

Shortlist (Pharma Lions)

Track	Cat. No	Entry No	Title	Brand	Product	Medium	Entrant Company	Entrant Country	Idea Creation
<u>A01 (Regulated: Direct to Consumer)</u>									
Health	A01/1300	20418	NOT COOL	ALLERGAN	COOLSCULPTING	Integrated Campaign	AREA 23, AN FCB HEALTH NETWORK COMPANY New York	USA	AREA 23, AN FCB HEALTH NETWORK COMPANY New York
Health	A01/1800	20419	THE MOOSE SPA - APRIL FOOLS	ALLERGAN	COOLSCULPTING	Film Craft: Animation & Visual Effects	AREA 23, AN FCB HEALTH NETWORK COMPANY New York	USA	AREA 23, AN FCB HEALTH NETWORK COMPANY New York
Health	A01/2900	20199	WHAT INVENTION CAN'T YOU WAIT FOR?	MERCK	WHAT INVENTION CAN'T YOU WAIT FOR?	Branded Content & Entertainment: Film, TV and Online Film Content	MARINA MAHER COMMUNICATIONS New York	USA	MARINA MAHER COMMUNICATIONS New York
<u>A02 (Regulated: Direct to Patient)</u>									
Health	A02/1600	20043	GET UP	LILLY	LARTRUVO	Film Craft: Script	AREA 23, AN FCB HEALTH NETWORK COMPANY New York	USA	AREA 23, AN FCB HEALTH NETWORK COMPANY New York
Health	A02/4900	20457	BRONKI BOOSTERS	CIPLA SA	ASTHMA INHALER CASINGS, COMIC BOOK, ANIMATED SERIES, INSTRUCTIONAL VIDEOS.	Product Innovation	VML Cape Town	SOUTH AFRICA	VML Cape Town
<u>A03 (Regulated: Healthcare Professional)</u>									
Health	A03/2200	20241	THE SCREAMER	MUNDIPHARMA	BIPHENTIN	Industry Craft: Art Direction	HAVAS LYNX Manchester	UNITED KINGDOM	HAVAS LYNX Manchester
Health	A03/2200	20237	THE DISRUPTOR	MUNDIPHARMA	BIPHENTIN	Industry Craft: Art Direction	HAVAS LYNX Manchester	UNITED KINGDOM	HAVAS LYNX Manchester
Health	A03/2201	20362	GARAGE	BOEHRINGER INGELHEIM	STIOLTO RESPIMAT	Industry Craft: Art Direction	FCB HEALTH New York	USA	FCB HEALTH New York
Health	A03/2201	20358	KITCHEN	BOEHRINGER INGELHEIM	STIOLTO RESPIMAT	Industry Craft: Art Direction	FCB HEALTH New York	USA	FCB HEALTH New York
Health	A03/2201	20350	LIVING ROOM	BOEHRINGER INGELHEIM	STIOLTO RESPIMAT	Industry Craft: Art Direction	FCB HEALTH New York	USA	FCB HEALTH New York
Health	A03/2400	20238	THE SCREAMER	MUNDIPHARMA	BIPHENTIN	Industry Craft: Illustration	HAVAS LYNX Manchester	UNITED KINGDOM	HAVAS LYNX Manchester
Health	A03/2400	20244	TAMED BY A TABLET	MUNDIPHARMA	ZUBSOLV	Industry Craft: Illustration	HAVAS LYNX Manchester	UNITED KINGDOM	HAVAS LYNX Manchester

Shortlist (Pharma Lions)

A04 (Non-regulated: Direct to Consumer)

Health	A04/8001	20230	BLINK TO SPEAK	ASHA EK HOPE FOUNDATION	SOCIAL SERVICE	Direct	TBWA\INDIA Mumbai	INDIA	TBWA\INDIA Mumbai
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A05 (Non-regulated: Direct to Patient)

