

The Global Awards announces 2012 finalists

NEW YORK, US / SYDNEY, AUSTRALIA: [The Global Awards](#), honouring creative and marketing excellence in worldwide healthcare communications, announced the Finalists for the 2012 competition. The Global Awards [Grand Jury](#) selected "The World's Best Healthcare Advertising," nominating 177 Finalists from 17 countries around the globe - including South Africa.



The United States leads with 56 Finalist nominations this year followed by Australia, with a strong showing of 38 Finalists. The United Kingdom was honoured with 26 Finalist nominations and Germany received 17 Finalists. 2012's Global Awards showed a marked increase in entries earning Finalist status from a number of regions: Asia Pacific saw a 13% increase, North & South America increased 51%, and South Africa saw an impressive 150% increase.

The 2012 Global Awards received entries from 21 countries and conducted judging sessions worldwide and online. Live judging sessions were hosted by the following prominent international healthcare agencies: CAHG Chicago, USA; Fine Healthcare Johannesburg, South Africa; Global Healthcare Barcelona, Spain; McCann Health London, England; and Saatchi & Saatchi Health Sydney, Australia. The Global Awards also hosted live sessions in New York City.

All nominated Finalists go on to the secondary round of judging to determine medallists. To view entries receiving Finalist status, go to [2012 Global Awards Finalists](#).

Grand Jury member Chet Moss, EVP/chief creative officer ICC Lowe had this to say about this year's Global Awards Finalists, "Tactical. Experiential. Environmental. Socially-aware, socially-conscious, socially-active. Those were the hallmarks of the 2012 Global Awards for me. Much of the work leapt from the confines of print and tablet screens into ideas that audiences could actually experience, even encounter. And provide a different level of engagement. This is the human interaction that works across all cultures and underscores why the Globals represent a different way to honour work."

The 2012 Global Awards will host two global celebrations this year taking place in two international cities, Sydney, Australia and New York, USA. The 2012 Global Awards winners will be officially announced at both award shows on December 6th.

The Global Awards Advisory Board, headed by Board Chairman Tom Domanico and the Grand Jury are comprised of a panel of prominent international industry experts, representing the top creative minds in the field of healthcare advertising.

Now in its 18th year, The Global Awards receives entries from healthcare corporations, hospitals, advertising agencies, production companies, and design studios that produce communications for medical, pharmaceutical, and healthcare related products and services.

All 2012 Finalists are featured at: www.theglobalawards.com.

And from South Africa...

Finalists from South Africa include:

Consumer: Video, Audio, Interactive Media	TV / Cinema Commercial - Medical Service	Fine Healthcare (Pty) Ltd	Discovery Health	"Hands"
Consumer: Social Commitment	Integrated (Mixed Media) Campaign	Joe Public	Brothers for Life	Brothers for Life Integrated Campaign
Consumer: Direct To Consumer	Television Advertisement	Lowe Gauteng	Iliadin	Television
Art and Technique	Art Direction	Ogilvy Healthworld	Nestlé Start Healthy Stay Healthy	The Story Of The First 1000 days
Healthcare Professional: Print	Psychiatric / Mental Health	Ogilvy Healthworld	Takeda Nycomed Convulex	

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