

Health & Wellness Shortlist

Track	Cat. No	Entry No	Title	Brand	Product	Medium	Entrant Company	Entrant Country	Idea Creation	Production	Media	PR	Additional
A02 (OTC Applications)													
Health	A02/1009	00652	PAIN IS DRAMA	GSK	VOLTAREN	Film: Cinema, TV and Digital Film Content	SAATCHI & SAATCHI SWITZERLAND Lausanne	SWITZERLAND	SAATCHI & SAATCHI SWITZERLAND Lausanne	GOOD PEOPLE FILMS Cairo			HIJOS DESIGN MUSIC PRODUCTION Madrid
Health	A02/17001	00651	PAIN IS DRAMA	GSK	VOLTAREN	Film Craft: Use of Music / Sound Design	SAATCHI & SAATCHI SWITZERLAND Lausanne	SWITZERLAND	SAATCHI & SAATCHI SWITZERLAND Lausanne	GOOD PEOPLE FILMS Cairo			HIJOS DESIGN MUSIC PRODUCTION Madrid
Health	A02/29002	00747	NASTIEST TEST	PORTA HNOS	BIALCOHOL	Branded Content & Entertainment: Film, TV and Online Film Content	SANTO Buenos Aires	ARGENTINA	SANTO Buenos Aires	LA DOBLE A Buenos Aires			
Health	A02/50002	00886	YARMULKE SWITCH	P&G	HEAD & SHOULDERS	Brand Experience & Activation	ACW GREY TEL AVIV	ISRAEL	ACW GREY TEL AVIV	MOTI BULLDOZER Bnei Brak	MEDIACOM CONNECTIONS Tel Aviv	STERN ARIELY SAAR Bnei Brak	LANDOR Cincinnati / PROCTER & GAMBLE Tel Aviv
A03 (OTC Products / Devices)													
Health	A03/13003	11532	VIVA LA VULVA	ESSITY	LIBRESSE/BODYF ORM	Integrated Campaign	AMVBBDO London	UNITED KINGDOM	AMVBBDO London			KETCHUM London	750MPH London / TIME BASED ARTS London / TRIM EDITING London
Health	A03/14001	00296	VIVA LA VULVA	ESSITY	LIBRESSE/BODYF ORM	Film Craft: Production Design / Art Direction	AMVBBDO London	UNITED KINGDOM	AMVBBDO London	SOMESUCH London		KETCHUM London	750MPH London / TIME BASED ARTS London / TRIM EDITING London
Health	A03/17001	00297	VIVA LA VULVA	ESSITY	LIBRESSE/BODYF ORM	Film Craft: Use of Music / Sound Design	AMVBBDO London	UNITED KINGDOM	AMVBBDO London	SOMESUCH London		KETCHUM London	750MPH London / TIME BASED ARTS London / TRIM EDITING London
Health	A03/18001	00295	VIVA LA VULVA	ESSITY	LIBRESSE/BODYF ORM	Film Craft: Animation & Visual Effects	AMVBBDO London	UNITED KINGDOM	AMVBBDO London	SOMESUCH London		KETCHUM London	750MPH London / TIME BASED ARTS London / TRIM EDITING London
Health	A03/28001	00006	THE MATRIARCHS	CAREFREE	PANTY LINERS & TAMPONS	Branded Content & Entertainment: Digital & Social	DDB SYDNEY	AUSTRALIA	DDB SYDNEY	EXIT FILMS Sydney / THE EDITORS Sydney			
Health	A03/28002	00725	BIG SEXY ALBUM	DWIGHT & CHURCH	TROJAN BRAND CONDOMS	Branded Content & Entertainment: Digital & Social	72ANDSUNNY Los Angeles	USA	72ANDSUNNY Los Angeles	HEARD CITY New York / HECHO STUDIOS Los Angeles / NEW MATH New York			CHURCH & DWIGHT Princeton
Health	A03/29001	00294	VIVA LA VULVA	ESSITY	LIBRESSE/BODYF ORM	Branded Content & Entertainment: Film, TV and Online Film Content	AMVBBDO London	UNITED KINGDOM	AMVBBDO London	SOMESUCH London		KETCHUM London	750MPH London / TIME BASED ARTS London / TRIM EDITING London
Health	A03/30001	00726	C.L.I.T.O.R.I.S.	DWIGHT & CHURCH	TROJAN BRAND CONDOMS	Radio & Audio	72ANDSUNNY Los Angeles	USA	72ANDSUNNY Los Angeles	HEARD CITY New York / HECHO STUDIOS Los Angeles / NEW MATH New York			CHURCH & DWIGHT Princeton
Health	A03/30002	00727	I TOUCHED A PENIS TODAY	DWIGHT & CHURCH	TROJAN BRAND CONDOMS	Radio & Audio	72ANDSUNNY Los Angeles	USA	72ANDSUNNY Los Angeles	HEARD CITY New York / HECHO STUDIOS Los Angeles / NEW MATH New York			CHURCH & DWIGHT Princeton