Health	A05/8001	20231	BLINK TO SPEAK	ASHA EK HOPE FOUNDATION	SOCIAL SERVICE	Direct	TBWA\INDIA Mumbai	INDIA	TBWA\INDIA Mumbai
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B01 (Regulated)

Health	B01/1001	20057	SET YOUR LIFE BACK IN MOTION	NOVARTIS	NOVARTIS	Film: Cinema, TV and Digital Film Content	BETC Paris	FRANCE	BETC Paris
Health	B01/1300 3	20291	THE WRESTLER	NOVARTIS	EDUCATION	Integrated Campaign	KLICK HEALTH New York	USA	KLICK HEALTH New York
Health	B01/1900 2	20472	THIS IS LIVING WITH CANCER	PFIZER ONCOLOGY	CANCER MANAGEMENT	Film Craft: Cinematography	PATIENTS & PURPOSE New York	USA	PATIENTS & PURPOSE New York
Health	B01/2200 4	20359	KITCHEN	BOEHRINGER INGELHEIM	STIOLTO RESPIMAT	Industry Craft: Art Direction	FCB HEALTH New York	USA	FCB HEALTH New York
Health	B01/2200 5	20366	GARAGE	BOEHRINGER INGELHEIM	STIOLTO RESPIMAT	Industry Craft: Art Direction	FCB HEALTH New York	USA	FCB HEALTH New York
Health	B01/2200 6	20353	LIVING ROOM	BOEHRINGER INGELHEIM	STIOLTO RESPIMAT	Industry Craft: Art Direction	FCB HEALTH New York	USA	FCB HEALTH New York
Health	B01/2400 1	20044	BATTLE IN THE BONE	BAYER PHARMACEUTICALS, INC.	XOFIGO® (RADIUM RA 223 DICHLORIDE)	Industry Craft: Illustration	AREA 23, AN FCB HEALTH NETWORK COMPANY New York	USA	AREA 23, AN FCB HEALTH NETWORK COMPANY New York
Health	B01/2400 2	20201	ZACS PLAY DAY	BIOGEN	SPINRAZA UNBRANDED	Industry Craft: Illustration	CDM NEW YORK	USA	CDM NEW YORK
Health	B01/2500 1	20367	GARAGE	BOEHRINGER INGELHEIM	STIOLTO RESPIMAT	Industry Craft: Photography	FCB HEALTH New York	USA	FCB HEALTH New York
Health	B01/2500 2	20354	LIVING ROOM	BOEHRINGER INGELHEIM	STIOLTO RESPIMAT	Industry Craft: Photography	FCB HEALTH New York	USA	FCB HEALTH New York
Health	B01/2500 3	20361	KITCHEN	BOEHRINGER INGELHEIM	STIOLTO RESPIMAT	Industry Craft: Photography	FCB HEALTH New York	USA	FCB HEALTH New York
Health	B01/3000 1	20318	THE MSUNDERSTOOD CAFÉ	ROCHE PRODUCTS (IRELAND) LIMITED AND MS IRELAND	DISEASE AWARENESS AND HEALTHCARE ACCESS	Branded Content & Entertainment: Live Experience	FLEISHMANHILLARD Dublin	IRELAND	FLEISHMANHILLARD Dublin

Shortlist (Pharma Lions)

Health	B01/3500 1	20312	LIGHTER BLUE	TAKEDA/TRINTELLIX	TRINTELLIX	Digital: Social	McCANN NEW YORK	USA	McCANN NEW YORK
Health	B01/3800 1	20470	A WARNING FROM THE FUTURE	GLAXOSMITHKLINE (GSK)	CERVICAL CANCER VACCINE	Ambient Outdoor	McCANN HEALTH Shanghai	CHINA	McCANN HEALTH Shanghai
Health	B01/4200 1	20045	BATTLE IN THE BONE	BAYER PHARMACEUTICALS, INC.	XOFIGO® (RADIUM RA 223 DICHLORIDE)	Print & Publishing	AREA 23, AN FCB HEALTH NETWORK COMPANY New York	USA	AREA 23, AN FCB HEALTH NETWORK COMPANY New York

