

Cannes Lions Pharma and Health & Wellness winners announced!

A total of 86 Pharma and Health & Wellness Lions were presented in the second year of the 2015 Pharma and Health & Wellness Lions competition...

Pharma Lions



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From the 432 Pharma Lions entries submitted, 25 Lions were awarded, with DigitasLBI New York's "Take it from a Fish" for Astra Zeneca claiming the section's first Grand Prix.

Commenting on the choice, Jury President Rob Rogers, Chief Creative Officer and Co-CEO, Sudler, said that the jury was captivated by the standard of work, which he described as being of greater variety and quality this year and a sign that the competition had come of age.

The Grand Prix winner, he said, "blew the door off the category" and dispelled the myth that a challenging environment was a barrier to ideas. "Regulations don't define creativity. Constraints can sometimes help creativity."

View the [full shortlist here](#), and Grand Prix-winning "Take it from a Fish", embedded below.

Health & Wellness Lions

In another first, Leo Burnett Mexico claimed the country's first ever Grand Prix for Proctor & Gamble Always' "Intimate Words" in the Health & Wellness section, with 61 Lions in total selected from 1,430 entries.

Jury President, Andrew Spurgeon, Executive Creative Director, Languard, UK, said that the campaign provided otherwise silent women with the voice they needed to help protect their health.

"Even more incredible is the capacity for this idea to span women of all ages, and ultimately be passed down the generations. Always has managed to create a legacy by supporting this individual community, which in turn demonstrates

the brand's commitment to women the world over. A fantastic example of a brand that seeks to deliver life-changing creativity."

View the [full shortlist here](#), and Grand Prix-winning "Intimate Words", embedded below.

Young Lions Health Award

The winner of the Young Lions Health Award, also launched this year in partnership with UNICEF and Unilever, was announced at tonight's Awards Ceremony. The jury chose the team from Mr. President, Ryan Price and Cece Chu, for their ad 'The Essentials'.

Special Awards

Special Awards included the Lions Health Grand Prix for Good, which was open to Gold Lion-winning entries ineligible for a Grand Prix in their section, as judged by members of the Pharma and Health & Wellness Juries as well as representatives from the United Nations Foundation. Together, they chose FCB INFERNO London's "This Girl Can" for Sport England.

The inaugural Healthcare Agency of the Year was given to Languard, Windsor, second to CDM London and third to Medulla, Mumbai. While the first ever Healthcare Network of the Year went to CDM Group, second to McCann Health and third to Publicis Healthcare Communications Group.

Commenting on all the results announced at the Awards Ceremony, Lions Health Festival Director, Louise Benson, said, "Tonight has shown that the healthcare communications industry is innovating, breaking boundaries and making their mark in creative excellence. We thank the jury for judging with integrity and passion and are pleased that in its second year, Lions Health is providing the arena to recognise the industry's achievements."

The Cannes Pharma Lions winners' table:

Title	Advertiser	Product	Medium	Entrant / Agency	Prize
TAKE IT FROM A FISH	ASTRAZENECA	DISEASE EDUCATION	Integrated Digital Campaign	DIGITASLBI New York	Grand Prix
OUT THE MONSTER	OREXO	ZUBSOLV	Integrated	STRAWBERRYFROG New York	Gold Lion
MESSAGES FROM THE FRONT LINE	DEFENCE FORCE RECRUITING	AIR FORCE	Direct and Promo & Activation	GPY&R Melbourne	Gold Lion