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Health	A03/410 01	01226	NUMBER 2 MAGAZINE	KIMBERLY-CLARK	NEVE®	Print Collateral	FCB HEALTH BRASIL São Paulo	BRAZIL	FCB HEALTH BRASIL São Paulo	ÇA VA ART São Paulo / CANJA AUDIO CULTURE Curitiba / CRAFTA INTELIGENTE São Paulo / FACTORY BRASIL São Paulo / JULIAN VELEZ ART Sao Paulo			ELYON INDUSTRIA GRAFICA São Paulo
Health	A03/490 03	01329	THISABLES	IKEA	IKEA THISABLES	Product Innovation	McCANN Tel Aviv	ISRAEL	McCANN Tel Aviv	CRAFT LONDON / McCANN Tel Aviv	UM Tel Aviv	McCANN Tel Aviv	
Health	A03/490 04	30275	DR. PEE	LA FABRIL	DR. PEE	Product Innovation	OGILVY ECUADOR Guayaquil	ECUADOR	OGILVY ECUADOR Guayaquil				KINETIKA VFX Guayaquil / VERTIGO FILMS Quito
Health	A03/500 03	01326	THISABLES	IKEA	IKEA THISABLES	Brand Experience & Activation	McCANN Tel Aviv	ISRAEL	McCANN Tel Aviv	CRAFT LONDON / McCANN Tel Aviv	UM Tel Aviv	McCANN Tel Aviv	
Health	A03/800 2	00387	CONSENT PACK	TULIPAN	TULIPAN	Direct	BBDO ARGENTINA Buenos Aires	ARGENTINA	BBDO ARGENTINA Buenos Aires	ORUGA CINE Buenos Aires	PHD Buenos Aires	ADVERPR Buenos Aires	
Health	A03/800 5	01327	THISABLES	IKEA	IKEA THISABLES	Direct	McCANN Tel Aviv	ISRAEL	McCANN Tel Aviv	CRAFT LONDON / McCANN Tel Aviv	UM Tel Aviv	McCANN Tel Aviv	
A04 (Nutraceuticals)													
Health	A04/100 9	01250	HOW OLD ARE YOU?	PEPSICO	QUAKER OATS	Film: Cinema, TV and Digital Film Content	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo	BANDO São Paulo / SATELITE AUDIO São Paulo / UM STUDIO Sao Paulo	ALMAPBBDO São Paulo		
Health	A04/140 01	00866	NEW NORMAL	MEDMEN	CANNABIS	Film Craft: Production Design / Art Direction	MJZ Los Angeles	USA	MEKANISM New York	MJZ Los Angeles			
Health	A04/190 01	00383	THE NEW NORMAL	MEDMEN	MEDMEN	Film Craft: Cinematography	MEKANISM San Francisco	USA	MEDMEN Los Angeles / MEKANISM San Francisco	MJZ Los Angeles	CENTRO New York / MEKANISM San Francisco / NICE DOG MEDIA Santa Monica / RADIO ROBOT, INC. Commerce City	AZIONE Los Angeles	FINAL CUT Los Angeles / FORMOSA Los Angeles / FRAMESTORE Los Angeles
Health	A04/500 03	00679	PINCH	NESTLE WATERS	GLACIAR	Brand Experience & Activation	PONCE Buenos Aires	ARGENTINA	PONCE Buenos Aires				
Health	A04/800 1	01107	MOTHER'S LOVE EXPRESS	ILLUMA/WYETH	WYETH	Direct	OGILVY Taipei City	CHINESE TAIPEI	OGILVY Taipei City				
A05 (Health & Wellness Tech)													
Health	A05/110 01	00048	FACING EMOTIONS	HUAWEI	HUAWEI MATE 20 PRO	Mobile	DIGITAS POLAND Warsaw	POLAND	DIGITAS POLAND Warsaw	DIGITAS POLAND Warsaw		DIGITAS POLAND Warsaw	HUAWEI Warsaw
Health	A05/110 05	00690	BACK2LIFE	SAMSUNG	CORPORATE SOCIAL RESPONSIBILITY PROJECT (CPR)	Mobile	CHEIL PENGTAI Beijing	CHINA	CHEIL PENGTAI Beijing / CHEIL WORLDWIDE HONG KONG	BIGFISH Beijing		CHEIL PENGTAI Beijing	
Health	A05/110 11	01124	STORYSIGN	HUAWEI	HUAWEI BRAND	Mobile	FCB INFERNO London	UNITED KINGDOM	FCB INFERNO London	AARDMAN ANIMATIONS Bristol / DOG EAT DOG London / MCASSO London / TENTHREE EDITING London / UNIT London	WAVEMAKER London		HUAWEI London
Health	A05/120 03	01338	DOT TRANSLATION ENGINE. THE FIRST AI BRAILLE TRANSLATION SOFTWARE	DOT INC.	DOT TRANSLATION ENGINE	Use of Technology	SERVICEPLAN GERMANY Munich	GERMANY	DOT INCORPORATION Seoul / SERVICEPLAN GERMANY Munich / SERVICEPLAN KOREA Seoul	DOT INCORPORATION Seoul / HYPERINTERACTIVE Hamburg / PAULUS.CO Seoul			CLOUDANDCO Seoul / MOBY DIGG Munich

