Pharma and Health & Wellness Lions winners!

The 65th annual Cannes Lions Festival of Creativity kicked off on 18 June with the Cannes Pharma and Cannes Health & Wellness Lions award ceremonies!



Health & Wellness Lions 2018 Grand Prix winner: The 'Corazon - Give Your Heart' integrated campaign for Montefiore by John X Hannes, New York with production and additional by Harbor Picture Company, New York.

Winners of the Cannes Lions Health track were announced and the Cannes Lions' opening award ceremony held at the Palais on Monday, 18 June from 7pm.

Lions Health, now in its fifth year, recognises outstanding creative communications in the healthcare sector. Louise Benson, executive festival director of Lions Health explains:

> *"Lions Health was created to promote the value of creativity in healthcare communications. Every year the health juries set the bar that little bit higher, and every year the industry rises to meet that challenge."*



Cannes Lions 2018 Lions Health juries announced

2 May 2018

The **Health & Wellness Lions** in particular celebrate creativity for personal well-being.

This is exceptionally engaging work which promotes non-prescription products, publically educates to allow self-diagnosis or facilitates pro-active personal care.

John Fidelino, executive creative director at InterbrandHealth was this year's Health & Wellness Lions jury president.

This year's Health & Wellness Lions 2018 Grand Prix winner was the *Corazon: Give Your Heart* integrated campaign for Montefiore by John X Hannes, New York with production and additional by Harbor Picture Company, New York.

The **Pharma Lions** celebrate creative communications from pharmaceutical clients and services in this highly-regulated industry, honouring work that has supported in facilitating diagnosis, disease mitigation or illness management.

Rich Levy, CCO at FCB Health, was this year's Pharma Lions jury president.

> *No Pharma Grand Prix this year at #CannesLions but check out the amazing winner of the Young Lions Health Award, sponsored by @UNICEF and @UN_Women...*
>
> *Don't forget you can see all the Gold, Silver and Bronze winners from Pharma in The Work tomorrow. https://t.co/lGhydlW94x pic.twitter.com/wGu4dZv63i— Cannes Lions (@Cannes_Lions) June 18, 2018*

Grand Prix for Good: Health

Entries for public awareness messages, non-profit organisations and charities aren't eligible in their category, but are considered for the Lions Health and United Nations Foundation Grand Prix for Good.

This year's Grand Prix for Good: Health went to **TBWA/India (Mumbai)** for the Asha Ek Hope Foundation social service's 'Blink to Speak'.

View the full tables of winning work below:

Health and Wellness Lions winners

Entrant	Country	Client	Product	Title	Award
JOHN X HANNES, New York	USA	MONTEFIORE	FILM, APP, OUTDOOR INSTALLATIONS, AND BILLBOARDS	CORAZÓN - GIVE YOUR HEART	Grand Prix
J. WALTER THOMPSON BANGKOK	THAILAND	KLEENEX	FACIAL TISSUE : SKIN CARE	TINY DOLL	Gold Lion
SERVICEPLAN GERMANY, Munich / SERVICEPLAN KOREA, Seoul / DOT INCORPORATION, Seoul	GERMANY	DOT	DOT MINI	DOT MINI. THE FIRST SMART MEDIA DEVICE FOR THE VISUALLY IMPAIRED.	Gold Lion
CARREFOUR, Massy / MARCEL, Paris	FRANCE	CARREFOUR	CARREFOUR	BLACK SUPERMARKET	Gold Lion
Y&R MELBOURNE	AUSTRALIA	MONASH UNIVERSITY	MONASH UNIVERSITY	SIP SAFE	Gold Lion
RPA, Santa Monica	USA	PEDIATRIC BRAIN TUMOR FOUNDATION	HEALTH	IMAGINARY FRIEND SOCIETY CAMPAIGN	Gold Lion
RPA, Santa Monica	USA	PEDIATRIC BRAIN TUMOR FOUNDATION	HEALTH	IMAGINARY FRIEND SOCIETY CAMPAIGN	Gold Lion
ENERGY BBDO, Chicago	USA	NATIONAL SAFETY COUNCIL	NATIONAL SAFETY COUNCIL	NATIONAL SAFETY COUNCIL "PRESCRIBED TO DEATH"	Gold Lion
adam&eveDDB, London	UNITED KINGDOM	CALM	CALM	PROJECT 84	Gold Lion
J. WALTER THOMPSON BANGKOK	THAILAND	KLEENEX	FACIAL TISSUE : SKIN CARE	TINY DOLL	Silver Lion
McCANN BIRMINGHAM	UNITED KINGDOM	DEXCOM	G6 GLUCOSE MONITORING SYSTEM	RYAN & SUZIE	Silver Lion
GREY INDIA, Mumbai	INDIA	MAHINDRA RISE	SELF-EXAMINATION FOR BREAST CANCER	THE HEALTH PURSE (SEHAT KA BATUA)	Silver Lion
mcgarrybowen Shanghai	CHINA	ALZHEIMER'S DISEASE CHINESE	ALZHEIMER'S DISEASE AWARENESS COMMUNICATION	THE FADING FONT	Silver Lion
Y&R BRAZIL, São Paulo	BRAZIL	SANTA CASA DE MISERICÓRDIA DE SÃO PAULO	INSTITUTIONAL	HEMOJI	Silver Lion
OGILVY & MATHER, Chicago	USA	COOK COUNTY HOSPITAL	AIRBNBABY	THE TINIEST LISTING	Silver Lion
JAZZ COMMUNICATION, Bucharest / MAGICAMP NGO, Bucharest	ROMANIA	MAGICMAKERS NGO	MAGIC HOME - A SHELTER FOR PARENTS WITH SICK CHILDREN	TAKE A SEAT	Silver Lion
DDB MUDRA GROUP, Mumbai	INDIA	JOHNSON & JOHNSON	STAYFREE SANITARY PADS	PROJECT FREE PERIOD	Silver Lion
WMcCANN, São Paulo	BRAZIL	HOSPITAL DE AMOR	INSTITUTIONAL	THE FALL	Silver Lion
JOHN X HANNES, New York	USA	MONTEFIORE	FILM, APP, OUTDOOR INSTALLATIONS, AND BILLBOARDS	CORAZÓN - GIVE YOUR HEART	Silver Lion
McCANN NEW YORK	USA	CIGNA	CIGNA	TV DOCTORS OF AMERICA - SEASON 2	Silver Lion
OGILVY AUSTRALIA, Melbourne	AUSTRALIA	SUNCORP	AAMI	AAMI SMARTPLATES	Silver Lion
McCANN NEW YORK	USA	RECKITT BENCKISER	MUCINEX	#SUPERSICKMONDAY	Bronze Lion

