

Pharma Shortlist

Track	Cat. No	Entry No	Title	Brand	Product	Medium	Entrant Company	Entrant Country	Idea Creation	Production	Media	PR	Additional
A03 (Regulated: Healthcare Professional)													
Health	A03/1004	20332	ONE WORD	THE LEARNING CORP	CONSTANT THERAPY	Film: Cinema, TV and Digital Film Content	AREA 23, AN FCB HEALTH NETWORK COMPANY New York	USA	AREA 23, AN FCB HEALTH NETWORK COMPANY New York	CANJA AUDIO CULTURE Curitiba / LIGHTFARM STUDIOS Rio De Janeiro			
Health	A03/14002	20334	ONE WORD	THE LEARNING CORP	CONSTANT THERAPY	Film Craft: Production Design / Art Direction	AREA 23, AN FCB HEALTH NETWORK COMPANY New York	USA	AREA 23, AN FCB HEALTH NETWORK COMPANY New York	CANJA AUDIO CULTURE Curitiba / LIGHTFARM STUDIOS Rio De Janeiro			
Health	A03/15001	20006	THE STRUGGLE INSIDE	NOVARTIS	TASIGNA	Film Craft: Direction	PUBLICIS LIFE BRANDS London	UNITED KINGDOM	PUBLICIS LIFE BRANDS London	ABOVE THE SEA New York / THE QUARRY London / WAVE STUDIOS London			
Health	A03/16002	20333	ONE WORD	THE LEARNING CORP	CONSTANT THERAPY	Film Craft: Script	AREA 23, AN FCB HEALTH NETWORK COMPANY New York	USA	AREA 23, AN FCB HEALTH NETWORK COMPANY New York	CANJA AUDIO CULTURE Curitiba / LIGHTFARM STUDIOS Rio De Janeiro			
Health	A03/17002	20360	ONE WORD	THE LEARNING CORP	CONSTANT THERAPY	Film Craft: Use of Music / Sound Design	AREA 23, AN FCB HEALTH NETWORK COMPANY New York	USA	AREA 23, AN FCB HEALTH NETWORK COMPANY New York	CANJA AUDIO CULTURE Curitiba / LIGHTFARM STUDIOS Rio De Janeiro			
Health	A03/18002	20335	ONE WORD	THE LEARNING CORP	CONSTANT THERAPY	Film Craft: Animation & Visual Effects	AREA 23, AN FCB HEALTH NETWORK COMPANY New York	USA	AREA 23, AN FCB HEALTH NETWORK COMPANY New York	CANJA AUDIO CULTURE Curitiba / LIGHTFARM STUDIOS Rio De Janeiro			
Health	A03/42008	20301	COWS 1	ABBOTT	ENSURE PLUS JUCE	Print & Publishing	LANGLAND Windsor	UNITED KINGDOM	LANGLAND Windsor	BEST OF BREED London / ILLUSION BANGKOK			
A04 (Non-regulated: Direct to Consumer)													
Health	A04/40001	20025	GETTING SICK IS EASY	ONE MEDICAL	ONE MEDICAL	Outdoor	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA	GOODBY SILVERSTEIN & PARTNERS San Francisco	MONIKER San Francisco	GIANT SPOON Los Angeles		
A05 (Non-regulated: Direct to Patient)													
Health	A05/11001	20357	ICONS FOR MEDICINES	HOSPITAL HCOR	HOSPITAL HCOR	Mobile	GREY BRAZIL São Paulo	BRAZIL	GREY BRAZIL São Paulo / GREY NEW YORK	GREY NEW YORK	GREY BRAZIL São Paulo	GREY BRAZIL São Paulo	
B01 (Regulated)													
Health	B01/1007	20116	U=U=	ViiV Healthcare	HIV Awareness	Film: Cinema, TV and Digital Film Content	HAVAS LYNX Manchester	UNITED KINGDOM	HAVAS LYNX Manchester	HAVAS LYNX Manchester			
Health	B01/11001	20285	BREATH OF LIFE	GSK GLAXOSMITHKLINE	CHRONIC OBSTRUCTIVE PULMONARY DISEASE AWARENESS (COPD)	Mobile	McCANN HEALTH Shanghai	CHINA	McCANN HEALTH Shanghai				
Health	B01/12002	20287	BREATH OF LIFE	GSK GLAXOSMITHKLINE	CHRONIC OBSTRUCTIVE PULMONARY DISEASE AWARENESS (COPD)	Use of Technology	McCANN HEALTH Shanghai	CHINA	McCANN HEALTH Shanghai				
Health	B01/47001	20286	BREATH OF LIFE	GSK GLAXOSMITHKLINE	CHRONIC OBSTRUCTIVE PULMONARY DISEASE AWARENESS (COPD)	Creative Data: Data Visualisation	McCANN HEALTH Shanghai	CHINA	McCANN HEALTH Shanghai				

Pharma Shortlist

Health	B01/500 01	20085	BÜBL FASHION	OSTEOPOROSIS CANADA IN PARTNERSHIP WITH AMGEN CANADA	OSTEOPOROSIS	Brand Experience & Activation	EDELMAN Toronto	CANADA	EDELMAN Toronto	EDELMAN Toronto	EDELMAN Toronto	EDELMAN Toronto
Health	B01/800 2	20284	BREATH OF LIFE	GSK GLAXOSMITHKLINE	CHRONIC OBSTRUCTIVE PULMONARY DISEASE AWARENESS (COPD)	Direct	McCANN HEALTH Shanghai	CHINA	McCANN HEALTH Shanghai			

B02 (Non-Regulated)