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Health	A05/120 11	01125	STORYSIGN	HUAWEI	HUAWEI BRAND	Use of Technology	FCB INFERNO London	UNITED KINGDOM	FCB INFERNO London	AARDMAN ANIMATIONS Bristol / DOG EAT DOG London / MCASSO London / TENTHREE EDITING London / UNIT London	WAVEMAKER London		HUAWEI London
Health	A05/130 01	00071	DOSIST "NOT AVAILABLE IN CANADA"	DOSIST	DOSIST	Integrated Campaign	ANOMALY Toronto	CANADA	ANOMALY Toronto	UNREASONABLE STUDIOS Toronto	PROVEN ADVERTISING Toronto	FAULHABER COMMUNICATION S Toronto	DOSIST Toronto
Health	A05/290 01	00197	MY LAST DAYS: MEET ANTHONY	TOBII DYNAVOX	TOBII DYNAVOX CAMERA	Branded Content & Entertainment: Film, TV and Online Film Content	WAYFARER ENTERTAINMENT Los Angeles	USA	WAYFARER ENTERTAINMENT Los Angeles	WAYFARER ENTERTAINMENT Los Angeles	THE CW NETWORK Los Angeles		TOBII DYNAVOX Pittsburgh
Health	A05/300 2	10222	RADIO TINNITUS	CHIME	RADIO STATION	Radio & Audio	ROTHCO ACCENTURE INTERACTIVE Dublin	IRELAND	ROTHCO ACCENTURE INTERACTIVE Dublin				
Health	A05/900 2	00675	THE BLIND VOTES	ORCAM	MYEYE	PR	GITAM BBDO Tel Aviv	ISRAEL	GITAM BBDO Tel Aviv				GITAM BBDO Tel Aviv

B01 (Brand-led Education & Awareness)

Health	B01/110 03	00691	BACK2LIFE	SAMSUNG	CORPORATE SOCIAL RESPONSIBILITY PROJECT (CPR)	Mobile	CHEIL PENGTAI Beijing	CHINA	CHEIL PENGTAI Beijing / CHEIL WORLDWIDE HONG KONG	BIGFISH Beijing	CHEIL PENGTAI Beijing		
Health	B01/130 04	01332	THISABLES	IKEA	IKEA THISABLES	Integrated Campaign	McCANN Tel Aviv	ISRAEL	McCANN Tel Aviv	CRAFT LONDON / McCANN Tel Aviv	UM Tel Aviv	McCANN Tel Aviv	
Health	B01/130 07	01012	NEXT MINUTE LAW	MINISTERIO PUBLICO AND ABAP	INSTITUTIONAL	Integrated Campaign	VMLY&R BRAZIL São Paulo	BRAZIL	Y&R SAO PAULO	Y&R SAO PAULO	Y&R SAO PAULO	Y&R SAO PAULO	
Health	B01/130 09	01098	VIVA LA VULVA	ESSITY	LIBRESSE/BODYF ORM	Integrated Campaign	AMVBBDO London	UNITED KINGDOM	AMVBBDO London	SOMESUCH London		KETCHUM London	750MPH London / TIME BASED ARTS London / TRIM EDITING London
Health	B01/140 01	11377	VIVA LA VULVA	ESSITY	LIBRESSE/BODYF ORM	Film Craft: Production Design / Art Direction	AMVBBDO London	UNITED KINGDOM	AMVBBDO London	SOMESUCH London		KETCHUM London	750MPH London / TIME BASED ARTS London / TRIM EDITING London
Health	B01/170 04	11378	VIVA LA VULVA	ESSITY	LIBRESSE/BODYF ORM	Film Craft: Use of Music / Sound Design	AMVBBDO London	UNITED KINGDOM	AMVBBDO London	SOMESUCH London		KETCHUM London	750MPH London / TIME BASED ARTS London / TRIM EDITING London
Health	B01/180 02	11376	VIVA LA VULVA	ESSITY	LIBRESSE/BODYF ORM	Film Craft: Animation & Visual Effects	AMVBBDO London	UNITED KINGDOM	AMVBBDO London	SOMESUCH London		KETCHUM London	750MPH London / TIME BASED ARTS London / TRIM EDITING London
Health	B01/410 02	00817	ONE MINDFUL MIND	NEUROGEN BRAIN AND SPINE INSTITUTE	KIT	Print Collateral	TBWA\INDIA Mumbai	INDIA	TBWA\INDIA Mumbai	MOTHERSHIP PRODUCTIONS Mumbai			
Health	B01/490 03	01333	THISABLES	IKEA	IKEA THISABLES	Product Innovation	McCANN Tel Aviv	ISRAEL	McCANN Tel Aviv	CRAFT LONDON / McCANN Tel Aviv	UM Tel Aviv	McCANN Tel Aviv	
Health	B01/500 14	01330	THISABLES	IKEA	IKEA THISABLES	Brand Experience & Activation	McCANN Tel Aviv	ISRAEL	McCANN Tel Aviv	CRAFT LONDON / McCANN Tel Aviv	UM Tel Aviv	McCANN Tel Aviv	
Health	B01/800 7	01331	THISABLES	IKEA	IKEA THISABLES	Direct	McCANN Tel Aviv	ISRAEL	McCANN Tel Aviv	CRAFT LONDON / McCANN Tel Aviv	UM Tel Aviv	McCANN Tel Aviv	
Health	B01/801 6	01093	LEGS TO FLY	ESPN	INSTITUTIONAL	Direct	AFRICA São Paulo	BRAZIL	AFRICA São Paulo	ANTFOOD São Paulo / BOLHA São Paulo / BOSSA NOVA FILMS São Paulo / FURF DESIGN STUDIO Curitiba / ID ETHNOS Rio de Janeiro			

