

Pharma Shortlist

Cat. No	Entry No	Title	Brand	Product	Medium	Entrant / Idea Creation Location	Production	Post Production	Media	PR	Additional	
A01 (Branded Product or Service Promotion)												
A01/13002	00280	VIAGRA BLUE BRANDS	VIATRIS	VIAGRA	Integrated	OGILVY, Shanghai	MAINLAND CHINA	SHOOTING GALLERY Shanghai			BOXCUTTER Auckland	
A01/19001	00139	SUZANNE	EYLEA HD	EYLEA HD® (AFLIBERCEPT)	Film Craft: Cinematography	AREA 23, New York	UNITED STATES	SATELITE AUDIO Sao Paulo / THE				
A01/56003	00010	ANIMAL ATTRACTION	GILEAD SCIENCES CANADA	DESCOVY	Use of Humour	THE LOCAL COLLECTIVE, Toronto	CANADA				GILEAD SCIENCES CANADA Mississauga	
A01/8003	00279	VIAGRA BLUE BRANDS	VIATRIS	VIAGRA	Direct	OGILVY, Shanghai	MAINLAND CHINA	SHOOTING GALLERY Shanghai			BOXCUTTER Auckland	
A02 (Unbranded Product or Service Promotion)												
A02/13001	00168	GET BODY CHECKED AGAINST CANCER	ASTRAZENECA	GET BODY CHECKED	Integrated	GREY HEALTH, New York	UNITED STATES	GREY HEALTH New York / MAGNA	MAGNA STUDIOS Los Angeles / SPY	CMI New York	OMNICOM PRODUCTION	ASTRAZENECA Washington / NHL New
A02/13002	00217	RELAX YOUR TIGHT END	NOVARTIS	NOVARTIS	Integrated	FALLON, Minneapolis	UNITED STATES	PRETTYBIRD Culver City	HARBOR New York /	N2 New York	MSL New York	BESPOKE SPORTS & ENTERTAINMENT
A02/14001	00127	ANYTHING BUT NORMAL	BAYER WOMEN'S HEALTH	WOMEN'S HEALTH AWARENESS AND	Film Craft: Production	VML, London / VML, Madrid	UNITED KINGDOM /	LA BOUTIQUE 77 Madrid / WPP	HOGARTH Madrid			
A02/3001	00052	THE HS TRUTHS ANTHEM	INCYTE CORPORATION	HIDRADENITIS SUPPURATIVA	Audio & Radio	FCB HEALTH NEW YORK	UNITED STATES	FAMOUS WHO Los Angeles / QUIET	ARS THANEA Warsaw / FAMOUS			
A02/50002	00062	YOUR ATTENTION PLEASE	NOVARTIS	BREAST CANCER AWARENESS	Brand Experience &	MERKLEY + PARTNERS, New York	UNITED STATES	MOXIE PICTURES Los Angeles /	COFFEE AND TV London / CREDERA	STARCOM New York	KETCHUM New York	NOVARTIS PHARMACEUTICALS
A02/51004	10206	1 FOR3	GSK	BIOPHARMACEUTICALS	Film: Cinema, TV and Digital	OGILVY, Taipei	TAIWAN					
A02/51005	00219	RELAX YOUR TIGHT END	NOVARTIS	NOVARTIS	Film: Cinema, TV and Digital	FALLON, Minneapolis	UNITED STATES	PRETTYBIRD Culver City	HARBOR New York /	N2 New York	MSL New York	BESPOKE SPORTS & ENTERTAINMENT
A02/56003	00031	CHAMUYO (DINOSAUR)	MSD	GARDASIL 9	Use of Humour	KLICK HEALTH, Toronto	CANADA	CENTRAL Sao Paulo / TDLMUSIC				
A02/56004	00216	RELAX YOUR TIGHT END	NOVARTIS	NOVARTIS	Use of Humour	FALLON, Minneapolis	UNITED STATES	PRETTYBIRD Culver City	HARBOR New York /	N2 New York	MSL New York	BESPOKE SPORTS & ENTERTAINMENT
B02 (Product or Service Promotion: Healthcare Professional)												
B02/41001	00176	GEN SEE	IZERVAY	IZERVAY	Print & Publishing:	GREY HEALTH, New York	UNITED STATES	GREY HEALTH New York / L GROUP	L GROUP PRODUCTIONS			ASTELLAS Northbrook
B02/50001	00197	VOODOO DOLLS	ABBOTT ESTABLISHED	FENOFIBRATE/ LIPANTHYL	Brand Experience &	WEBER SHANDWICK, Geneva	SWITZERLAND	WEBER SHANDWICK Geneva				
B03 (Disease Awareness & Understanding: Direct to Patient or Healthcare Professional)												
B03/13002	00110	SAWAAL UTHAO	TATA 1MG	MEDICINES	Integrated	HUMOUR ME, New Delhi	INDIA	HUMOUR ME New Delhi	HUMOUR ME New Delhi			
B03/54002	00092	SKIVOLO'S WORLD	UNITED THERAPEUTICS	SKIVOLO'S WORLD IS A 14-	Entertainment	NEON, New York	UNITED STATES	3MEGOS Winchester / THE	3MEGOS Winchester / THE			3MEGOS Winchester / CHARACTER SHOP
B03/54003	00242	NYESTALGIA	BIOGEN	BIOGEN	Entertainment	21GRAMS, New York	UNITED STATES	HOUSE SPECIAL Portland / MINUSL	COMPANY 3 New York / KNOCK IT			
B04 (Healthcare Professional Engagement)												
B04/44001	00246	SEE A SEIZURE	JAZZ PHARMACEUTICAL	SEE A SEIZURE	Creative Data	21GRAMS, New York	UNITED STATES	ROOM42 New York / UNTOLD STUDIOS	ROOM42 New York			MOTIONSTRAND Escondido

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B05 (Patient Engagement)											
B05/53001	00235	READY! STEADY! LENNY!	GENENTECH	HEMLIBRA	Healthcare Product	GENENTECH, South San Francisco /	UNITED STATES	ROOM42 New York	TONIC DNA Montreal / WE ARE		
C03 (Disease Awareness & Understanding: Direct to Patient or Healthcare Professional)											
C03/3001	00008	THE SOUND OF COPD	CHIESI PHARMACEUTICAL	CHIESI PHARMACEUTICAL	Audio & Radio	THE FAMILY, Amsterdam	NETHERLANDS	51NORTH Sittard / AMP AMSTERDAM /			
C03/50001	00054	THE SAFE PACK	TUPHARMA 365	THE SAFE PACK	Brand Experience &	VML, Madrid	SPAIN	CANJA AUDIO CULTURE Sao Paulo			
C05 (Patient Engagement)											
C05/50001	00055	THE SAFE PACK	TUPHARMA 365	THE SAFE PACK	Brand Experience &	VML, Madrid	SPAIN	CANJA AUDIO CULTURE Sao Paulo			
Total Shortlisted:			23								