

## Pharma Shortlist

Cat. No	Entry No	Title	Brand	Product	Medium	Entrant / Idea Creation	Location	Production	Post Production	Media
<b>A02 (Unbranded Product or Service Promotion)</b>										
A02/19001	00076	LIFE MADE POSSIBLE	NOVO NORDISK	NOVO NORDISK	Film Craft: Cinematography	HONEYTRAP, Copenhagen	DENMARK	HONEYTRAP Copenhagen		
A02/51001	00070	UP THE ANTIBODIES	ASTRAZENECA	ASTRAZENECA	Film: Cinema, TV and Digital Film Content	EDELMAN, Chicago	USA	ANOTHER COUNTRY Chicago / CAVIAR Los Angeles / CUTTERS Chicago / FLAVOR Chicago / T BONE BURNETT Los Angeles	ANOTHER COUNTRY Chicago / COMPANY 3 Los Angeles / CUTTERS Chicago / FLAVOR Chicago / T BONE BURNETT Los Angeles	
A02/54001	00136	MODERNA'S JEOPARDY! SECOND CHANCE TOURNAMENT	MODERNA	COVID 19 BOOSTER	Entertainment	HEARTS & SCIENCE, New York / CBS MEDIA VENTURES, Los Angeles	USA	SONY STUDIOS Los Angeles	CBS MEDIA VENTURES Los Angeles / HEARTS & SCIENCE New York	HEARTS & SCIENCE New York
<b>B01 (Product or Service Promotion: Direct to Patient)</b>										
B01/23002	00215	ZERO	HEMLIBRA	HEMLIBRA	Industry Craft: Copywriting	21GRAMS, New York	USA	BEACON STREET STUDIOS Los Angeles		
B01/26002	00223	JOBST IRREGULAR BOLD	JOBST	JOBST COMPRESSION GARMENTS	Industry Craft: Typography	PUBLICIS•POKE, London	UNITED KINGDOM			
B01/41002	00243	INSERTS FOR EQUALITY	EXELTIS LABORATORY	SLINDA	Print & Publishing: Collateral	VMLY&R, Santiago	CHILE	ESTUDIO FE Santiago		VMLY&R Santiago
B01/55001	00060	HAPPY TO BE CENSORED	GC AESTHETICS	FIXNIP	Social & Influencer	BESWEET FILMS, Madrid / BE X, Madrid	SPAIN	BESWEET FILMS Madrid		
<b>B02 (Product or Service Promotion: Healthcare Professional)</b>										
B02/14001	00200	UNDER A ROCK	LOKELMA	LOKELMA	Film Craft: Production Design / Art Direction	21GRAMS, New York	USA	CHIEF Manchester		
B02/19002	00183	UNDER A ROCK	LOKELMA	LOKELMA	Film Craft: Cinematography	21GRAMS, New York	USA	CHIEF Manchester		
B02/53001	00111	CIONIC NEURAL SLEEVE	CIONIC	CIONIC NEURAL SLEEVE	Healthcare Product Innovation	FUSEPROJECT, San Francisco / CIONIC, San Francisco	USA	CIONIC San Francisco / FUSEPROJECT San Francisco	CIONIC San Francisco / FUSEPROJECT San Francisco	CIONIC San Francisco

**B03 (Disease Awareness & Understanding: Direct to Patient or Healthcare Professional)**

B03/17005	00313	THE OUTSIDE IN	HORIZON THERAPEUTICS	GOUT DISEASE AWARENESS	Film Craft: Use of Music / Sound	AREA 23, AN IPG HEALTH NETWORK	USA	AREA 23, AN IPG HEALTH NETWORK	RITMIKA AUDIO ARTS, Sao Paulo
B03/18001	00053	MANY ROADS	JANSEN PHARMACEUTICA	BREAKING DEPRESSION	Film Craft: Animation / Visual	LANGLAND, London KINGDOM	UNITED	BEWILDER Cape Town	LANGLAND London
B03/18004	00305	THE OUTSIDE IN	HORIZON THERAPEUTICS	GOUT DISEASE AWARENESS	Film Craft: Animation / Visual	AREA 23, AN IPG HEALTH NETWORK	USA	AREA 23, AN IPG HEALTH NETWORK	RITMIKA AUDIO ARTS, Sao Paulo
B03/18005	00306	THE OUTSIDE IN	HORIZON THERAPEUTICS	GOUT DISEASE AWARENESS	Film Craft: Animation / Visual	AREA 23, AN IPG HEALTH NETWORK	USA	AREA 23, AN IPG HEALTH NETWORK	RITMIKA AUDIO ARTS, Sao Paulo
B03/18006	00323	THE OUTSIDE IN	HORIZON THERAPEUTICS	GOUT DISEASE AWARENESS	Film Craft: Animation / Visual	AREA 23, AN IPG HEALTH NETWORK	USA	AREA 23, AN IPG HEALTH NETWORK	RITMIKA AUDIO ARTS, Sao Paulo
B03/26001	00224	JOBST IRREGULAR	JOBST	JOBST COMPRESSION	Industry Craft: Tynography	PUBLICIS•POKE, London	UNITED KINGDOM		
B03/52004	00377	URGENCY ANONYMOUS	MIRIKIZUMAB	BOWEL URGENCY	Integrated	FCB HEALTH, New York	USA	STUDIORX New York	

