

Pharma Shortlist

| Cat. No | Entry No | Title | Brand | Product | Medium | Entrant / Idea Creation | Location | Production | Post Production |
|---|----------|----------------------|----------------------|--|---|--|----------------------|---|--|
| <u>A01 (Branded Product or Service Promotion)</u> | | | | | | | | | |
| A01/22003 | 00012 | CALENDAR #3 | GSK VACCINES | SHINGRIX | Industry Craft: Art Direction | TANK WORLDWIDE, Toronto | CANADA | TANK WORLDWIDE Toronto | |
| <u>B01 (Product or Service Promotion: Direct to Patient)</u> | | | | | | | | | |
| B01/52004 | 00161 | SPIKEVAX THAT BODY | MODERNA, INC. | SPIKEVAX | Integrated | TBWAHEALTH COLLECTIVE, New York | UNITED STATES | CANADA Barcelona / PIX PRODUCERS New York | |
| <u>B02 (Product or Service Promotion: Healthcare Professional)</u> | | | | | | | | | |
| B02/15002 | 00200 | HUMAN DESIGN | GSK VACCINES | GSK VACCINES | Film Craft: Direction | McCANN HEALTH, London | UNITED KINGDOM | AGILE FILMS London | |
| B02/51002 | 00226 | A BEAUTIFUL SIGHT | VABYSMO | VABYSMO | Film: Cinema, TV and Digital Film Content | GREY HEALTH, New York | UNITED STATES | GREY HEALTH New York / MARMOSET MUSIC Portland / ROOF STUDIO New York / TANK WORLDWIDE Toronto / TOWNHOUSE New York | GREY HEALTH New York / OUTSIDER EDITORIAL Toronto / ROOF STUDIO New York |
| <u>B03 (Disease Awareness & Understanding: Direct to Patient or Healthcare Professional)</u> | | | | | | | | | |
| B03/12001 | 00147 | FENOMENAL | SANOFI | DISEASE AWARENESS | Use of Technology | HAVAS LYNX, New York | UNITED STATES | NOW Madrid / PROSE ON PIXELS New York / SCORE A SCORE Los Angeles | |
| B03/22001 | 00215 | BOLD TYPE | JAZZ PHARMACEUTICALS | DISEASE AWARENESS – GI CANCERS | Industry Craft: Art Direction | AREA 23, AN IPG HEALTH NETWORK COMPANY, New York | UNITED STATES | | |
| B03/41002 | 00175 | NOT A LONELY JOURNEY | BIOGEN | BIOGEN | Print & Publishing: Collateral | VML ITALY, Milan | ITALY | BLACKBALL.TV Milan | |
| B03/8002 | 00163 | MIS[S]DIAGNOSED | ORGANON | RAISING AWARENESS OF LESS KNOWN SYMPTOMS OF FEMALE HEART ATTACKS | Direct | MULLENLOWE MENA, Dubai | UNITED ARAB EMIRATES | FAIRMONT PRINTING PRESS SERVICES Dubai / INDI STUDIOS Ajman | INDI STUDIOS Ajman |

B04 (Healthcare Professional Engagement)

Pharma Shortlist

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| B04/19001 | 00174 | THE BALANCING ACT | ASTRA ZENECA | ASTRA ZENECA | Film Craft: Cinematography | VML, London | UNITED KINGDOM | LA BOUTIQUE 77 Madrid | LA BOUTIQUE 77 Madrid |
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B05 (Patient Engagement)

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| B05/11001 | 00121 | TOKKING THEIR LANGUAGE | GENENTECH | HEMLIBRA | Mobile | 21GRAMS, New York | UNITED STATES | 21GRAMS New York | 21GRAMS New York |
| B05/41002 | 00091 | SEEN BOOK | SPEAK UP IN BRONCHIECTASIS | SEEN BOOK | Print & Publishing: Collateral | AREA 23, AN IPG HEALTH NETWORK COMPANY, New York | UNITED STATES | FIRMORAMA Porto Alegre / NORTE Sao Paulo | |
| B05/53001 | 00182 | OUTCARE | HOSPITAL SAMARITANO | OUTCARE | Healthcare Product Innovation | HAVAS HEALTH, Sao Paulo | BRAZIL | NATION FILMES - RUA REPUBLICA DO IRAQUE - BROOKLIN Sao Paulo / PRODUTORA ASSOCIADOS São Paulo / VOX STUDIOS - AVENIDA LUIS STAMATIS - VILA CONSTANCA Sao Paulo | NATION FILMES - RUA REPUBLICA DO IRAQUE - BROOKLIN Sao Paulo |