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Health	B01/900 1	00498	BEAUTY MARK	CVS HEALTH	BEAUTY MARK	PR		CVS HEALTH Woonsocket	USA	CVS HEALTH Woonsocket / DIGITAS Boston / ENDEAVOR New York, NY	DIGITAS Boston	CVS HEALTH Woonsocket / DIGITAS Boston / UM New York	CVS HEALTH Woonsocket / KAPLOW PR New York	LEADDOG New York / STANDARD BLACK New York
Health	B01/900 4	00506	PRICELESS JEWELRY	JOYERÍA AURUS	JOYERÍA AURUS	PR		LOS QUILTROS Santiago	CHILE	LOS QUILTROS Santiago	CUECA Santiago			
Health	B01/900 7	00022	TOXIC TOBY	BREEZOMETER / BRITISH LUNG FOUNDATION / WORLD HEALTH ORGANIZATION	BREEZOMETER / BRITISH LUNG FOUNDATION / WORLD HEALTH ORGANIZATION	PR		McCANN LONDON	UNITED KINGDOM	McCANN LONDON	CRAFT LONDON	McCANN LONDON	McCANN LONDON	
B02 (Non-profit / Foundation-led Education & Awareness)														
Health	B02/100 2	00082	#DEFYTHENAME	MONICA LEWINSKY	ANTI-BULLYING	Film: Cinema, TV and Digital Film Content		BBDO NEW YORK	USA	BBDO NEW YORK	O POSITIVE New York		DINI VON MUEFFLING COMMUNICATION S New York	COMPANY 3 New York / HOOK & LINE Brooklyn / NUMBERSIX New York
Health	B02/101 2	00257	BE A MAN OF MORE WORDS	THE MOVEMBER FOUNDATION	SUICIDE PREVENTION	Film: Cinema, TV and Digital Film Content		CUMMINS & PARTNERS Melbourne	AUSTRALIA	CUMMINS & PARTNERS Melbourne	GOODOIL FILMS Sydney			
Health	B02/102 9	00361	BOYS DON'T CRY	WHITE RIBBON	WHITE RIBBON CAMPAIGN	Film: Cinema, TV and Digital Film Content		BENSIMON BYRNE Toronto	CANADA	BENSIMON BYRNE Toronto	ALTER EGO Toronto / BERKELEY Toronto / ROOSTER POST PRODUCTION Toronto / UNTITLED FILMS Toronto		NARRATIVE Toronto	JIGSAW CASTING Toronto
Health	B02/130 03	00289	PLANNED PARENTHOOD 'F*CK NEW YORK CITY'	PLANNED PARENTHOOD NYC	PPNYC	Integrated Campaign		BBH New York	USA	BBH New York				
Health	B02/130 08	00509	TREATMENT BOX	TRUTH, AD COUNCIL, OFFICE OF NATIONAL DRUG CONTROL POLICY	TRUTH	Integrated Campaign		72ANDSUNNY Los Angeles	USA	72ANDSUNNY Los Angeles	BUTTER Venice / CARBON VFX Santa Monica / HECHO STUDIOS Los Angeles / M S S N G P ECES Los Angeles / WHITEHOUSE POST Santa Monica			THE AD COUNCIL Washington / THE OFFICE OF NATIONAL DRUG CONTROL POLICY Washington, DC / TRUTH INITIATIVE Washington D.C.
Health	B02/150 06	00756	VOICELESS WOMEN	NEW LIVES	ANTI TRAFFICKING	Film Craft: Direction		UITCH ISCRATCH Copenhagen	DENMARK	UITCH ISCRATCH Copenhagen	UITCH ISCRATCH Copenhagen			BACON X Copenhagen
Health	B02/180 05	00443	NEW MINDSET	UNITED FOR GLOBAL MENTAL HEALTH	MENTAL HEALTH AWARENESS	Film Craft: Animation & Visual Effects		HAVAS LYNX Manchester	UNITED KINGDOM	HAVAS LYNX Manchester	AARDMAN ANIMATIONS Bristol / HAVAS LYNX Manchester			
Health	B02/190 02	00755	VOICELESS WOMEN	NEW LIVES	ANTI TRAFFICKING	Film Craft: Cinematography		UITCH ISCRATCH Copenhagen	DENMARK	UITCH ISCRATCH Copenhagen	UITCH ISCRATCH Copenhagen			BACON X Copenhagen
Health	B02/220 04	00763	#HOPESTEMS	SHATTERPROOF	SHATTERPROOF	Industry Craft: Art Direction		McCANN HEALTH NEW YORK	USA	McCANN HEALTH NEW YORK				MCCANN WORLD GROUP NEW YORK
Health	B02/220 16	01215	MUTILATED WORDS	28 TOO MANY	(FGM) FEMALE GENITAL MUTILATION	Industry Craft: Art Direction		IMPACT BBDO Dubai	UNITED ARAB EMIRATES	IMPACT BBDO Dubai				
Health	B02/230 06	01206	REMEMBERING MY FATHER	REFUGE	DOMESTIC ABUSE SUPPORT AND AWARENESS	Industry Craft: Copywriting		McCANN BRISTOL	UNITED KINGDOM	McCANN BRISTOL	McCANN BRISTOL	McCANN BRISTOL	McCANN BRISTOL	McCANN BRISTOL
Health	B02/230 07	01184	MISTLETOE	REFUGE	DOMESTIC ABUSE SUPPORT AND AWARENESS	Industry Craft: Copywriting		McCANN BRISTOL	UNITED KINGDOM	McCANN BRISTOL	McCANN BRISTOL	McCANN BRISTOL	McCANN BRISTOL	McCANN BRISTOL
Health	B02/230 08	01191	CHRISTMAS EVE	REFUGE	DOMESTIC ABUSE SUPPORT AND AWARENESS	Industry Craft: Copywriting		McCANN BRISTOL	UNITED KINGDOM	McCANN BRISTOL	McCANN BRISTOL	McCANN BRISTOL	McCANN BRISTOL	McCANN BRISTOL
Health	B02/240 06	00807	MOUTH.	HEAL TRAFFICKING	HUMAN TRAFFICKING AWARENESS CAMPAIGN FOR PHYSICIANS	Industry Craft: Illustration		GREY NEW YORK	USA	GREY NEW YORK				CUSTOM IMAGE Santiago

