

HCB Health Wins Manny Award for Best Medical Device Campaign

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AUSTIN, Texas, May 11, 2011 /PRNewswire/ -- HCB Health, one of the top 25 independent healthcare communications agencies in the nation and the leading healthcare agency in the Southwest, won a Manny Award for best medical device campaign in the 22nd annual Manny Awards, a national competition honoring creative excellence in healthcare advertising. The award was presented for a consumer campaign supporting Sound Surgical Technologies' VASER® body shaping systems. Winners were announced by Med Ad News, sponsor of the awards, on April 28 at a gala ceremony at the Sheraton New York Hotel and Towers.

HCB's winning campaign uses tongue-in-cheek humor to underscore the benefits of VASER Lipo®, a minimally invasive procedure that uses a patented ultrasound technique to dramatically sculpt specific problem areas without harming vital tissues, and VASER® Shape, a non-invasive procedure that reduces the appearance of cellulite.

"Muffin top?" asks an ad featuring the curvy silhouette of a woman's torso: "VASER it," the copy advises. "Cankles?," "Saddle bags?," "Man boobs?," "Badonkadonk?" ask other ads in the series -- "VASER it," a memorable action all the ads urge.

"We've used the human form in other VASER brand communications, but in this case we had fun with it, going with simple but intriguing graphics and playful language," said Amy Smith, account director at HCB. The campaign includes individual consumer ads as well as a VASER website with separate sections for consumers and physicians.

"We're honored to receive the Manny Award, and thankful to the editors of Med Ad News for recognizing our work," Smith said. "We're also thankful to Sound Surgical Technologies for their support and partnership in making the work possible," she added.

About HCB HealthHeadquartered in Austin, Tex., HCB Health serves the entire healthcare sector, including manufacturers of high-tech medical devices, high-science pharmaceutical

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