

The Global Awards: 2013 shortlist

SYDNEY, AUSTRALIA / NEW YORK, US: Global award winners will be announced at events in New York and Sydney. A South African entry has been shortlisted.



(Image: Rodney Haywood, via Wikimedia Commons)

[The Global Awards](#), for the World's Best Healthcare Advertising, has announced the [shortlist](#) for their 2013 competition. The [Grand Jury](#), comprised of prominent international healthcare advertising experts, selected the shortlist from entries submitted from 30 countries around the globe.

Two categories newly launched in 2013, Wellness Product & Service and Corporate Social Responsibility, saw multiple entries achieving Shortlist status. The following agencies and brands moved on to the shortlist round in the Wellness Product & Service category: Havas Worldwide USA "Coping Isn't Controlling" for client Asthma.com/GlaxoSmithKline; and Arnold Worldwide USA "Terrie/Bill/Nathan" for client Centres for Disease Control and Prevention. Both COM.FAM COMUNICAÇÕES LTDA Brazil "Hidden Creatures" for Central Nacional Unimed; and Fine Healthcare South Africa's entry "A Heartfelt Story" for iNova Pharmaceuticals achieved shortlist status in the Corporate Social Responsibility category.

Tablet media trends, third-screen campaigns dominate

Tablet media trends and third screen campaigns dominated the shortlist, and multiple entries that utilised apps were propelled to the shortlist round. CAHG USA "Disease Awareness App" for Gilead utilised a native i-Pad app to arm physicians and those who treat HCV with the latest facts; CPC Healthcare Communications Canada "E-Action Info APP" for E-Action created a mobile application for epilepsy patients and caregivers to provide disease management information; and DDB Remedy Australia's "Hep C 'Start your fight'" for client MSD built an iPad app utilising GPS-mapping technology to demonstrate that identifying hepatitis C patients is hugely relevant and the important role that GPs play in patient referrals to specialist clinics.

Third-screen focused campaigns catapulted mobile media entries to the next round: McCann Health Shanghai saw two entries shortlisted for "Door to health" for Office Workers Healthcare. The agency created a specially-designed mobile app

punch card alerting office workers to the health risks of overwork. Pixelpark/Elephant Seven Germany "Medvote - Medical Conferences Become Interactive" designed an app transforming a doctor's smartphone into an interactive conference assistant; and Digitas Health USA "Symbicort Turbuhaler Mobile App" for client Symbicort Turbuhaler developed a mobile solution to help combat the perception of Symbicort Turbuhaler as a complicated device, and to increase brand recall.

Individual agencies showing a robust number of entries moving on to the shortlist include: Langland UK in the lead this year with 32 entries; followed by The CementBloc USA with a strong showing of 11 entries; and Saatchi & Saatchi Health Australia with 10 entries.

This year the United Kingdom led with 53 entries achieving shortlist status, doubling last year's shortlist nominations. The United States saw 48 entries achieving Shortlist status, while Australia was honoured with 42. All shortlisted entries go on to the secondary round of judging to determine trophy winners. 2013's shortlisted entries are featured at:

www.theglobalawards.com.

Live sessions

The Global Awards Executive and Grand Jury, headed by Chairman Tom Domanico, Chairman Emeritus, DraftFCB Healthcare USA are conducted through live judging sessions worldwide and online. A total of 137 healthcare agency creative executives participated in the Global Awards judging process. This year's Grand Jury live sessions were hosted by the following prominent international healthcare agencies: CAHG Chicago, USA hosted by Robin Shapiro, Executive Vice President/Chief Creative Officer; Havas Life Medicom London, England hosted by Zuleika Burnett, Executive Director Creative and Innovation; and UrsaClemenger Sydney, Australia hosted by Denis Mamo, Executive Creative Director. The Global Awards will host the live Executive Jury session in New York City to determine this year's award winners.

The 2013 Global Awards will celebrate award-winners with global ceremonies in Sydney, Australia and New York City, USA. The 2013 Global Awards winners will be officially announced at both Global Awards celebrations on November 15th. For more information about the Global Awards celebrations or to purchase tickets visit:

<http://www.theglobalawards.com/main.php?p=4,4>.

Now in its 19th 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.

For more, visit: <https://www.bizcommunity.com>