

Jury heads for Health & Wellness Lions and Pharma Lions announced

The jury heads for Health & Wellness Lions and Pharma Lions have been announced. They are Josh Prince, of the CDM Group, heading up the Health & Wellness jury, and Alexandra von Plato of Publicis Healthcare, heading up the Pharma jury.



"We want Lions Health to empower the industry and change people's mind-sets by showcasing global work that has had significant impact as a result of creativity. Josh and Alexandra will know all too well the specific challenges that face the healthcare industry. Their belief in the role that creativity can play, combined with a boundless passion, will be invaluable in defining and recognising the true game changers in this complex arena," said Terry Savage, chairman, Lions Festivals.

Prince said, "Creativity is an incredibly powerful health tool. We cannot and should not underestimate its ability to connect and engage people with things that matter to their health. The industry really needs to consider this. Creativity is not an indulgence... it is good for people, good for propelling healthy ideas and good for business. This year's Lions Health festival will show why."

The Pharma Lions will offer additional categories for 2016, including Branded Utilities and Patient to Healthcare Professional Communications. Von Plato says, "For me, Lions Health is more than an opportunity to recognise great work, it is at the heart of a global conversation about the power of creativity to improve health and wellness."

Lions Health is a two-day specialist event taking place from 18-19 June during the Cannes Lions International Festival of Creativity (18-25 June). Registration to attend Lions Health is open with an early bird rate of €1,250, while entries will be accepted from Thursday, 21 January.

For more information, go to www.canneslions.com/lions_health.