DROGA5, London	UNITED KINGDOM	BULK POWDERS	SPORTS NUTRITION	NEGOTIATION	Bronze Lion
GEOMETRY GLOBAL, Prague	CZECH REPUBLIC	NEURODIGITAL	HAPTIC GLOVES	TOUCHING MASTERPIECES	Bronze Lion
BWM DENTSU, Sydney	AUSTRALIA	THE ALS ASSOCIATION	CHARITY	PROJECT REVOICE	Bronze Lion
J. WALTER THOMPSON COLOMBIA, Bogotá	COLOMBIA	EASY TAXI /COLOMBIAN RED CROSS	TAXI SERVICE	EASYASSISTANCE	Bronze Lion
CHEIL WORLDWIDE, Madrid	SPAIN	SAMSUNG / FECMA	SAMSUNG	WAR CORRESPONDENTS ON BREAST CANCER	Bronze Lion
McCANN HEALTH, New Delhi / McCANN INDIA, Mumbai	INDIA	KWALITY LTD.	KWALITY MILK	NOON ASSEMBLY	Bronze Lion
TBWA\PARIS	FRANCE	JACCEDE.COM	ASSOCIATION FOR DISABLED PERSONS	BOREDOM	Bronze Lion
TBWA\PARIS	FRANCE	AIDES	NGO	#SHARETHELOVE	Bronze Lion
OGILVY GERMANY, Frankfurt	GERMANY	EUROPEAN ANTI-BULLYING NETWORK (EAN)	EUROPEAN ANTI-BULLYING NETWORK (EAN)	ESCALATING GIFS	Bronze Lion
VML, Bogotá	COLOMBIA	AMBLYOPIA WORLD CAMPAIGN	AMBLYOPIA WORLD CAMPAIGN	I RESCUE	Bronze Lion
BETC/HAVAS, São Paulo	BRAZIL	ASSOCIAÇÃO INTERNACIONAL HABITAT PARA A HUMANIDADE	ANTI MOSQUITO POSTERS	DISSOLVING POSTERS	Bronze Lion
&CO, Copenhagen	DENMARK	THE DANISH CANCER SOCIETY & TRYGFONDEN	THE DANISH CANCER SOCIETY & TRYGFONDEN	HELP A DANE	Bronze Lion
TBWA\NEBOKO, Amsterdam	THE NETHERLANDS	FONDS GEHANDICAPTENSPORT	CHARITY	ZWEMMER	Bronze Lion
BBDO CHILE, Santiago	CHILE	CORPORACIÓN DEL TRASPLANTE	CORPORACIÓN DEL TRASPLANTE ONG	CALL OF HOPE	Bronze Lion
BEARS CALLING, Berlin	GERMANY	LEAPS BY BAYER	HEALTHCARE	THE LEAP OF FAITH	Bronze Lion
ENEL ROMANIA, Bucharest / PUBLICIS ROMANIA, Bucharest	ROMANIA	ENEL ROMANIA	-	THE NEST ADDRESS	Bronze Lion
COLENSO BBDO, Auckland	NEW ZEALAND	MARS	PEDIGREE	THE CHILD REPLACEMENT PROGRAMME	Bronze Lion

