

The full Lions Pharma shortlist

The full Lions Pharma shortlist has been released, with the winner's list to be released tomorrow...

Cannes Lions Pharma shortlist

Title	Advertiser	Product	Entrant Company	Medium
MICROSOFT COLLECTIVE PROJECT	MICROSOFT ONENOTE	ONENOTE	POSSIBLE SEATTLE Seattle	Digital
EYE PLAY THE PIANO	THE UNIVERSITY OF TSUKUBA'S SPECIAL NEEDS SCHOOLS	THE UNIVERSITY OF TSUKUBA'S SPECIAL NEEDS SCHOOLS	HAKUHODO KETTLE Tokyo	Digital
TAKE IT FROM A FISH	ASTRAZENECA	DISEASE EDUCATION	DIGITASLBI New York	Digital
BAND TOGETHER TO BANISH BULLYING	GALDERMA	EPIDUO	DEUTSCH New York	Digital
MICROSOFT COLLECTIVE PROJECT	MICROSOFT ONENOTE	ONENOTE	POSSIBLE SEATTLE Seattle	Digital
LOOKS CAN BE DECEIVING	SHIELD THERAPEUTICS	PHARMACEUTICAL COMPANY	CDMLONDON	Direct and Promo & Activation
THE BOOK THAT IS HARDER AND HARDER TO READ	NOVARTIS	ULTIBRO BREEZHALER	MILFORD Lisboa	Direct and Promo & Activation
THE LAST LETTER	BIOGEN	BIOGEN	OGILVY DENMARK Copenhagen	Direct and Promo & Activation
LIFE SAVER	SAFEPOINT TRUST	LIFESAVER AUTO DESTRUCT SYRINGES	McCANN HEALTH London	Direct and Promo & Activation
FUNASTIC HAND	CIREC FOUNDATION (REHABILITATION AND PROSTHESIS CENTER)	PROSTHESIS FOR KIDS	PUBLICIS COLOMBIA Bogotá	Direct and Promo & Activation
MESSAGES FROM THE FRONT LINE	DEFENCE FORCE RECRUITING	AIR FORCE	GPY&R Melbourne	Direct and Promo & Activation
THE CARE CHALLENGE	SANOFI	SANOFI CONNECTING NURSES	DIGITAS HEALTH LIFE BRANDS London	Direct and Promo & Activation
THE FAKE PATIENT PROJECT	JOHNSON & JOHNSON	THE ILLUSTRATED GUIDE TO LIVING WITH DIABETES IN INDIA	MEDULLA COMMUNICATIONS Mumbai	Direct and Promo & Activation
HEART BEAT PILLOW	FARMATODO PHARMACY	FARMATODO BABY CARE	Y&R COLOMBIA Bogotá	Direct and Promo & Activation
CARTOON HELPLINE	GRAACC	CORPORATE	OGILVY BRASIL São Paulo	Direct and Promo & Activation
TAKE IT FROM A FISH	ASTRAZENECA	DISEASE EDUCATION	DIGITASLBI New York	Direct and Promo & Activation
FUNASTIC HAND	CIREC FOUNDATION (REHABILITATION AND PROSTHESIS CENTER)	PROSTHESIS FOR KIDS	PUBLICIS COLOMBIA Bogotá	Direct and Promo & Activation
THE PAIN SOUND LAB	PFIZER JAPAN INC.	THE PAIN SOUND LAB	OZMA Tokyo	Direct and Promo & Activation
FOOTBALL VS ALZHEIMER	LIBERO FOOTBALL MAGAZINE	ALZHEIMER TREATMENT	LOLA LOWE & PARTNERS Madrid	Direct and Promo & Activation
GIANT FOOTPRINTS	SABIN VACCINE INSTITUTE, INDIAN MINISTRY OF HEALTH & FAMILY WELFARE	FILARIA DOSE	OGILVY & MATHER MUMBAI	Direct and Promo & Activation
SAMSUNG MEMORY RECALLER	SAMSUNG	GALAXY	BBDO PROXIMITY THAILAND Bangkok	Direct and Promo & Activation
PUTTING VITAMIN D TO THE TEST	QUEST DIAGNOSTICS	QUEST ASSURED™ VITAMIN D TEST	CDM NEW YORK	Film
SUSHEELA	AERAS	ADVOCACY AND EDUCATION - VACCINES	AERAS Rockville	Film
INC RESEARCH	INC	INC RESEARCH	LANGLAND Windsor	Film
FLIRTING BABY V1	BAYER	YASMIN	TBWA WORLD HEALTH MEXICO Mexico City	Film

