcare and medical advertising. Having worked for mainstream and medical advertising agencies, launching and marketing new brands for many of the world's leading pharmaceutical companies, such as Astra Zeneca, Sanofi Aventis, Adcock Ingram and Pharmachoice, she drives the creative thinking, backed by a wealth of knowledge.

"We take complex medical information and make it simple, relevant and meaningful," they explain. Along with their team of experienced medical copywriters and designers, as well as an in-house digital division, the agency is providing its clients with a variety of above-the-line, through-the-line, below-the-line and interactive communication solutions.

This start-up has already delivered on campaigns for Nurofen and Gaviscon; it has won the Novartis Animal Health Flea portfolio and it is also working on a large-scale breast cancer initiative for one of its clients.

A newcomer to the medical advertising field, the agency offers a dose of critical and creative thinking and a prescription of original ideas.