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GIANT CREATIVE/STRATEGY WINS AGENCY OF THE YEAR AWARD

Med Ad News Honors Agency at 24th Annual Manny Awards

SAN FRANCISCO, APRIL 26, 2013 – [Giant Creative/Strategy, LLC](#), the largest full-service independent healthcare advertising agency on the West Coast, was named Agency of the Year at Med Ad News' [24th Annual Manny Awards](#). The Manny Awards honor the best in pharmaceutical and healthcare advertising.

Giant was selected out of an industrywide group of agencies—narrowed down to three finalists—in Category II that includes companies with yearly revenue between \$25 million to \$50 million. The Manny Awards ceremony was held on Thursday, April 25 in New York, N.Y.

"It's a wonderful honor to be named Agency of the Year," said Steven Gold, Giant principal. "We couldn't be more proud of our entire team and how they've helped contribute to our growth and success. There's a real passion at the agency for always thinking Giant, and it means a lot to see it recognized. We look forward to building on this success, and to taking our clients and their brands further than ever before."

Giant realized considerable growth in 2012 with year-over-year revenue climbing more than 50 percent, and its staff increasing with 40 new hires.

The [Manny Awards](#) is an annual gala event celebrating excellence in healthcare advertising and communications. [Med Ad News](#) acknowledges winners in multiple award categories.

About Giant Creative/Strategy, LLC

[Giant](#) is a full-service healthcare communications agency specializing in positioning and branding, and strategic and creative development for pharmaceutical, biotech, medical device, and diagnostics companies. Giant is the largest full-service independent healthcare advertising agency on the West Coast.

By putting the most seasoned professionals on the front lines of each piece of business, Giant consistently exceeds expectations through Giant insights, ideas, and execution. Together with its clients, Giant Creative/Strategy builds Giant brands and delivers Giant results.

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