B02 (Non-Regulated)

Health	B02/1002	20062	#TREATMEKINDLY	NOVARTIS	NOVARTIS	Film: Cinema, TV and Digital Film Content	DAVID Buenos Aires	ARGENTINA	DAVID Buenos Aires
Health	B02/1700 1	20334	THE HEARING TEST IN DISGUISE	COCHLEAR	COCHLEAR HEARING IMPLANTS	Film Craft: Use of Music / Sound Design	CHE PROXIMITY Melbourne	AUSTRALIA	CHE PROXIMITY Melbourne
Health	B02/2800 2	20331	THE HEARING TEST IN DISGUISE	COCHLEAR	COCHLEAR HEARING IMPLANTS	Branded Content & Entertainment: Digital & Social	CHE PROXIMITY Melbourne	AUSTRALIA	CHE PROXIMITY Melbourne
Health	B02/2900 3	20332	THE HEARING TEST IN DISGUISE	COCHLEAR	COCHLEAR HEARING IMPLANTS	Branded Content & Entertainment: Film, TV and Online Film Content	CHE PROXIMITY Melbourne	AUSTRALIA	CHE PROXIMITY Melbourne
Health	B02/3100 1	20018	CHANGE GOUT	GRUNENTHAL	DISEASE AWARENESS	Digital Craft: Interface & Navigation (UI)	GRUNENTHAL High Wycombe	UNITED KINGDOM	LANGLAND Windsor
Health	B02/3200 1	20019	CHANGE GOUT	GRUNENTHAL	DISEASE AWARENESS	Digital Craft: User Experience (UX)	GRUNENTHAL High Wycombe	UNITED KINGDOM	LANGLAND Windsor
Health	B02/3400 1	20020	CHANGE GOUT	GRUNENTHAL	DISEASE AWARENESS	Digital: Platforms	GRUNENTHAL High Wycombe	UNITED KINGDOM	LANGLAND Windsor
Health	B02/3400 2	20333	THE HEARING TEST IN DISGUISE	COCHLEAR	COCHLEAR HEARING IMPLANTS	Digital: Platforms	CHE PROXIMITY Melbourne	AUSTRALIA	CHE PROXIMITY Melbourne

C01 (Regulated)

Health	C01/1900 1	20250	THE ATTACK	ASTRA ZENECA	BRILINTA	Film Craft: Cinematography	HAVAS LYNX Manchester	UNITED KINGDOM	HAVAS LYNX Manchester
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Shortlist (Pharma Lions)

Health	C01/3800 1	20434	THE WORLD'S SMALLEST BOOTH	ELI LILLY AND COMPANY	HEALTH	Ambient Outdoor	AREA 23, AN FCB HEALTH NETWORK COMPANY New York	USA	AREA 23, AN FCB HEALTH NETWORK COMPANY New York
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C02 (Non-Regulated)

Health	C02/2800 1	40248	SPEED DONATING	TEVA	ORGAN DONATION	Branded Content & Entertainment: Digital & Social	HAVAS LYNX Manchester	UNITED KINGDOM	HAVAS LYNX Manchester
Health	C02/4900 3	20442	SAVOR SAVER	ECUADOR MINISTRY OF PUBLIC HEALTH	SAVOR SAVER	Product Innovation	OGILVY & MATHER COLOMBIA Bogotá	COLOMBIA	OGILVY & MATHER COLOMBIA Bogotá

D01 (Regulated)