MICROSOFT COLLECTIVE PROJECT	MICROSOFT ONENOTE	ONENOTE	Digital	POSSIBLE SEATTLE Seattle	Gold Lion
SOS SMS	MEXICAN RED CROSS	ONLINE EMERGENCY SERVICE	Mobile	GREY MEXICO Mexico City	Silver Lion
TAKE IT FROM A FISH	ASTRAZENECA	DISEASE EDUCATION	Direct and Promo & Activation	DIGITASLBI New York	Silver Lion
FUNTASTIC HAND	CIREC FOUNDATION (REHABILITATION AND PROSTHESIS CENTER)	PROSTHESIS FOR KIDS	Direct and Promo & Activation	PUBLICIS COLOMBIA Bogotá	Silver Lion
GIANT FOOTPRINTS	SABIN VACCINE INSTITUTE, INDIAN MINISTRY OF HEALTH & FAMILY WELFARE	FILARIA DOSE	Direct and Promo & Activation	OGILVY & MATHER MUMBAI	Silver Lion
LOOK AT ME	SAMSUNG ELECTRONICS	SAMSUNG ELECTRONICS	Mobile	CHEIL WORLDWIDE Seoul	Silver Lion
DEUTSCHE STIMMKLINIK - THE VOICEPRINT.	DEUTSCHE STIMMKLINIK	VOICEPRINT	Use of Technology	MUTABOR DESIGN Hamburg	Silver Lion
SPINNING LIVING ROOM	JOHNSON & JOHNSON	CINNARAZINE	Print	MEDULLA COMMUNICATIONS Mumbai	Bronze Lion
THE LAST LETTER	BIOGEN	BIOGEN	Direct and Promo & Activation	OGILVY DENMARK Copenhagen	Bronze Lion
SOOLANTRA TOUGH TOPICAL CAMPAIGN	GALDERMA	GALDERMA SOOLANTRA	Integrated	McCANN ECHO Mountain Lakes	Bronze Lion
LOOKS CAN BE DECEIVING/BORING SYMPOSIUM	SHIELD THERAPEUTICS	PHARMACEUTICAL COMPANY	Print & Poster Craft - Copywriting	CDMLONDON	Bronze Lion Campaign
LOOKS CAN BE DECEIVING/THIS SUCKS	SHIELD THERAPEUTICS	PHARMACEUTICAL COMPANY	Print & Poster Craft - Copywriting	CDMLONDON	Bronze Lion Campaign
LOOKS CAN BE DECEIVING/7AM	SHIELD THERAPEUTICS	PHARMACEUTICAL COMPANY	Print & Poster Craft - Copywriting	CDMLONDON	Bronze Lion Campaign
THIS IS STROKE	BOEHRINGER INGELHEIM	PRADAXA - STROKE PREVENTION THERAPY	Use of Technology	PUBLICIS LIFE BRANDS RESOLUTE London	Bronze Lion
LIFE SAVER	SAFEPOINT TRUST	LIFESAVER AUTO DESTRUCT SYRINGES	Direct and Promo & Activation	McCANN HEALTH London	Bronze Lion
JINARC MOA	OTSUKA	JINARC MOA	Film - Animation/Visual Effects	LANGLAND Windsor	Bronze Lion
PROTECTING OUR TOMORROWS: PORTRAITS OF MENINGOCOCCAL DISEASE	NOVARTIS VACCINES	BEXSERO	PR	RUDER FINN New York	Bronze Lion
DOUBLE WHAMMY	ABBVIE	HUMIRA	Integrated	PUBLICIS KAPLAN THALER New York	Bronze Lion
TAKE IT FROM A FISH	ASTRAZENECA	DISEASE EDUCATION	Film	DIGITASLBI New York	Bronze Lion
THAT'S PSO ME	NOVARTIS	THAT'S PSO ME	Film	HILL HOLLIDAY Boston	Bronze Lion
KEEP OUT OF CHILDREN'S REACH	SANTANA DRUGSTORE	INSTITUTIONAL	Outdoor	REVOLUTION BRASIL Salvador - Bahia	Bronze Lion
EYE PLAY THE PIANO	THE UNIVERSITY OF TSUKUBA'S SPECIAL NEEDS SCHOOLS	THE UNIVERSITY OF TSUKUBA'S SPECIAL NEEDS SCHOOLS	Digital	HAKUHODO KETTLE Tokyo	Bronze Lion
LIGHTBULBS	OTSUKA	ADPKD	Film - Art Direction/Production Design	LANGLAND Windsor	Bronze Lion Campaign
SPEAKERS	OTSUKA	ADPKD	Film - Art Direction/Production Design	LANGLAND Windsor	Bronze Lion Campaign
CLOCKS	OTSUKA	ADPKD	Film - Art Direction/Production Design	LANGLAND Windsor	Bronze Lion Campaign

LIGHTBULBS	OTSUKA	ADPKD	Film - Animation/Visual Effects	LANGLAND Windsor	Bronze Lion Campaign
SPEAKERS	OTSUKA	ADPKD	Film - Animation/Visual Effects	LANGLAND Windsor	Bronze Lion Campaign