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Health	B02/240 07	00806	EYE.	HEAL TRAFFICKING	HUMAN TRAFFICKING AWARENESS CAMPAIGN FOR PHYSICIANS	Industry Craft: Illustration	GREY NEW YORK	USA	GREY NEW YORK			CUSTOM IMAGE Santiago
Health	B02/260 01	01213	THE ZERO TOLERANCE RIBBON	28 TOO MANY	(FGM) FEMALE GENITAL MUTILATION	Industry Craft: Typography	IMPACT BBDO Dubai	UNITED ARAB EMIRATES	IMPACT BBDO Dubai			IMPACT PORTER NOVELLI Dubai
Health	B02/290 04	00508	TREATMENT BOX	TRUTH, AD COUNCIL, OFFICE OF NATIONAL DRUG CONTROL POLICY	TRUTH	Branded Content & Entertainment: Film, TV and Online Film Content	72ANDSUNNY Los Angeles	USA	72ANDSUNNY Los Angeles	BUTTER Venice / CARBON VFX Santa Monica / HECHO STUDIOS Los Angeles / M S S NG P ECES Los Angeles / WHITEHOUSE POST Santa Monica		THE AD COUNCIL Washington / THE OFFICE OF NATIONAL DRUG CONTROL POLICY Washington, DC / TRUTH INITIATIVE Washington D.C.
Health	B02/290 06	00784	THE LIFE SAVING SOAP OPERAS	PERUVIAN MINISTRY OF HEALTH	PERUVIAN MINISTRY OF HEALTH	Branded Content & Entertainment: Film, TV and Online Film Content	CIRCUS GREY PERU Lima	PERU	CIRCUS GREY PERU Lima	CANICA FILMS Lima / DEL BARRIO PRODUCCIONES Lima / SIN ANESTESIA Lima	AMERICA TELEVISION Lima	CIRCUS GREY PERU Lima
Health	B02/290 09	00918	THE LAST MILE	COCA-COLA	COCA-COLA AND (RED) PARTNERSHIP	Branded Content & Entertainment: Film, TV and Online Film Content	THE COCA-COLA COMPANY Atlanta	USA	ANOMALY New York	ACE CONTENT New York		ZENO GROUP New York (RED) New York / SONY PICTURES ENTERTAINMENT Culver City / THE COCA-COLA COMPANY Atlanta / UNITED TALENT AGENCY Beverly Hills
Health	B02/300 01	00193	THE HEALING HOUSE	CASEY HOUSE	HIV/AIDS AWARENESS	Branded Content & Entertainment: Live Experience	BENSIMON BYRNE Toronto	CANADA	BENSIMON BYRNE Toronto / NARRATIVE Toronto	BENSIMON BYRNE Toronto / NARRATIVE Toronto / WESTSIDE STUDIO Toronto		NARRATIVE Toronto
Health	B02/300 03	01110	THE BRIDAL UNIFORM	UN WOMEN	ANTI-CHILD MARRIAGES	Branded Content & Entertainment: Live Experience	BBDO PAKISTAN Lahore	PAKISTAN	BBDO PAKISTAN Lahore	THE VIDEOGRAPHERS Lahore	BBDO PAKISTAN Lahore	MINT PR Lahore
Health	B02/350 01	00080	#DEFYTHENAME	MONICA LEWINSKY	ANTI-BULLYING	Digital: Social	BBDO NEW YORK	USA	BBDO NEW YORK	O POSITIVE New York		DINI VON MUEFFLING COMMUNICATIONS New York COMPANY 3 New York / HOOK & LINE Brooklyn / NUMBERSIX New York
Health	B02/380 04	00224	STOP TRAFFICK	STREET GRACE	FIGHTING DOMESTIC MINOR SEX TRAFFICKING	Ambient Outdoor	BBDO ATLANTA	USA	BBDO ATLANTA	BARK BARK Atlanta / HERO POST Atlanta, GA / THE COLOR SPOT Marietta	OUTDOOR MEDIA GROUP ATLANTA	PORTER NOVELLI ATLANTA JAMIE SHEPARD MUSIC Atlanta / SHEPARD CREATIVE Atlanta
Health	B02/380 07	01220	THE TOXIC FLAG	WASTE MANAGEMENT COALITION	WASTE MANAGEMENT	Ambient Outdoor	IMPACT BBDO Dubai	UNITED ARAB EMIRATES	IMPACT BBDO Dubai			
Health	B02/380 14	00859	SECOND CHANCES	DONATE LIFE CALIFORNIA	DONATE LIFE CALIFORNIA	Ambient Outdoor	CASANOVA/McCANN Costa Mesa	USA	CASANOVA/McCANN Costa Mesa / McCANN CANADA Toronto / McCANN NEW YORK	4K FILM PRODUCTION Cochrane / CRAFT WORLDWIDE New York / D'AVANT-GARDE MEDIA Santa Monica / JSM MUSIC New York / TRULOVE POST Culver City		McCANN NEW YORK SAINTS EDITORIAL Toronto
Health	B02/410 04	00643	A SIGN FROM SAINT FLORIAN	THE NATIONAL INSTITUTE OF PUBLIC HEALTH	CARBON MONOXIDE POISONING PREVENTION	Print Collateral	GREY POLAND Warsaw	POLAND	GREY POLAND Warsaw	GREY POLAND Warsaw	GREY POLAND Warsaw	BURSON COHN & WOLFE Warsaw THE NATIONAL INSTITUTE OF PUBLIC HEALTH Warsaw
Health	B02/490 04	01092	THE PUCK	ADIABC (DIABETES ASSOCIATION)	DIABETES DETECTION DEVICE	Product Innovation	GREY CANADA Toronto	CANADA	GREY CANADA Toronto / GREY NEW YORK	CURRENT STUDIOS Toronto / GREY CANADA Toronto / GREY NEW YORK		

