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SHORTLIST

## Health &amp; Wellness Lions

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CANNES LIONS

Title	Brand	Product / Service	Entrant / Idea Creation	Location
<b>A01 (OTC Oral Medicines)</b>				
THE WISDOM OF THE EAST	5 TAKABB	5 TAKABB ANTI-COUGH PILL & SPRAY	PHENOMENA CO., Bangkok	THAILAND
THE TINY POCKET	BAYER	ASPIRIN	ALMAPBBDO, SAEo Paulo / ENERGY BBDO, Chicago	BRAZIL
ANCESTRAL TRANSLATION	FASTFARMA	FASTFARMA	PARADAIS DDB, Guayaquil	ECUADOR
SMALLEST FIRST AID KIT	BAYER ASPIRIN	BAYER ASPIRIN	ENERGY BBDO, Chicago / BBDO MEXICO, Mexico City	USA
<b>A02 (OTC Applications)</b>				
SEE MY SKIN	VASELINE	VASELINE	EDELMAN, New York	USA
THE DISSOLVING BOTTLE	THE NATURALE MARKET	THE DISSOLVING BOTTLE	BBDO GUERRERO, Makati City	THE PHILIPPINES
<b>A03 (OTC Products / Devices)</b>				
RECLAIM YOUR VOICE	GSK POLIDENT	POLIDENT RECLAIM YOUR VOICE	GREY, London	UNITED KINGDOM
DIGNITY TO FLOW	JOHNSON & JOHNSON	SEMPRE LIVREÁ® AND CAREFREEÁ®	WUNDERMAN THOMPSON, Sao Paulo	BRAZIL
THE MISSING CHAPTER	P&G WHISPER	WHISPER SANITARY PADS	LEO BURNETT, Mumbai	INDIA
LOVING TOUCH	NIVEA	INCUBATOR DEVICE	PUBLICIS ONE TOUCH, Hamburg	GERMANY
THE KILLER PACK	MAXX FLASH	MAXX FLASH MOSQUITO REPELLENT COIL	VMLY&R, Mumbai	INDIA
PALATE CARE DISPENSER	OPERATION SMILE COLOMBIA	NON-MANDATORY MEDICAL DEVICE	WUNDERMAN THOMPSON, Bogotá	COLOMBIA
TULIPÁN MOOD SAVERS	TULIPÁN	TULIPÁN	BBDO ARGENTINA, Buenos Aires	ARGENTINA
RECLAIM YOUR VOICE	GSK POLIDENT	POLIDENT RECLAIM YOUR VOICE	GREY, London	UNITED KINGDOM
<b>A04 (Nutraceuticals)</b>				
MEMORY TEST	SUPRADYN	SUPRADYN MULTIVITAMIN	MULLENLOWE LONDON, London / MULLENLOWE ISTANBUL, Istanbul	UNITED KINGDOM
FAITHLESS X OTO: THE DROP OFF	OTO CBD	OTO SLEEP DROPS	THE ROMANS, London	UNITED KINGDOM
<b>A05 (Health &amp; Wellness Tech)</b>				
STAYBL	DEUTSCHE PARKINSON VEREINIGUNG E.V. (GERMAN PARKINSON ASSOCIATION)	BROWSER-APP FOR PEOPLE WITH PARKINSON'S DISEASE	HAVAS MEDIA, New York / HAVAS GERMANY, DÁ/sseldorf	USA
STAYBL	DEUTSCHE PARKINSON VEREINIGUNG E.V. (GERMAN PARKINSON ASSOCIATION)	BROWSER-APP FOR PEOPLE WITH PARKINSON'S DISEASE	HAVAS MEDIA, New York / HAVAS GERMANY, DÁ/sseldorf	USA
PROJECT CONVEY	COX COMMUNICATIONS	DIGITAL CABLE TELEVISION PROVIDER, TELECOMMUNICATIONS AND HOME AUTOMATION SERVICES	180LA, / COX COMMUNICATIONS, Atlanta	USA
TOUGH TURBAN	PFSAFF HARLEY-DAVIDSON	PFSAFF HARLEY-DAVIDSON	ZULU ALPHA KILO, Toronto	CANADA
<b>B01 (Brand-led Education &amp; Awareness)</b>				
NIKESYNC	NIKE	NIKESYNC APP	R/GA, London	UNITED KINGDOM
TOXIC INFLUENCE	DOVE   UNILEVER	GLOBAL PERSONAL CARE BRAND	OGILVY, London	UNITED KINGDOM
KETTLEBELL	DOCMORRIS	DOCMORRIS	JUNG VON MATT/SAGA, Hamburg / SUNE SORENSEN, Los Angeles	USA
DIGNITY TO FLOW	JOHNSON & JOHNSON	SEMPRE LIVREÁ® AND CAREFREEÁ®	WUNDERMAN THOMPSON, Sao Paulo	BRAZIL
POSTPARTUM UNDER PRESSURE	UNILEVER	BABY DOVE	DARK KITCHEN CREATIVES, Sao Paulo	BRAZIL