Pharma Lions winners

Entrant	Country	Client	Product	Title	Award
TBWA\INDIA, Mumbai	INDIA	ASHA EK HOPE FOUNDATION	SOCIAL SERVICE	BLINK TO SPEAK	Gold Lion
CHE PROXIMITY, Melbourne	AUSTRALIA	COCHLEAR	COCHLEAR HEARING IMPLANTS	THE HEARING TEST IN DISGUISE	Gold Lion
GRUNENTHAL, High Wycombe / LANGLAND, Windsor	UNITED KINGDOM	GRUNENTHAL	DISEASE AWARENESS	CHANGE GOUT	Gold Lion
HAVAS LYNX, Manchester	UNITED KINGDOM	MUNDIPHARMA	BIPHENTIN	THE SCREAMER, THE DISRUPTOR	Silver Lion
AREA 23, AN FCB HEALTH NETWORK COMPANY, New York	USA	BAYER PHARMACEUTICALS, INC.	XOFIGO® (RADIUM RA 223 DICHLORIDE)	BATTLE IN THE BONE	Silver Lion
FCB HEALTH, New York	USA	BOEHRINGER INGELHEIM	STIOLTO RESPIMAT	GARAGE, LIVING ROOM, KITCHEN	Silver Lion
McCANN NEW YORK	USA	TAKEDA/TRINTELLIX	TRINTELLIX	LIGHTER BLUE	Silver Lion
CHE PROXIMITY, Melbourne	AUSTRALIA	COCHLEAR	COCHLEAR HEARING IMPLANTS	THE HEARING TEST IN DISGUISE	Silver Lion
AREA 23, AN FCB HEALTH NETWORK COMPANY, New York	USA	ELI LILLY AND COMPANY	HEALTH	THE WORLD'S SMALLEST BOOTH	Silver Lion
CDM NEW YORK	USA	BIOGEN	SPINRAZA UNBRANDED	ZACS PLAY DAY	Silver Lion
HAVAS LYNX, Manchester	UNITED KINGDOM	CHUGAI / ROCHE	SYSTEMIC JUVENILE IDIOPATHIC ARTHRITIS PATIENT SUPPORT	OUCHIE	Silver Lion

NBS, São Paulo	BRAZIL	CLIN KIDS	NEBULIZER MASKS FOR CHILDREN	STORIES TO INHALE	Silver Lion
OGILVY & MATHER COLOMBIA, Bogotá	COLOMBIA	ECUADOR MINISTRY OF PUBLIC HEALTH	SAVOR SAVER	SAVOR SAVER	Silver Lion
ELANCO ANIMAL HEALTH, Basingstoke / SAATCHI & SAATCHI DÜSSELDORF	UNITED KINGDOM	ELANCO	DEWORMING PRODUCT	DOG, CAT	Silver Lion
FCB HEALTH, New York	USA	BOEHRINGER INGELHEIM	STIOLTO RESPIMAT	GARAGE, KITCHEN, LIVING ROOM	Bronze Lion
KLICK HEALTH, New York	USA	NOVARTIS	EDUCATION	THE WRESTLER	Bronze Lion
FLEISHMANHILLARD, Dublin	IRELAND	ROCHE PRODUCTS (IRELAND) LIMITED AND MS IRELAND	DISEASE AWARENESS AND HEALTHCARE ACCESS	THE MISUNDERSTOOD CAFÉ	Bronze Lion
McCANN HEALTH, Shanghai	CHINA	GLAXOSMITHKLINE (GSK)	CERVICAL CANCER VACCINE	A WARNING FROM THE FUTURE	Bronze Lion
DAVID, Buenos Aires	ARGENTINA	NOVARTIS	NOVARTIS	#TREATMEKINDLY	Bronze Lion
GRUNENTHAL, High Wycombe / LANGLAND, Windsor	UNITED KINGDOM	GRUNENTHAL	DISEASE AWARENESS	CHANGE GOUT	Bronze Lion
CHE PROXIMITY, Melbourne	AUSTRALIA	COCHLEAR	COCHLEAR HEARING IMPLANTS	THE HEARING TEST IN DISGUISE	Bronze Lion
HAVAS LYNX, Manchester	UNITED KINGDOM	ASTRA ZENECA	BRILINTA	THE ATTACK	Bronze Lion
THE CLASSIC PARTNERSHIP ADVERTISING, Dubai	UNITED ARAB EMIRATES	DUBAI HEALTH AUTHORITY	PRESCRIPTION LABEL	RX PRESCRIPTION STICKERS	Bronze Lion

Healthy agency wins

> *Healthcare Agency of the Year 2018 at #CannesLions is awarded to...@HAVASLYNXEU Manchester. Congratulations! pic.twitter.com/UhPNaF2Sny— Cannes Lions (@Cannes_Lions) June 18, 2018*

> *Nowon to the Healthcare Network of the Year. And the crown goes to @FCBHealth... #CannesLions #LionsHealth pic.twitter.com/dg9M2AYf1J— Cannes Lions (@Cannes_Lions) June 18, 2018*

Here's a reminder of the 2018 Health & Wellness and Pharma Lions shortlists in full.

#CannesLions2018: Health & Wellness and Pharma shortlists!

17 Jun 2018

The Festival of Creativity runs from 18 to 22 June 2018, with Cinemark the local representatives of Cannes Lions for SA. Visit www.canneslions.com/ and our Cannes Lions special section for more information.

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