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Health	B02/500 04	00221	STOP TRAFFICK	STREET GRACE	FIGHTING DOMESTIC MINOR SEX TRAFFICKING	Brand Experience & Activation	BBDO ATLANTA	USA	BBDO ATLANTA	BARK BARK Atlanta / HERO POST Atlanta, GA / THE COLOR SPOT Marietta	OUTDOOR MEDIA GROUP ATLANTA	PORTER NOVELLI ATLANTA	JAMIE SHEPARD MUSIC Atlanta / SHEPARD CREATIVE Atlanta
Health	B02/500 06	00366	THE HEALING HOUSE	CASEY HOUSE	HIV/AIDS AWARENESS	Brand Experience & Activation	BENSIMON BYRNE Toronto	CANADA	BENSIMON BYRNE Toronto / NARRATIVE Toronto	BENSIMON BYRNE Toronto / NARRATIVE Toronto / WESTSIDE STUDIO Toronto		NARRATIVE Toronto	
Health	B02/800 6	00454	UNDERCOVER CROSSWORDS	MINISTRY OF SOCIAL DEVELOPMENT/OFF ICE FOR SENIORS	ELDER ABUSE AWARENESS	Direct	FCB NEW ZEALAND Auckland	NEW ZEALAND	FCB NEW ZEALAND Auckland	FCB NEW ZEALAND Auckland	FCB NEW ZEALAND Auckland	FCB NEW ZEALAND Auckland	
Health	B02/802 5	00729	THE GOOD DRUG TRAFFICKING	AYUDA HUMANITARIA PARA VENEZUELA	AYUDA HUMANITARIA PARA VENEZUELA	Direct	GEOMETRY GLOBAL COLOMBIA Bogotá	COLOMBIA	GEOMETRY GLOBAL COLOMBIA Bogotá				
Health	B02/900 3	00083	#DEFYTHENAME	MONICA LEWINSKY	ANTI-BULLYING	PR	BBDO NEW YORK	USA	BBDO NEW YORK	O POSITIVE New York		DINI VON MUEFFLING COMMUNICATION S New York	COMPANY 3 New York / HOOK & LINE Brooklyn / NUMBERSIX New York
Health	B02/901 4	00794	ADDICTED ON ARRIVAL	PREVENTION COUNCIL OF ROANOKE COUNTY / URGENT LOVE INITIATIVE	OPI'S	PR	GREY NEW YORK	USA	GREY NEW YORK	TOOL OF NORTH AMERICA Los Angeles / TOWNHOUSE New York	GREY NEW YORK	GREY NEW YORK	ASCHE & SPENCER Minneapolis / THE MILL New York
Health	B02/901 6	01221	THE TOXIC FLAG	WASTE MANAGEMENT COALITION	WASTE MANAGEMENT	PR	IMPACT BBDO Dubai	UNITED ARAB EMIRATES	IMPACT BBDO Dubai				
Health	B02/901 7	01212	THE ZERO TOLERANCE RIBBON	28 TOO MANY	(FGM) FEMALE GENITAL MUTILATION	PR	IMPACT BBDO Dubai	UNITED ARAB EMIRATES	IMPACT BBDO Dubai				IMPACT PORTER NOVELLI Dubai
Health	B02/902 3	01005	THE BREAST MOVE	SANTA CASA DE MISERICORDIA DE SÃO PAULO	INSTITUTIONAL	PR	VMLY&R BRAZIL São Paulo	BRAZIL	VMLY&R BRAZIL São Paulo	VMLY&R BRAZIL São Paulo	VMLY&R BRAZIL São Paulo	VMLY&R BRAZIL São Paulo	

B03 (Fundraising & Advocacy)