THE BATTLE INSIDE	CRIS CANCER FOUNDATION	CANCER NGO	CHEIL WORLDWIDE, Madrid	SPAIN
MASKED GROOMING	TELEFÁNICA	MOVISTAR	DHELET VMLY&R, Buenos Aires	ARGENTINA
REVERSE SELFIE	DOVE   UNILEVER	GLOBAL PERSONAL CARE BRAND	OGILVY, London	UNITED KINGDOM
FIRST AID FOR HUMANITY	BNP PARIBAS & THE POLISH RED CROSS	FIRST AID FOR HUMANITY	VMLY&R POLAND, Warsaw	POLAND
HEALTH CONSTELLATION	PFIZER	PFIZER HEALTH EDUCATION	F5, Shanghai	CHINA
ISABELLE	DOVE   UNILEVER	GLOBAL PERSONAL CARE BRAND	OGILVY, London	UNITED KINGDOM
FIRST AID FOR HUMANITY	BNP PARIBAS & THE POLISH RED CROSS	FIRST AID FOR HUMANITY	VMLY&R POLAND, Warsaw	POLAND
TASTE THERAPY KIT	KNORR	KNORR	MULLENLOWE SINGAPORE, Singapore	SINGAPORE
ADELI	UNIPADS	UNIPADS REUSABLE SANITARY PADS	VMLY&R, Mumbai	INDIA
MACHINE-GUN MOUTH	BATTLEGROUNDS MOBILE INDIA	GAMING	DBB MUDRA, Mumbai	INDIA
FIRST AID FOR HUMANITY	BNP PARIBAS & THE POLISH RED CROSS	FIRST AID FOR HUMANITY	VMLY&R POLAND, Warsaw	POLAND
POSTPARTUM UNDER PRESSURE	UNILEVER	BABY DOVE	DARK KITCHEN CREATIVES, Sao Paulo	BRAZIL
THE NIGHT IS YOUNG	HEINEKEN	HEINEKEN	PUBLICIS ITALY, Milan	ITALY
TOXIC INFLUENCE	DOVE   UNILEVER	GLOBAL PERSONAL CARE BRAND	OGILVY, London	UNITED KINGDOM
POSTPARTUM UNDER PRESSURE	UNILEVER	BABY DOVE	DARK KITCHEN CREATIVES, Sao Paulo	BRAZIL
THE NIGHT IS YOUNG	HEINEKEN	HEINEKEN	PUBLICIS ITALY, Milan	ITALY
REVERSE SELFIE	DOVE   UNILEVER	GLOBAL PERSONAL CARE BRAND	OGILVY, London	UNITED KINGDOM
FIRST AID FOR HUMANITY	BNP PARIBAS & THE POLISH RED CROSS	FIRST AID FOR HUMANITY	VMLY&R POLAND, Warsaw	POLAND
VIOLET MONTH	AVON	AVON	WUNDERMAN THOMPSON, Sao Paulo	BRAZIL
THE NIGHT IS YOUNG	HEINEKEN	HEINEKEN	PUBLICIS ITALY, Milan	ITALY
THE TINY POCKET	BAYER	ASPIRIN	ALMAPBBDO, SAEo Paulo / ENERGY BBDO, Chicago	BRAZIL
THE MISSING CHAPTER	P&G WHISPER	WHISPER SANITARY PADS	LEO BURNETT, Mumbai	INDIA
REVERSE SELFIE	DOVE   UNILEVER	GLOBAL PERSONAL CARE BRAND	OGILVY, London	UNITED KINGDOM
"VAX THAT THANG UP"	BLK ÁE AFFINITY APP FOR MATCH GROUP	A DATING APP SPECIFICALLY FOR BLACK DATERS	MAJORITY, Atlanta	USA
I DONT REMEMBER	ALMA	ALMA	HOY, Buenos Aires	ARGENTINA
THE NIGHT IS YOUNG	HEINEKEN	HEINEKEN	PUBLICIS ITALY, Milan	ITALY
<b>B02 (Non-profit / Foundation-led Education &amp; Awareness)</b>				
THE MICROPEDIA OF MICROAGGRESSIONS	BLACK BUSINESS AND PROFESSIONAL ASSOCIATION, ET AL	THE MICROPEDIA OF MICROAGGRESSIONS	ZULU ALPHA KILO, Toronto	CANADA
GUN SURVIVOR REVIEWS	GUNS DOWN AMERICA	NON-PROFIT COMBATING GUN VIOLENCE	ENERGY BBDO, Chicago	USA
BEHIND THE PACK	ACTION CONTRE LE TABAC	FIGHT AGAINST TOBACCO	TBWA, Paris	FRANCE



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THE LEGACY OF TOMIII11	FUNDACIÁ'N NUESTROS HIJOS	FUNDACIÁ'N NUESTROS HIJOS	BBDO CHILE, Huechuraba	CHILE
<b>D01 (Animal Health)</b>				
VILLAINS LOVE CATS	BOEHRINGER INGELHEIM	FRONTLINE	ALMAPBBDO, SÁEo Paulo	BRAZIL
PET INTERNS	RESCATAME FUNTATION	PET ADOPTION	VMLY&R COMMERCE, Bogotá; / RESCATAME FOUNDATION, La Calera / RESCATAME FOUNDATION, La Calera	COLOMBIA