**B04 (Healthcare Professional Engagement)**

B04/22001	00297	TOXIC PORTRAITS	HORIZON THERAPEUTICS	KRYSTEXXA (PEGLOTICASE)	Industry Craft: Art Direction	AREA 23, AN IPG HEALTH NETWORK	USA		YESSIAN New York
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**B05 (Patient Engagement)**

B05/24002	00009	PICTURE THE DAYS AHEAD -	LENALIDOMIDE	LENALIDOMIDE	Industry Craft: Illustration	FCB HEALTH EUROPE, London	UNITED KINGDOM		
B05/3001	00357	THE MOST BEAUTIFUL	AMERICAN SOCIETY OF	AMERICAN SOCIETY OF	Radio & Audio	GREY, New York	USA	BRO CINEMA Lisbon / CANIA	
B05/41002	00016	PICTURE THE DAYS AHEAD	LENALIDOMIDE	LENALIDOMIDE	Print & Publishing	FCB HEALTH EUROPE, London	UNITED KINGDOM		

**B06 (Innovative Use of Technology: Patient or Healthcare Professional)**

B06/11001	00353	MIND'S EYE	MND ASSOCIATION	MIND'S EYE	Mobile	AREA 23, AN IPG HEALTH NETWORK	USA	CANJA AUDIO CULTURE Curitiba /	EDIT1 New York
B06/12002	00356	MIND'S EYE	MND ASSOCIATION	MIND'S EYE	Use of Technology	AREA 23, AN IPG HEALTH NETWORK	USA	CANJA AUDIO CULTURE Curitiba /	EDIT1 New York
B06/3001	00359	THE MOST BEAUTIFUL	AMERICAN SOCIETY OF	AMERICAN SOCIETY OF	Radio & Audio	GREY, New York	USA	BRO CINEMA Lisbon / CANIA	
B06/32001	00355	MIND'S EYE	MND ASSOCIATION	MIND'S EYE	Digital Craft: User Experience (UX)	AREA 23, AN IPG HEALTH NETWORK	USA	CANJA AUDIO CULTURE Curitiba /	EDIT1 New York

**C01 (Product or Service Promotion: Direct to Patient)**

C01/54001	00172	THERAPIES IN TRANSMISSION	TVN	TVN	Entertainment	BBDO CHILE, Santiago de Chile	CHILE	ALASKA FILMS Santiago / BBDO	TVN Santiago
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**C02 (Product or Service Promotion: Healthcare Professional)**

C02/24003	00098	SHOOT TO DRILL	NEXTMED	MEDICAL CONGRESS -	Industry Craft: Illustration	KLICK HEALTH, Toronto	CANADA	1STAVEMACHINE New York /	
C02/52001	00102	LIFESAVING RADIO	NEXTMED	MEDICAL CONGRESS -	Integrated	KLICK HEALTH, Toronto	CANADA	1STAVEMACHINE New York /	

**C03 (Disease Awareness & Understanding: Direct to Patient or Healthcare Professional)**

C03/19002	00235	INVISIBLES	BIOGEN	BIOGEN	Film Craft: Cinematography	VMLY&R HEALTH, Madrid	SPAIN	LA BOUTIQUE 77 Madrid	LA BOUTIQUE 77 Madrid
C03/25001	00164	INEQUALITY YOU CAN'T	THE CHRYSALIS INITIATIVE	HEALTHCARE	Industry Craft: Photography	INTOUCH SOLUTIONS New	USA	DALMATIAN COW Los Angeles /	DALMATIAN COW Los

**C04 (Healthcare Professional Engagement)**

C04/40003	00161	CHANEL	THE CHRYSALIS INITIATIVE	HEALTHCARE	Outdoor: Standard	INTOUCH SOLUTIONS New	USA	DALMATIAN COW Los Angeles /	DALMATIAN COW Los
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**C05 (Patient Engagement)**

C05/11001	00362	SCROLLING THERAPY	EUROFARMA	EUROFARMA	Mobile	DENTSU CREATIVE, Buenos Aires /	ARGENTINA / USA	FRIENDS AND FAMILY Los Angeles /	CANJA AUDIO CULTURE
C05/32001	00360	SCROLLING THERAPY	EUROFARMA	EUROFARMA	Digital Craft: User Experience (UX)	DENTSU CREATIVE, Buenos Aires /	ARGENTINA / USA	FRIENDS AND FAMILY Los Angeles /	CANJA AUDIO CULTURE

**C06 (Innovative Use of Technology: Patient or Healthcare Professional)**

C06/12001	00361	SCROLLING THERAPY	EUROFARMA	EUROFARMA	Use of Technology	DENTSU CREATIVE, Buenos Aires /	ARGENTINA / USA	FRIENDS AND FAMILY Los Angeles /	CANJA AUDIO CULTURE
C06/53002	00365	SCROLLING THERAPY	EUROFARMA	EUROFARMA	Healthcare Product	DENTSU CREATIVE, Buenos Aires /	ARGENTINA / USA	FRIENDS AND FAMILY Los Angeles /	CANJA AUDIO CULTURE

**Total Shortlisted:** 35

PR	Additional
EDELMAN Chicago	
	MODERNA Massachusetts
	REAL CHEMISTRY New York
	REAL CHEMISTRY New York
	REAL CHEMISTRY New York
CIONIC San Francisco / FUSEPROJECT San Francisco	PGVP Mill Valley / WILDHOUSE PRODUCTIONS Livermore

LANGLAND      B&A REPS London  
London