Health	B03/100 6	00002	WE ARE ALL EQUAL. AND NO ONE IS MORE EQUAL THAN ANYONE ELSE.	PRO INFIRMIS	PRO INFIRMIS	Film: Cinema, TV and Digital Film Content	THJNK Zürich	SWITZERLAND	THJNK Zürich	STORIES Zürich	KONNEX Winterthur		
Health	B03/120 01	00896	THE UNSTOPPABLE RÉSUMÉ	CANCER@WORK	CANCER@WORK	Use of Technology	FAMOUS GREY PARIS Paris	FRANCE	FAMOUS GREY PARIS Paris				
Health	B03/130 02	00334	LIFE LOLLI	KMSZ (BONE MARROW DONATION CENTER)	LIFE LOLLI - A LOLLIPOP DESIGNED TO SAVE LIVES	Integrated Campaign	BBDO Düsseldorf	GERMANY	BBDO Düsseldorf	CRAFTWORK Düsseldorf	AREASOLUTIONS Hamburg / FUSE Düsseldorf / OMD GERMANY Düsseldorf	KETCHUM PLEON Düsseldorf	PETER SCHMIDT GROUP Hamburg
Health	B03/150 01	00210	SICKKIDS VS: CREWS	SICKKIDS FOUNDATION	SICKKIDS HOSPITAL	Film Craft: Direction	COSSETTE Toronto	CANADA	COSSETTE Toronto / SICKKIDS FOUNDATION Toronto	BERKELEY Toronto / MUSIC RIGHTS CLEARANCE Montreal / SCOUTS HONOUR Toronto / THE ASSEMBLY Toronto / THE VANITY Toronto	OMD CANADA Toronto	CITIZEN RELATIONS Toronto	
Health	B03/150 02	00757	VOICELESS WOMEN	NEW LIVES	ANTI TRAFFICKING	Film Craft: Direction	UITCH ISCRATCH Copenhagen	DENMARK	UITCH ISCRATCH Copenhagen	UITCH ISCRATCH Copenhagen			BACON X Copenhagen
Health	B03/190 01	00209	SICKKIDS VS: CREWS	SICKKIDS FOUNDATION	SICKKIDS HOSPITAL	Film Craft: Cinematography	COSSETTE Toronto	CANADA	COSSETTE Toronto / SICKKIDS FOUNDATION Toronto	BERKELEY Toronto / MUSIC RIGHTS CLEARANCE Montreal / SCOUTS HONOUR Toronto / THE ASSEMBLY Toronto / THE VANITY Toronto	OMD CANADA Toronto	CITIZEN RELATIONS Toronto	
Health	B03/260 01	31964	THE ZERO TOLERANCE RIBBON	28 TOO MANY	(FGM) FEMALE GENITAL MUTILATION	Industry Craft: Typography	IMPACT BBDO Dubai	UNITED ARAB EMIRATES	IMPACT BBDO Dubai				IMPACT PORTER NOVELLI Dubai

Health & Wellness Shortlist

Health	B03/350 01	00213	SICKKIDS VS: #10YEARCHALLE NGE	SICKKIDS FOUNDATION	SICKKIDS HOSPITAL	Digital: Social	COSSETTE Toronto	CANADA	COSSETTE Toronto / SICKKIDS FOUNDATION Toronto			SICKKIDS FOUNDATION Toronto
Health	B03/470 01	00802	EMMA	STOMP OUT BULLYING	BULLYING REDUCTION & PREVENTION	Creative Data: Data Visualisation	GREY NEW YORK	USA	GREY NEW YORK	TOWNHOUSE New York		GREY NEW YORK GREY BRAZIL São Paulo
Health	B03/900 9	01132	VIRUS EVA	MÉDICOS DEL MUNDO	MÉDICOS DEL MUNDO	PR	LA DESPENSA INGREDIENTES CREATIVOS Madrid	SPAIN	LA DESPENSA INGREDIENTES CREATIVOS Madrid	LOBO KANE Madrid		
Health	B03/901 4	31957	THE ZERO TOLERANCE RIBBON	28 TOO MANY	(FGM) FEMALE GENITAL MUTILATION	PR	IMPACT BBDO Dubai	UNITED ARAB EMIRATES	IMPACT BBDO Dubai			IMPACT PORTER NOVELLI Dubai

C01 (Corporate Image & Communication)

Health	C01/101 6	01248	5B	JOHNSON & JOHNSON	JOHNSON & JOHNSON	Film: Cinema, TV and Digital Film Content	UM STUDIOS New York	USA	UM STUDIOS New York	HWY 61 FILMS Los Angeles / SAVILLE Los Angeles	J3 New York	ROGERS & COWAN Los Angeles
Health	C01/140 04	00900	1 MINUTE 46 SECONDS	HOSPITAL LEFORTE	HEALTH SERVICES FOR FÓRMULA 1	Film Craft: Production Design / Art Direction	McCANN HEALTH São Paulo	BRAZIL	McCANN HEALTH São Paulo	CRAFT LONDON / PUNCH AUDIO São Paulo / VETOR ZERO São Paulo		
Health	C01/150 04	01246	5B	JOHNSON & JOHNSON	JOHNSON & JOHNSON	Film Craft: Direction	UM STUDIOS New York	USA	UM STUDIOS New York	HWY 61 FILMS Los Angeles / SAVILLE Los Angeles	J3 New York	ROGERS & COWAN Los Angeles
Health	C01/180 01	00899	1 MINUTE 46 SECONDS	HOSPITAL LEFORTE	HEALTH SERVICES FOR FÓRMULA 1	Film Craft: Animation & Visual Effects	McCANN HEALTH São Paulo	BRAZIL	McCANN HEALTH São Paulo	CRAFT LONDON / PUNCH AUDIO São Paulo / VETOR ZERO São Paulo		
Health	C01/290 06	00786	THE LIFE SAVING SOAP OPERAS	PERUVIAN MINISTRY OF HEALTH	PERUVIAN MINISTRY OF HEALTH	Branded Content & Entertainment: Film, TV and Online Film Content	CIRCUS GREY PERU Lima	PERU	CIRCUS GREY PERU Lima	CANICA FILMS Lima / DEL BARRIO PRODUCCIONES Lima / SIN ANESTESIA Lima	AMERICA TELEVISION Lima	CIRCUS GREY PERU Lima
Health	C01/490 01	01337	THISABLES	IKEA	IKEA THISABLES	Product Innovation	McCANN Tel Aviv	ISRAEL	McCANN Tel Aviv	CRAFT LONDON / McCANN Tel Aviv	UM Tel Aviv	McCANN Tel Aviv
Health	C01/500 02	01334	THISABLES	IKEA	IKEA THISABLES	Brand Experience & Activation	McCANN Tel Aviv	ISRAEL	McCANN Tel Aviv	CRAFT LONDON / McCANN Tel Aviv	UM Tel Aviv	McCANN Tel Aviv
Health	C01/500 04	01303	TOOTH FAIRY'S ADDRES	FACULDADE DE ODONTOLOGIA	SERVICES	Brand Experience & Activation	VMLY&R BRAZIL São Paulo	BRAZIL	VMLY&R BRAZIL São Paulo	VMLY&R BRAZIL São Paulo	VMLY&R BRAZIL São Paulo	VMLY&R BRAZIL São Paulo
Health	C01/800 2	01335	THISABLES	IKEA	IKEA THISABLES	Direct	McCANN Tel Aviv	ISRAEL	McCANN Tel Aviv	CRAFT LONDON / McCANN Tel Aviv	UM Tel Aviv	McCANN Tel Aviv
Health	C01/900 2	00647	INCLUSION SINCE THE FIRST DAY	BABYSEC	DIAPERS BABYSEC	PR	BBDO CHILE Santiago	CHILE	BBDO CHILE Santiago	TAXI FILMS Santiago		