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

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| C03/51001 | 00135 | ASK A DOCTOR: HEALING THE HEALERS | HEALING THE HEALERS COALITION: ASTRA ZENECA, CSL BEHRING, PFIZER, HAVAS AND MORE | MENTAL HEALTH DISEASE AWARENESS | Film: Cinema, TV and Digital Film Content | HAVAS LYNX, Manchester | UNITED KINGDOM | HAVAS LYNX Manchester | HAVAS LYNX Manchester / PROSE ON PIXELS Manchester |
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C04 (Healthcare Professional Engagement)

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| C04/12001 | 00126 | AIRQUITY | EARSWITCH | HEALTH EQUITY - DIAGNOSTICS | Use of Technology | HAVAS LYNX, Manchester / EARSWITCH, Manchester | UNITED KINGDOM | EARSWITCH Manchester / HAVAS LYNX Manchester | HAVAS LYNX Manchester |
| C04/24001 | 00240 | IDENTITY BUILDER | ZHEJIANG UNIVERSITY | IDENTITY BUILDER | Industry Craft: Illustration | AREA 23, AN IPG HEALTH NETWORK COMPANY, New York | UNITED STATES | BLACK MADRE Sao Paulo / SHANGHAI WANLONG CULTURAL COMMUNICATION COMPANY / STUDIORX New York | STUDIORX New York |

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| C04/53001 | 00158 | HEART SURGEON'S COOKBOOK | GETINGE | MEDTECH SOLUTIONS IN CARDIAC SURGERY | Healthcare Product Innovation | GETINGE, Gothenburg / SWEDEN FORSMAN & BODENFORS, Gothenburg | | F&B STUDIOS Gothenburg | F&B STUDIOS Gothenburg |
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C05 (Patient Engagement)

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| C05/3001 | 00239 | MAGNETIC STORIES | SIEMENS HEALTHINEERS | MAGNETIC RESONANCE IMAGING | Audio & Radio | AREA 23, AN IPG HEALTH NETWORK COMPANY, New York | UNITED STATES | BRO Lisbon / SONIDO Lisbon / TEMPEST ORIGINALS CUSTOM CARPENTRY Brooklyn | ARSTHENEIA Warsaw |
| C05/50002 | 00236 | MAGNETIC STORIES | SIEMENS HEALTHINEERS | MAGNETIC RESONANCE IMAGING | Brand Experience & Activation | AREA 23, AN IPG HEALTH NETWORK COMPANY, New York | UNITED STATES | BRO Lisbon / SONIDO Lisbon / TEMPEST ORIGINALS CUSTOM CARPENTRY Brooklyn | ARSTHENEIA Warsaw |
| C05/53003 | 00235 | MAGNETIC STORIES | SIEMENS HEALTHINEERS | MAGNETIC RESONANCE IMAGING | Healthcare Product Innovation | AREA 23, AN IPG HEALTH NETWORK COMPANY, New York | UNITED STATES | BRO Lisbon / SONIDO Lisbon / TEMPEST ORIGINALS CUSTOM CARPENTRY Brooklyn | ARSTHENEIA Warsaw |

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

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| C06/44001 | 00046 | VOICE 2 DIABETES | KVI BRAVE FUND INC | DIABETES DIAGNOSTIC SOLUTION | Creative Data | KLICK HEALTH, Toronto | CANADA | | |
| C06/53001 | 00047 | VOICE 2 DIABETES | KVI BRAVE FUND INC | DIABETES DIAGNOSTIC SOLUTION | Healthcare Product Innovation | KLICK HEALTH, Toronto | CANADA | | |
| C06/53002 | 00127 | AIRQUITY | EARSWITCH | HEALTH EQUITY - DIAGNOSTICS | Healthcare Product Innovation | HAVAS LYNX, Manchester / EARSWITCH, Manchester | UNITED KINGDOM | EARSWITCH Manchester / HAVAS LYNX Manchester | HAVAS LYNX Manchester |

Total Shortlisted:

22

Media

PR

Additional

GREY HEALTH
New York

GREY HEALTH New
York

HAVAS HEALTH AND YOU Madrid

HAVAS LYNX
Manchester

RVI
COMMUNICATIONS
Gothenburg

GRUPO LEYA Lisbon

GRUPO LEYA Lisbon

GRUPO LEYA Lisbon
