

PE creative director named for international Lions Health jury line-up

Issued by [Boomtown](#) 17 Feb 2015

The international festival celebrating creativity in healthcare, [Lions Health](#), has announced its [jury members](#), of which [Boomtown](#) Creative Director Andrew MacKenzie features and is the sole representative from Africa.



Andrew MacKenzie

Part of the famous [Cannes Lions](#), the Lions Health awards are a prestigious event. "To be able to judge an array of creative solutions communicating and transforming lives, and celebrate their amazing work is an honor." Says MacKenzie. "Creativity has such power, and healthcare companies are using it to great effect."

About this year's jurors, Philip Thomas, CEO of Lions Festivals commented that it was "testament to both the importance of the awards and the calibre of the juries that so many of this year's jurors produced work that was of Lion-winning standard last year's Lions Health - with their agencies collectively taking home 21 Lions." He added that he was "looking forward to working with them as they set benchmarks and precedents for an industry that faces unique challenges within the world of creative communications."

Lions Health are the world's biggest healthcare communications awards and is the opening event of the International Festival of Creativity running June 19th to 20th.

- **Firdous Osman joins Boomtown as MD** 9 Feb 2024
- **Boomtown graphic designer makes it a hat-trick for *Brands & Branding*** 31 Oct 2023
- **Boomtown Johannesburg wins first gold Loerie** 12 Oct 2023
- **Bokomo launches TVC amid evolved brand positioning** 18 Aug 2023
- **Out of the mouths of interns** 19 Jul 2023

Boomtown



We are an independent strategic brand agency that specialises in creative brand design, integrated communications, and digital marketing.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [RSS Feed](#)