The Cannes Health & Wellness Lions winners' table:

Title	Advertiser	Product	Medium	Entrant / Agency	Prize
INTIMATE WORDS	PROCTER & GAMBLE	ALWAYS	Direct and Promo & Activation	LEO BURNETT MEXICO	Grand Prix
NIVEA DOLL	BDF NIVEA BRASIL	NIVEA SUN KIDS SENSITIVE	Direct and Promo & Activation	FCB BRASIL São Paulo	Gold Lion
THIS GIRL CAN	SPORT ENGLAND	SPORT ENGLAND	Film	FCB INFERNO London	Gold Lion
I TOUCH MYSELF PROJECT	CANCER COUNCIL NSW	BREAST CANCER CAMPAIGN	Film	J. WALTER THOMPSON Sydney	Gold Lion
THE LUCKY IRON FISH PROJECT	LUCKY IRON FISH	IRON FORTIFICATION SUPPLEMENT	Direct and Promo & Activation	GEOMETRY GLOBAL Dubai / MEMAC OGILVY Dubai	Gold Lion
TATTOO SKIN CANCER CHECK	SOL DE JANEIRO	CORPORATE	Direct and Promo & Activation	OGILVY BRASIL São Paulo	Gold Lion
THIS GIRL CAN	SPORT ENGLAND	SPORT ENGLAND	Integrated	FCB INFERNO London	Gold Lion
I TOUCH MYSELF PROJECT	CANCER COUNCIL NSW	BREAST CANCER	Film - Use of Music/Sound Design	J. WALTER THOMPSON Sydney	Gold Lion
THE EYES OF A CHILD	ASSOCIATION NOEMI	DISABILITIES ASSOCIATION	Film	LEO BURNETT FRANCE Paris	Gold Lion
BALD CARTOONS	GRAACC	NGO	PR	OGILVY BRASIL São Paulo	Gold Lion
BALD CARTOONS	GRAACC	NGO	Integrated	OGILVY BRASIL São Paulo	Gold Lion
MEETING	KIMBERLY-CLARK	HUGGIES	Film	MOOD\TBWA São Paulo	Gold Lion
THE BACKUP MEMORY	SAMSUNG TUNISIA	SERVICE	PR	3SG-BBDO Ariana	Gold Lion
THE BOY RAISED BY GOATS	PROCTER & GAMBLE	PEPTO-BISMOL	Film	PUBLICIS KAPLAN THALER New York	Silver Lion
QUEUE	BAYER BRASIL	CAFIASPIRIN	Print	ALMAPBBDO São Paulo	Silver Lion Campaign
FIRETRUCK	BAYER BRASIL	CAFIASPIRIN	Print	ALMAPBBDO São Paulo	Silver Lion Campaign
HANDLE ON HYGIENE	UNILEVER	LIFEBUOY	Direct and Promo & Activation	GEOMETRY GLOBAL Dubai	Silver Lion
MAN BOOBS	JOHNSON & JOHNSON	KY TOUCH 2 IN 1 WARMING MASSAGE OIL AND PERSONAL LUBRICANT	Radio - Use of Music/Sound Design	DDB CANADA Toronto	Silver Lion Campaign
BALD SPOT	JOHNSON & JOHNSON	KY TOUCH 2 IN 1 WARMING MASSAGE OIL AND PERSONAL LUBRICANT	Radio - Use of Music/Sound Design	DDB CANADA Toronto	Silver Lion Campaign
MEETING	KIMBERLY-CLARK	HUGGIES	Direct and Promo & Activation	MOOD\TBWA São Paulo	Silver Lion
THE HIV+ ISSUE	VANGARDIST MAGAZINE	MAGAZINE/ PUBLIC AWARENESS HIV STIGMA	Print	SAATCHI & SAATCHI SWITZERLAND Geneva	Silver Lion
THE LUCKY IRON FISH PROJECT	LUCKY IRON FISH	IRON FORTIFICATION SUPPLEMENT	Outdoor	GEOMETRY GLOBAL Dubai / MEMAC OGILVY Dubai	Silver Lion
LIFE SAVING DOT	TALWAR TRADERS	BINDI	Direct and Promo & Activation	GREY GROUP Singapore	Silver Lion
THE HIV+ ISSUE	VANGARDIST MAGAZINE	MAGAZINE/HIV AWARENESS	Direct and Promo & Activation	SAATCHI & SAATCHI SWITZERLAND Geneva	Silver Lion