C02 (Health Services & Facilities)

Health	C02/110 01	01178	TURN TO US	REFUGE	DOMESTIC ABUSE SUPPORT AND AWARENESS	Mobile	McCANN BRISTOL	UNITED KINGDOM	McCANN BRISTOL	McCANN BRISTOL	McCANN BRISTOL	McCANN BRISTOL
Health	C02/220 01	00819	ONE MINDFUL MIND	NEUROGEN BRAIN AND SPINE INSTITUTE	KIT	Industry Craft: Art Direction	TBWA\INDIA Mumbai	INDIA	TBWA\INDIA Mumbai	MOTHERSHIP PRODUCTIONS Mumbai		
Health	C02/230 03	01188	MISTLETOE	REFUGE	DOMESTIC ABUSE SUPPORT AND AWARENESS	Industry Craft: Copywriting	McCANN BRISTOL	UNITED KINGDOM	McCANN BRISTOL	McCANN BRISTOL	McCANN BRISTOL	McCANN BRISTOL
Health	C02/300 1	00219	AIR TIME	SICKKIDS FOUNDATION	SICKKIDS HOSPITAL	Radio & Audio	COSSETTE Toronto	CANADA	COSSETTE Toronto / SICKKIDS FOUNDATION Toronto	PIRATE GROUP Toronto		COSSETTE MEDIA Toronto / OMD CANADA Toronto
Health	C02/310 02	01180	TURN TO US	REFUGE	DOMESTIC ABUSE SUPPORT AND AWARENESS	Digital Craft: Interface & Navigation (UI)	McCANN BRISTOL	UNITED KINGDOM	McCANN BRISTOL	McCANN BRISTOL	McCANN BRISTOL	McCANN BRISTOL
Health	C02/350 01	00214	SICKKIDS VS: #10YEARCHALLE NGE	SICKKIDS FOUNDATION	SICKKIDS HOSPITAL	Digital: Social	COSSETTE Toronto	CANADA	COSSETTE Toronto / SICKKIDS FOUNDATION Toronto			SICKKIDS FOUNDATION Toronto

Health & Wellness Shortlist

D01 (Animal Health)

Health	D01/110 01	00184	SELFIESTIX	MARS	PEDIGREE	Mobile	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland	BLOCKHEAD VFX Auckland / COLLECTIVE FORCE Auckland / DEPARTMENT OF POST Auckland / FINCH Auckland / FRANKLIN RD Auckland	WAVEMAKER Auckland	FLUX Auckland
Health	D01/110 03	00744	THE ANIMALS' OWN EMERGENCY NUMBER	DNB	ANIMAL INSURANCE	Mobile	TRY REKLAME Oslo	NORWAY	TRY REKLAME Oslo			
Health	D01/380 01	00968	STREET-VET	PURINA	PURINA VETERINARY DIETS	Ambient Outdoor	McCANN PARIS	FRANCE	McCANN PARIS	CRAFT PARIS / EDDY Paris	WEBER SHANDWICK Paris	AFG EUROPE London
Health	D01/460 01	00964	STREET-VET	PURINA	PURINA VETERINARY DIETS	Creative Data: Use of Real-Time Data	McCANN PARIS	FRANCE	McCANN PARIS	CRAFT PARIS / EDDY Paris	WEBER SHANDWICK Paris	AFG EUROPE London
Health	D01/490 01	00966	STREET-VET	PURINA	PURINA VETERINARY DIETS	Product Innovation	McCANN PARIS	FRANCE	McCANN PARIS	CRAFT PARIS / EDDY Paris	WEBER SHANDWICK Paris	AFG EUROPE London
Health	D01/500 01	00967	STREET-VET	PURINA	PURINA VETERINARY DIETS	Brand Experience & Activation	McCANN PARIS	FRANCE	McCANN PARIS	CRAFT PARIS / EDDY Paris	WEBER SHANDWICK Paris	AFG EUROPE London
Health	D01/800 5	00743	THE ANIMALS' OWN EMERGENCY NUMBER	DNB	ANIMAL INSURANCE	Direct	TRY REKLAME Oslo	NORWAY	TRY REKLAME Oslo			
Health	D01/900 2	00742	THE ANIMALS' OWN EMERGENCY NUMBER	DNB	ANIMAL INSURANCE	PR	TRY REKLAME Oslo	NORWAY	TRY REKLAME Oslo			
Health	D01/900 3	01095	LIFE PRINT	AMPARA ANIMAL NGO	INSTITUTIONAL	PR	AFRICA São Paulo	BRAZIL	AFRICA São Paulo	BARRY COMPANY São Paulo / S DE SAMBA São Paulo	SOKO São Paulo	

Total Entries: 120