FLIRTING BABY V2	BAYER	YASMIN	TBWAIWORLDHEALTH MEXICO Mexico City	Film
THE BACKUP MEMORY	SAMSUNG TUNISIA	SERVICE	3SG-BBDO Ariana	Film
TAKE IT FROM A FISH	ASTRAZENECA	DISEASE EDUCATION	DIGITASLBI New York	Film
SPOON	AARP & AD COUNCIL	AARP	ALMA DDB Miami	Film
THAT'S PSO ME	NOVARTIS	THAT'S PSO ME	HILL HOLLIDAY Boston	Film
PUTTING VITAMIN D TO THE TEST	QUEST DIAGNOSTICS	QUEST ASSURED™ VITAMIN D TEST	CDM NEW YORK	Film - Animation/Visual Effects
JINARC MOA	OTSUKA	JINARC MOA	LANGLAND Windsor	Film - Animation/Visual Effects
A WORLD FILLED WITH AIR	GLAXOSMITHKLINE	ANORO® ELLIPTA®	HAVAS WORLDWIDE TONIC New York	Film - Animation/Visual Effects
LIGHTBULBS	OTSUKA	ADPKD	LANGLAND Windsor	Film - Animation/Visual Effects
SPEAKERS	OTSUKA	ADPKD	LANGLAND Windsor	Film - Animation/Visual Effects
JINARC MOA	OTSUKA	JINARC MOA	LANGLAND Windsor	Film - Art Direction/Production Design
INC RESEARCH	INC	INC RESEARCH	LANGLAND Windsor	Film - Art Direction/Production Design
LIGHTBULBS	OTSUKA	ADPKD	LANGLAND Windsor	Film - Art Direction/Production Design
SPEAKERS	OTSUKA	ADPKD	LANGLAND Windsor	Film - Art Direction/Production Design
CLOCKS	OTSUKA	ADPKD	LANGLAND Windsor	Film - Art Direction/Production Design
JINARC MOA	OTSUKA	JINARC MOA	LANGLAND Windsor	Film - Direction
INC RESEARCH	INC	INC RESEARCH	LANGLAND Windsor	Film - Direction
LIGHTBULBS	OTSUKA	ADPKD	LANGLAND Windsor	Film - Direction
A DAUGHTER'S WEDDING	ELI LILLY	ALIMTA	McCANN HEALTH COMMUNICATIONS JAPAN Tokyo	Film - Script
A DAUGHTER'S WEDDING	ELI LILLY	ALIMTA	McCANN HEALTH COMMUNICATIONS JAPAN Tokyo	Film - Use of Music/Sound Design
SOOLANTRA TOUGH TOPICAL CAMPAIGN	GALDERMA	GALDERMA SOOLANTRA	McCANN ECHO Mountain Lakes	Integrated
OUT THE MONSTER	OREXO	ZUBSOLV	STRAWBERRYFROG New York	Integrated
MR HYPEROSMOLARITY	TEARLAB	TEARLAB OSMOLARITY TEST	GSW Columbus	Integrated
DOUBLE WHAMMY	ABBVIE	HUMIRA	PUBLICIS KAPLAN THALER New York	Integrated
FACES OF CELIAC	QUEST DIAGNOSTICS	DIAGNOSTICS TEST	CDM CONNECT	Integrated
PEEK	PEEK VISION	PEEK VISION	DIGITASLBI London	Integrated Digital Campaign
TAKE IT FROM A FISH	ASTRAZENECA	DISEASE EDUCATION	DIGITASLBI New York	Integrated Digital Campaign
SOS SMS	MEXICAN RED CROSS	ONLINE EMERGENCY SERVICE	GREY MEXICO Mexico City	Mobile
THE FAKE PATIENT PROJECT	WYP BRAND SOLUTIONS	THE ILLUSTRATED GUIDE TO LIVING WITH DIABETES IN INDIA	MEDULLA COMMUNICATIONS Mumbai	Mobile
LOOK AT ME	SAMSUNG ELECTRONICS	SAMSUNG ELECTRONICS	CHEIL WORLDWIDE Seoul	Mobile