NIVEADOLL	BDF NIVEA BRASIL	NIVEA SUN KIDS SENSITIVE	Direct and Promo & Activation	FCB BRASIL São Paulo	Silver Lion
I TOUCH MYSELF PROJECT	CANCER COUNCIL NSW	BREAST CANCER	PR	J. WALTER THOMPSON Sydney / HILL & KNOWLTON Sydney	Silver Lion
THE LUCKY IRON FISH PROJECT	LUCKY IRON FISH	IRON FORTIFICATION SUPPLEMENT	PR	GEOMETRY GLOBAL Dubai / MEMAC OGILVY Dubai	Silver Lion
TATTOO SKIN CANCER CHECK	SOL DE JANEIRO	CORPORATE	PR	OGILVY BRASIL São Paulo	Silver Lion
RADIOMETRIES	EXITO FOUNDATION	EXITO FOUNDATION	Radio - Use of Music/Sound Design	SANCHO BBDO Bogotá	Silver Lion
MAN, YOU'RE SO BEAUTIFUL - LOVE	STICHTING MENZIS BEHEER	INSURANCE	Film - Script	DDB & TRIBAL WORLDWIDE AMSTERDAM	Silver Lion Campaign
MAN, YOU'RE SO BEAUTIFUL - PERSEVERE	STICHTING MENZIS BEHEER	INSURANCE	Film - Script	DDB & TRIBAL WORLDWIDE AMSTERDAM	Silver Lion Campaign
THE HAIR FEST	CASA DE LA AMISTAD	ONCOLOGICAL WIGS	Direct and Promo & Activation	OGILVY & MATHER Mexico City	Silver Lion
BALD CARTOONS	GRAACC	NGO	Direct and Promo & Activation	OGILVY BRASIL São Paulo	Silver Lion
THE HAIR FEST	CASA DE LA AMISTAD	ONCOLOGICAL WIGS	PR	OGILVY & MATHER Mexico City	Silver Lion
BETTER TOMORROWS CAMPAIGN	THE HOSPITAL FOR SICK CHILDREN	THE HOSPITAL FOR SICK CHILDREN	Integrated	J. WALTER THOMPSON CANADA Toronto	Silver Lion
INTIMATE WORDS	PROCTER & GAMBLE	ALWAYS	Direct and Promo & Activation	LEO BURNETT MEXICO	Silver Lion
PANADOL JOINT HUMAN CALLIGRAPHY	GLAXOSMITHKLINE HONG KONG	PANADOL JOINT	Print & Poster Craft - Typography	GREY GROUP Singapore	Bronze Lion
JUNKFACE	JOHNSON & JOHNSON	NEUTROGENA MEN FACE WASH	Film	DDB CANADA Toronto / TRIBAL WORLDWIDE Toronto	Bronze Lion
GEORGE WASHINGTON	FARMATODO	HAND SANITIZER	Radio - Script	WUNDERMAN COLOMBIA Bogotá / Y&R COLOMBIA Bogotá	Bronze Lion Campaign
ABRAHAM LINCOLN	FARMATODO	HAND SANITIZER	Radio - Script	WUNDERMAN COLOMBIA Bogotá / Y&R COLOMBIA Bogotá	Bronze Lion Campaign
SERGEANT	NEUROTH	HEARING AID	Radio	FCB ZURICH / FCB CHICAGO	Bronze Lion
SNIFFERS	RANDOX	CONFIDANTE	Integrated Digital Campaign	LANGLAND Windsor	Bronze Lion
TATTOO	CONDOMANIA	CONDOMS	Print & Poster Craft - Photography	OGILVY & MATHER JAPAN Tokyo	Bronze Lion Campaign
EMBRACE	CONDOMANIA	CONDOMS	Print & Poster Craft - Photography	OGILVY & MATHER JAPAN Tokyo	Bronze Lion Campaign
HEART	CONDOMANIA	CONDOMS	Print & Poster Craft - Photography	OGILVY & MATHER JAPAN Tokyo	Bronze Lion Campaign
SNIFFERS	RANDOX	CONFIDANTE	Film - Script	LANGLAND Windsor	Bronze Lion
WEARABLE TOMATO	KAGOME	TOMATO	PR	HAKUHODO Tokyo	Bronze Lion
WE WON'T HELP YOU	ALCOHOLICS ANONYMOUS	ALCOOLICOS ANONIMOS	Print	J. WALTER THOMPSON BRAZIL São Paulo	Bronze Lion
LIFE SAVING DOT	TALWAR TRADERS	BINDI	Outdoor	GREY GROUP Singapore	Bronze Lion

