

## Shortlist (Healthcare)

Cat. No	Entry No	Title	Client	Product	Entrant Company	Country	Idea creation	Production Company	PR	Media placement	Medium
<b>A01 (OTC Oral Medicines)</b>											
A01/100 2	00109	METAMUCIL SHIT CAMPAIGN	TEVA	METAMUCIL	HAVAS BOONDOGGLE AMSTERDAM	THE NETHERLANDS	HAVAS BOONDOGGLE AMSTERDAM	JOZE RIKKEN Amsterdam		HAVAS MEDIA Amstelveen	Film: Cinema, TV and Digital Film Content
A01/120 01	00002	EXCEDRIN - THE MIGRAINE GSK CONSUMER EXPERIENCE	HEALTHCARE	EXCEDRIN MIGRAINE	DDB REMEDY London	UNITED KINGDOM	DDB REMEDY London		WEBER SHANDWICK, New York		Use of Technology
A01/500 1	00013	THERAFLU THERMOSCANNER	GLAXOSMITHKLINE CONSUMER HEALTHCARE	THERAFLU	SAATCHI & SAATCHI POLAND Warsaw	POLAND	SAATCHI & SAATCHI POLAND Warsaw / SAATCHI & SAATCHI Singapore / INTERACTIVE SOLUTIONS Warsaw		MSL GROUP, Warsaw		Outdoor: Billboards, Poster, Ambient and Conference
A01/600 1	00046	"OH SHIT"	BOEHRINGER INGELHEIM	THOMAPYRIN	HAVAS GERMANY Dusseldorf	GERMANY	HAVAS GERMANY Dusseldorf				Print & Publishing
A01/600 2	00047	"DAMN IT"	BOEHRINGER INGELHEIM	THOMAPYRIN	HAVAS GERMANY Dusseldorf	GERMANY	HAVAS GERMANY Dusseldorf				Print & Publishing
A01/600 3	00048	"BUGGER OFF"	BOEHRINGER INGELHEIM	THOMAPYRIN	HAVAS GERMANY Dusseldorf	GERMANY	HAVAS GERMANY Dusseldorf				Print & Publishing
<b>A02 (OTC Applications)</b>											
A02/100 1	00053	MYSTERY VOLLEYBALL	GSK	VOLTAREN	SAATCHI & SAATCHI Carouge	SWITZERLAND	SAATCHI & SAATCHI Carouge / GSK CONSUMER HEALTHCARE Nyon	HELO Venice			Film: Cinema, TV and Digital Film Content
A02/800 1	00051	DECONGESTING THE CITY	GSK	OTRIVIN	SAATCHI & SAATCHI Carouge	SWITZERLAND	SAATCHI & SAATCHI Carouge / GSK CONSUMER HEALTHCARE Nyon	MOTION PICTURE HOUSE London			Direct and Promo & Activation
<b>A03 (OTC Products/Devices)</b>											
A03/500 1	00018	UNDERCOVER CONDOM	COOP ITALIA	CONDOM	Y&R ITALIA Milan	ITALY	Y&R ITALIA Milan / VML Milan	NEON PRODUCTION Milan			Outdoor: Billboards, Poster, Ambient and Conference
<b>A05 (Other Products)</b>											
A05/110 02	00119	DOT. THE FIRST BRAILLE SMARTWATCH.	DOT INCORPORATION	DOT. THE FIRST BRAILLE SMARTWATCH.	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich / DOT INCORPORATION Seoul	COMMONDEER Los Angeles			Mobile
A05/130 01	00039	SUGAR DETOX	INTERMARCHÉ	INTERMARCHÉ	MARCEL Paris	FRANCE	MARCEL Paris	KUEST PROD Paris / CINQ ETOILES Paris		ZENITHOPTIMEDIA Paris	Integrated
A05/800 1	00038	SUGAR DETOX	INTERMARCHÉ	INTERMARCHÉ	MARCEL Paris	FRANCE	MARCEL Paris	KUEST PROD Paris / CINQ ETOILES Paris		ZENITHOPTIMEDIA Paris	Direct and Promo & Activation
A05/900 1	00040	SUGAR DETOX	INTERMARCHÉ	INTERMARCHÉ	MARCEL Paris	FRANCE	MARCEL Paris	KUEST PROD Paris / CINQ ETOILES Paris		ZENITHOPTIMEDIA Paris	PR

