

Global Awards 2014 shortlist: World's Best Healthcare & Wellness Advertising

NEW YORK, USA: [The Global Awards](#) competition has announced the 2014 shortlist. This year marks the 20th anniversary of the Global Awards dedication to recognising the World's Best Healthcare & Wellness Advertising.



To celebrate this milestone, the competition launched the [Young Globals](#) student competition & internship program. Young Globals offers students the opportunity to earn a prestigious Global Award, and the chance to test drive their career in healthcare advertising. This hallmark anniversary reinforces the Global Award's mission of Creative Globalisation ... honouring creative ideas in the field of healthcare & wellness advertising from all global regions without boundaries or restrictions. A graphic mural representing "Creative Globalisation" will be unveiled at the 2014

Global Awards celebration in New York City.

"The Globals have committed to commending worldwide creative excellence with unflagging integrity," said Chet Moss, EVP, Chief Creative Officer, ICC Lowe, USA. "If there's deserving work, it wins. If there isn't, it doesn't. It's a show that's receptive to new ideas and new processes while encouraging robust debate and dissent."

The Global Awards [Executive Jury](#) and [Grand Jury](#), comprised of international industry experts, represents the top creative minds in the field of healthcare & wellness advertising. The Executive and Grand Juries are headed by Global Awards Executive Committee Chairperson Robin Shapiro, President and Chief Creative Officer for CAHG.

Jury members represent agencies from more than 20 countries on six continents and participate in online judging and live judging session format to evaluate works with rigor and regard. This year's [Grand Jury live judging](#) sessions were hosted by the following agencies & organisations: CAHG Chicago, USA; Healthy Thinking Group Sydney, Australia; Looped London, England, and CDM Paris in cooperation with AACC (Association des Agences-Conseils en Communication) Paris, France. All shortlisted entries will be judged by the Executive Jury in a live session in New York to determine this year's trophy winners.

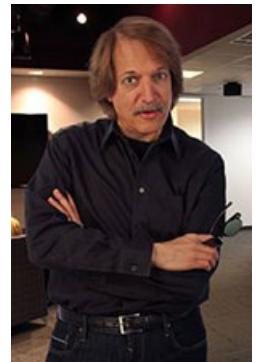
The 2014 shortlist, selected by the Grand Jury, represents entries submitted from 26 countries and 5 continents. The competition expanded its global footprint with entries from Puerto Rico, Ireland, Turkey and such far-reaching countries as Mozambique moving on to the next judging round.

The USA led this year with 58 entries achieving shortlist status, up 21% from last year. Australian agencies saw 37 entries shortlisted and the UK followed with a total of 23. Countries showing a robust number of entries include Singapore with 13 entries, Germany with 8, and Japan with 5 shortlisted entries.

This year's shortlist exhibited a variety of categories with multiple entries moving forward including Educational Awareness with 33 entries, Health Institutions & Services with 11, and both Promotional Marketing & Training and Internal Medicines each with 6 entries shortlisted.

Inspired by healthcare and wellness industry trends, the Global Awards launched several wellness categories this year. The newly unveiled Nutritional Management (OTC) category saw several entries achieve shortlist status: Publicis Mojo Brisbane, Australia for their entry "Toilet Paper Advertising" for client Sanofi; and Energy BBDO Chicago, USA entry "Beauty is Bone Deep" for client Citracal.

Mobile and tablet campaigns continue to increase brand awareness, the following third-screen entries were shortlisted:



Chet Moss, EVP, Chief Creative Officer, ICC Lowe, USA.

HCB Health USA, "PoopMD Mobile App" for client Pediatric Gastro Web Application; McCann Echo Torre Lazur USA, "Rebif Nurse Dashboard App" for client Rebif; TBWA Paling Walters United Kingdom, "Azzalure congress digital experience" for Azzalure; and McCann Health Japan, "The Vein Guy" for client Crestor.

Integrated Campaigns were in the spotlight, creatively engaging audiences for the benefit of brands and causes. Agencies achieving shortlist status include: Saatchi & Saatchi Health Sydney, Australia; PharMa International Inc. Japan; Ogilvy Healthworld Brazil; Area 23 USA; Targis KK Japan; GOLO - Advertising Agency Mozambique; Buena Vibra Group / DDB Latina Puerto Rico; and Grey Group Singapore.

[View the complete 2014 shortlist here.](#)

The Global Awards is celebrating the 2014 award winners with global award shows in Sydney, Australia and New York City, USA. All winners and attendees are invited to jet to the show of their choice on Thursday, November 13, 2014. Ceremony details and ticket purchase to the Global Awards shows in New York and Sydney are available [here](#).

For more information visit the Global Awards at www.theglobalawards.com.

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