LOOKS CAN BE DECEIVING/7AM	SHIELD THERAPEUTICS	PHARMACEUTICAL COMPANY	CDMLONDON	Outdoor
LOOKS CAN BE DECEIVING/FREE BORING NOTEBOOK	SHIELD THERAPEUTICS	PHARMACEUTICAL COMPANY	CDMLONDON	Outdoor
SAFE POINT SYRINGES	MARC KOSCA	AUTO DESTRUCT SYRINGES	McCANN HEALTH London	Outdoor
EXHIBITION MS	MS AUSTRALIA	MULTIPLE SCLEROSIS	GREY MELBOURNE	Outdoor
SPINNING LIVING ROOM	JOHNSON & JOHNSON	CINNARAZINE	MEDULLA COMMUNICATIONS Mumbai	Outdoor
SPINNING OFFICE	JOHNSON & JOHNSON	CINNARAZINE	MEDULLA COMMUNICATIONS Mumbai	Outdoor
ALEVENME NOKTASI (POINT OF FLAME)	BAYER	ERECTILE DYSFUNCTION AWARENESS CAMPAIGN	DEKATLON MEDIA DIGITAL SERVICE ADVERTISING AND CONSULTANCY Istanbul	Outdoor
BED	ROCHE	STRETTO	LANGLAND Windsor	Outdoor
KEEP OUT OF CHILDREN'S REACH	SANTANA DRUGSTORE	INSTITUTIONAL	REVOLUTION BRASIL Salvador - Bahia	Outdoor
CARTOON HELPLINE	GRAACC	CORPORATE	OGILVY BRASIL São Paulo	Outdoor
MESSAGES FROM THE FRONT LINE	DEFENCE FORCE RECRUITING	AIR FORCE	GPY&R Melbourne	PR
PROTECTING OUR TOMORROWS: PORTRAITS OF MENINGOCOCCAL DISEASE	NOVARTIS VACCINES	BEXSERO	RUDER FINN New York	PR
THE BACKUP MEMORY	SAMSUNG TUNISIA	SERVICE	3SG-BBDO Ariana	PR
NOODLE CRITTER	SANOFI PASTEUR	VIVAXIM	SAATCHI & SAATCHI HEALTH SYDNEY Walsh Bay	Print
SPINNING LIVING ROOM	JOHNSON & JOHNSON	CINNARAZINE	MEDULLA COMMUNICATIONS Mumbai	Print
SPINNING LIVING ROOM	JOHNSON & JOHNSON	CINNARAZINE	MEDULLA COMMUNICATIONS Mumbai	Print & Poster Craft - Art Direction
LOOKS CAN BE DECEIVING/BORING SYMPOSIUM	SHIELD THERAPEUTICS	PHARMACEUTICAL COMPANY	CDMLONDON	Print & Poster Craft - Copywriting
LOOKS CAN BE DECEIVING/THIS SUCKS	SHIELD THERAPEUTICS	PHARMACEUTICAL COMPANY	CDMLONDON	Print & Poster Craft - Copywriting
LOOKS CAN BE DECEIVING/7AM	SHIELD THERAPEUTICS	PHARMACEUTICAL COMPANY	CDMLONDON	Print & Poster Craft - Copywriting
THIS IS STROKE	BOEHRINGER INGELHEIM	PRADAXA - STROKE PREVENTION THERAPY	PUBLICIS LIFE BRANDS RESOLUTE London	Use of Technology
SOS SMS	MEXICAN RED CROSS	ONLINE EMERGENCY SERVICE	GREY MEXICO Mexico City	Use of Technology
VIAOPTA DAILY SMARTPHONE APPLICATION	NOVARTIS PHARMA	VIAOPTA DAILY SMARTPHONE APPLICATION	ARWORKS Budapest	Use of Technology
VIAOPTA NAV SMARTPHONE APPLICATION	NOVARTIS PHARMA	VIAOPTA NAV SMARTPHONE APPLICATION	ARWORKS Budapest	Use of Technology
DEUTSCHE STIMMKLINIK - THE VOICEPRINT.	DEUTSCHE STIMMKLINIK	VOICEPRINT	MUTABOR DESIGN Hamburg	Use of Technology

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