THE VETIVER PROJECT	PEERLESS LION CORPORATION	SHOKUBUTSU HANA	Outdoor	TBWASANTIAGO MANGADA PUNO Makati City	Bronze Lion
TATTOO SKIN CANCER CHECK	SOL DE JANEIRO	CORPORATE	Outdoor	OGILVY BRASIL São Paulo	Bronze Lion
RADIOMETRIES	EXITO FOUNDATION	EXITO FOUNDATION	Direct and Promo & Activation	SANCHO BBDO Bogotá	Bronze Lion
THE SALT YOU CAN SEE	FUNDACIÓN FAVALORO	FUNDACIÓN FAVALORO	Direct and Promo & Activation	GREY ARGENTINA Buenos Aires	Bronze Lion
ROTTEN CELLS	FISCHEL DRUGSTORES	FISCHEL DRUGSTORES	Direct and Promo & Activation	GARNIERBBDO San José	Bronze Lion
I TOUCH MYSELF PROJECT	CANCER COUNCIL NSW	BREAST CANCER	Direct and Promo & Activation	J. WALTER THOMPSON Sydney	Bronze Lion
I TOUCH MYSELF PROJECT	CANCER COUNCIL NSW	BREAST CANCER	Integrated Digital Campaign	J. WALTER THOMPSON Sydney	Bronze Lion
THE HIV+ ISSUE	VANGARDIST	MAGAZINE	PR	SAATCHI & SAATCHI SWITZERLAND Geneva	Bronze Lion
I TOUCH MYSELF PROJECT	CANCER COUNCIL NSW	BREAST CANCER CAMPAIGN	Integrated	J. WALTER THOMPSON Sydney	Bronze Lion
WE WON'T HELP YOU	ALCOHOLICS ANONYMOUS	ALCOOLICOS ANONIMOS	Print & Poster Craft - Illustration	J. WALTER THOMPSON BRAZIL São Paulo	Bronze Lion
LIFE TIME CLOCK	STIFTUNG FÜRS LEBEN - DEUTSCHE STIFTUNG ORGANTRANSPLANTATION (DSO)	FOR LIFE - FOR ORGAN-DONATIONS	Outdoor	SERVICEPLAN Munich / SERVICEPLAN HEALTH & LIFE Munich	Bronze Lion
THE HAIR FEST	CASA DE LA AMISTAD	ONCOLOGICAL WIGS	Outdoor	OGILVY & MATHER Mexico City	Bronze Lion
MORE THAN A COSTUME	DOCTORS OF THE WORLD	DOCTORS OF THE WORLD	Direct and Promo & Activation	PUBLICIS KAPLAN THALER New York	Bronze Lion
SOS SMS	MEXICAN RED CROSS	ONLINE EMERGENCY SERVICE	Mobile	GREY MÉXICO Mexico City	Bronze Lion
DONATION BADGES	ABTO (BRAZILIAN ASSOCIATION OF ORGAN TRANSPLANTATION)	INSTITUTIONAL	PR	LEO BURNETT TAILOR MADE São Paulo	Bronze Lion
ONLINE FUR SHOP	PETA ASIA	ETHICAL TREATMENT OF ANIMALS	Direct and Promo & Activation	Y&R SHANGHAI	Bronze Lion
PRICELESS PETS	PURINA	ANIMAL ADOPTION	PR	NBS Rio de Janeiro	Bronze Lion
FIRST DAYS OUT	MARS BRASIL	PEDIGREE ADOPTION	Film - Direction	ALMAPBBDO São Paulo	Bronze Lion

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