Health	B02/220 01	20218	VALUABLE HEART	HOSPITAL MOINHOS DE VENTO	INSTITUTIONAL	Industry Craft: Art Direction	McCANN HEALTH São Paulo	BRAZIL	McCANN HEALTH São Paulo	LIGHTFARM STUDIOS Rio De Janeiro		
Health	B02/300 01	10016	AS MUCH AS I CAN	VIIV HEALTHCARE	HIV/AIDS MEDICATION	Branded Content & Entertainment: Live Experience	HARLEY & COMPANY New York	USA	HARLEY & COMPANY New York	HARLEY & COMPANY New York		
Health	B02/410 01	20336	TOILET BOOKS	SYNERGY PHARMACEUTICALS INC.	INSTITUTIONAL	Print Collateral	AREA 23, AN FCB HEALTH NETWORK COMPANY New York	USA	AREA 23, AN FCB HEALTH NETWORK COMPANY New York	AREA 23, AN FCB HEALTH NETWORK COMPANY New York		

C01 (Regulated)

Health	C01/180 01	20011	COMMITMENT TO HARMONY	JANSSEN	PSORIASIS THERAPY	Film Craft: Animation & Visual Effects	PUBLICIS LIFE BRANDS London	UNITED KINGDOM	PUBLICIS LIFE BRANDS London	STINK STUDIOS London		
Health	C01/300 02	20119	SEE BELOW	SANOFI GENZYME REGENERON	DUPIXENT	Branded Content & Entertainment: Live Experience	HAVAS LYNX Manchester	UNITED KINGDOM	HAVAS LYNX Manchester	HAVAS LYNX Manchester / MAKER PROJECTS Salford		

C02 (Non-Regulated)

Health	C02/100 1	20014	REVERSE	MERCK FOR MOTHERS	MATERNAL HEALTHCARE	Film: Cinema, TV and Digital Film Content	MATTER UNLIMITED New York	USA	MATTER UNLIMITED New York	WHITELIST Los Angeles		
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D01 (Regulated)

Health	D01/120 01	20370	GET UP ALARM CLOCK	ELI LILLY AND COMPANY	LARTRUVO (OLARATUMAB)	Use of Technology	AREA 23, AN FCB HEALTH NETWORK COMPANY New York	USA	AREA 23, AN FCB HEALTH NETWORK COMPANY New York	AREA 23, AN FCB HEALTH NETWORK COMPANY New York			
Health	D01/420 01	20121	JOURNAL OF ME	ELI LILLY	PSORIASIS AWARENESS & SUPPORT	Print & Publishing	HAVAS LYNX Manchester	UNITED KINGDOM	HAVAS LYNX Manchester	BERNSTEIN & ANDRIULLI London / HAVAS LYNX Manchester			
Health	D01/500 03	20368	GET UP ALARM CLOCK	ELI LILLY AND COMPANY	LARTRUVO (OLARATUMAB)	Brand Experience & Activation	AREA 23, AN FCB HEALTH NETWORK COMPANY New York	USA	AREA 23, AN FCB HEALTH NETWORK COMPANY New York	AREA 23, AN FCB HEALTH NETWORK COMPANY New York			
Health	D01/900 2	20111	AUSTRALIA'S WORST SERIAL KILLER	HEART FOUNDATION AUSTRALIA	HEART DISEASE AWARENESS AND ADVOCACY	PR	NEWS CORP AUSTRALIA Sydney	AUSTRALIA	NEWS CORP AUSTRALIA Sydney	NEWS CORP AUSTRALIA Sydney	CUSTOMEDIA Sydney / NEWS CORP AUSTRALIA Sydney	NEWS CORP AUSTRALIA Sydney / THE HEART FOUNDATION OF AUSTRALIA Sydney	NEWS CORP AUSTRALIA Sydney / THE HEART FOUNDATION OF AUSTRALIA Sydney

D02 (Non-Regulated)

Health	D02/220 01	20297	SMARTREAD	BAYER	SMARTREAD	Industry Craft: Art Direction	LANGLAND Windsor	UNITED KINGDOM	LANGLAND Windsor	CHRIS HOARE Nottingham / DAN BURN-FORTI London / MAKING PICTURES London		
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Pharma Shortlist

Health	D02/230 01	20353	THE UFOLOGIST	HERMES PARDINI	VACCINES	Industry Craft: Copywriting	OGILVY São Paulo	BRAZIL	OGILVY São Paulo	MUGSHOT São Paulo	HERMES PARDINI Belo Horizonte
Health	D02/230 02	20354	THE FLAT EARTHER	HERMES PARDINI	VACCINES	Industry Craft: Copywriting	OGILVY São Paulo	BRAZIL	OGILVY São Paulo	MUGSHOT São Paulo	HERMES PARDINI Belo Horizonte
Health	D02/300 1	20352	THE UFOLOGIST	HERMES PARDINI	VACCINES	Radio & Audio	OGILVY São Paulo	BRAZIL	OGILVY São Paulo	MUGSHOT São Paulo	HERMES PARDINI Belo Horizonte
Health	D02/300 2	20356	THE FLAT EARTHER	HERMES PARDINI	VACCINES	Radio & Audio	OGILVY São Paulo	BRAZIL	OGILVY São Paulo	MUGSHOT São Paulo	HERMES PARDINI Belo Horizonte
Health	D02/420 04	20296	SMARTREAD	BAYER	SMARTREAD	Print & Publishing	LANGLAND Windsor	UNITED KINGDOM	LANGLAND Windsor	CHRIS HOARE Nottingham / DAN BURN-FORTI London / MAKING PICTURES London	

Total Entries:

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