## B01 (Education & Awareness (incl. Fundraising and Advocacy))

## Shortlist (Healthcare)

B01/100 05	00087	CHECK IT BEFORE IT'S REMOVED: NAKED BREASTS ON FACEBOOK AGAINST BREAST CANCER.	PINK RIBBON DEUTSCHLAND	BREAST CANCER AWARENESS	DDB GROUP GERMANY Berlin	GERMANY	DDB GROUP GERMANY Berlin		DDB GROUP GERMANY, Berlin		Digital
B01/100 07	00116	SECOND HAND	ALS LIGA	NON-PROFIT ASSOCIATION	PUBLICIS BRUSSELS	BELGIUM	PUBLICIS BRUSSELS	CZAR Brussels			Digital
B01/130 01	00042	SUGAR DETOX	INTERMARCHÉ	INTERMARCHÉ	MARCEL Paris	FRANCE	MARCEL Paris	KUEST PROD Paris / CINQ ETOILES Paris	ZENITHOPTIMEDIA Paris		Integrated
B01/800 2	00041	SUGAR DETOX	INTERMARCHÉ	INTERMARCHÉ	MARCEL Paris	FRANCE	MARCEL Paris	KUEST PROD Paris / CINQ ETOILES Paris	ZENITHOPTIMEDIA Paris		Direct and Promo & Activation
B01/800 5	00088	CHECK IT BEFORE IT'S REMOVED: NAKED BREASTS ON FACEBOOK AGAINST BREAST CANCER.	PINK RIBBON DEUTSCHLAND	BREAST CANCER AWARENESS	DDB GROUP GERMANY Berlin	GERMANY	DDB GROUP GERMANY Berlin		DDB GROUP GERMANY, Berlin		Direct and Promo & Activation
B01/800 6	00079	SIMPLIFIED STORIES	ALZHEIMERLIGA	BOOK FOR ALZHEIMER PATIENTS	DDB BRUSSELS	BELGIUM	DDB BRUSSELS				Direct and Promo & Activation
B01/900 1	00055	STARFAKER	FONDATION CHIRAC	AGAINST FAKE MEDICINE IN AFRICA	HAVAS PARIS Puteaux	FRANCE	HAVAS PARIS Puteaux	HAVAS PARIS Puteaux	HAVAS PARIS, Puteaux	HAVAS PARIS Puteaux	PR
B01/900 2	00065	THE ALPHABET OF ILLITERACY	PEARSON	LEARNING COMPANY	WEBER SHANDWICK London	UNITED KINGDOM	FCB INFERNO London	FCB INFERNO London	WEBER SHANDWICK, London		PR

## B02 (Clinics, Hospitals, Retail & Facilities)

B02/190 01	00097	SOUND MEMORIES	HANSATON AUSTRIA (PART OF SONOVA GROUP)	HEARING CENTER (RETAILER)	FREUNDLICHE GRÜSSE Zürich	SWITZERLAND	FREUNDLICHE GRÜSSE	VISUAL HEIST Zürich			Film Craft: Cinematography
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## B03 (Insurance)

B03/130 01	00069	HEALTH	AXA	BANK	PUBLICIS CONSEIL Paris	FRANCE	PUBLICIS CONSEIL Paris				Integrated
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## B04 (Fundraising & Advocacy)

B04/100 1	00008	YOU WILL NEVER WALK ALONE	DCA MINE ACTION	LANDMINE AWARENESS	GREAT GUNS London	UNITED KINGDOM	GREY GROUP SINGAPORE / YESSIAN New York	GREAT GUNS London / YESSIAN New York			Film: Cinema, TV and Digital Film Content
B04/100 2	00083	HELP THEM ESCAPE	DUTCH KIDNEY FOUNDATION	FOUNDATION	DDB & TRIBAL WORLDWIDE AMSTERDAM	THE NETHERLANDS	DDB & TRIBAL WORLDWIDE AMSTERDAM	MEDIAMONKS Hilversum			Film: Cinema, TV and Digital Film Content

## C01 (Health & Wellness: Animal Health)

## Shortlist (Healthcare)

C01/130 01	00020	PUPS	IFAW - INTERNATIONAL FUND FOR ANIMAL WELFARE	IFAW - INTERNATIONAL FUND FOR ANIMAL WELFARE	J. WALTER THOMPSON London	UNITED KINGDOM	J. WALTER THOMPSON London		Integrated
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### D01 (Health & Wellness: Corporate Image & Communication)

D01/160 01	00099	SOUND MEMORIES	HANSATON AUSTRIA (PART OF SONOVA GROUP)	HEARING CENTER (RETAILER)	FREUNDLICHE GRÜSSE Zürich	SWITZERLAND	FREUNDLICHE GRÜSSE VISUAL HEIST Zürich		Film Craft: Script
D01/500 1	00025	DEER	ROBIN WOOD	ROBIN WOOD	GRABARZ & PARTNER Hamburg	GERMANY	GRABARZ & PARTNER Hamburg		Outdoor: Billboards, Poster, Ambient and Conference
D01/500 2	00027	POLAR BEAR	ROBIN WOOD	ROBIN WOOD	GRABARZ & PARTNER Hamburg	GERMANY	GRABARZ & PARTNER Hamburg		Outdoor: Billboards, Poster, Ambient and Conference
D01/500 3	00029	CAPUCHIN MONKEY	ROBIN WOOD	ROBIN WOOD	GRABARZ & PARTNER Hamburg	GERMANY	GRABARZ & PARTNER Hamburg		Outdoor: Billboards, Poster, Ambient and Conference

### F03 (Devices/Diagnostics)

F03/500 1	00061	OPENING FABIAN'S WORLD	NIERSTICHTING	CHARITY DONATIONS	XXS Amsterdam Schiphol	THE NETHERLANDS	XXS Amsterdam Schiphol	MAXUS GLOBAL Amsterdam / EXTERION MEDIA Amsterdam	Outdoor: Billboards, Poster, Ambient and Conference
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### F04 (Education & Awareness)

F04/500 1	00093	THE COLOR ALPHABET	COLORADD	THE COLOR ALPHABET	McCANN Madrid	SPAIN	McCANN Madrid	ANTIESTATICO Madrid	Outdoor: Billboards, Poster, Ambient and Conference
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### G01 (Branded Utilities)

G01/800 1	00081	SIMPLIFIED STORIES	ALZHEIMERLIGA	BOOK FOR ALZHEIMER PATIENTS	DDB BRUSSELS	BELGIUM	DDB BRUSSELS		Direct and Promo & Activation
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Total Entries: 33