Health	D01/1003	20402	HOLD ON TO MUM	PFIZER/BMS	BLOOD THINNING MEDICIN	Film: Cinema, TV and Digital Film Content	INGO Stockholm	SWEDEN	INGO Stockholm
Health	D01/2400 1	20207	ZACS PLAY DAY	BIOGEN	SPINRAZA UNBRANDED	Industry Craft: Illustration	CDM NEW YORK	USA	CDM NEW YORK
Health	D01/4100 3	20392	RX PRESCRIPTION STICKERS	DUBAI HEALTH AUTHORITY	PRESCRIPTION LABEL	Print Collateral	THE CLASSIC PARTNERSHIP ADVERTISING Dubai	UNITED ARAB EMIRATES	THE CLASSIC PARTNERSHIP ADVERTISING Dubai
Health	D01/4900 1	20253	OUCHIE	CHUGAI / ROCHE	SYSTEMIC JUVENILE IDIOPATHIC ARTHRITIS PATIENT SUPPORT	Product Innovation	HAVAS LYNX Manchester	UNITED KINGDOM	HAVAS LYNX Manchester
Health	D01/9001	20321	THE MSUNDERSTOOD CAFÉ	ROCHE PRODUCTS (IRELAND) LIMITED AND MS IRELAND	DISEASE AWARENESS AND HEALTHCARE ACCESS	PR	FLEISHMANHILLARD Dublin	IRELAND	FLEISHMANHILLARD Dublin

D02 (Non-Regulated)

Shortlist (Pharma Lions)

Health	D02/4900 2	20409	STORIES TO INHALE	CLIN KIDS	NEBULIZER MASKS FOR CHILDREN	Product Innovation	NBS São Paulo	BRAZIL	NBS São Paulo
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Health	D02/4900 3	20443	SAVOR SAVER	ECUADOR MINISTRY OF PUBLIC HEALTH	SAVOR SAVER	Product Innovation	OGILVY & MATHER COLOMBIA Bogotá	COLOMBIA	OGILVY & MATHER COLOMBIA Bogotá
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Health	D02/8004	10593	BLINK TO SPEAK	ASHA EK HOPE FOUNDATION	SOCIAL SERVICE	Direct	TBWA\INDIA Mumbai	INDIA	TBWA\INDIA Mumbai
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E01 (Regulated)

Health	E01/2400 1	20009	DOG	ELANCO	DEWORMING PRODUCT	Industry Craft: Illustration	ELANCO ANIMAL HEALTH Basingstoke	UNITED KINGDOM	SAATCHI & SAATCHI DÜSSELDORF
Health	E01/2400 2	20011	CAT	ELANCO	DEWORMING PRODUCT	Industry Craft: Illustration	ELANCO ANIMAL HEALTH Basingstoke	UNITED KINGDOM	SAATCHI & SAATCHI DÜSSELDORF
Health	E01/4000 1	20010	DOG	ELANCO	DEWORMING PRODUCT	Outdoor	ELANCO ANIMAL HEALTH Basingstoke	UNITED KINGDOM	SAATCHI & SAATCHI DÜSSELDORF
Health	E01/5000 1	20066	ELANCO OWN THE CONE	ELANCO	ELANCO	Brand Experience & Activation	ELANCO Greenfield	USA	COLLE + MCVOY Minneapolis

Total Entries: 53

Production

Media

PR

Additional

AREA 23, AN FCB
HEALTH NETWORK
COMPANY New York

AREA 23, AN FCB
HEALTH NETWORK
COMPANY New York

MARINA MAHER COMMUNICATIONS New York	MARINA MAHER COMMUNICATION S New York	MARINA MAHER COMMUNICATIONS New York
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AREA 23, AN FCB
HEALTH NETWORK
COMPANY New York

RESONATE AUDIO
Cape Town / RITUAL
STUDIO Cape Town /
ROCKETFUEL Cape
Town / STUDIO KRONK
Cape Town

HAVAS LYNX
Manchester

HELLOSTRANGER Paris
/ SCHMOOZE Paris

SEED MEDIA ARTS Chicago	KLICK HEALTH New York / PUBLICIS HEALTH New York	NICE SHOES New York / SMOKE & MIRRORS New York / SONIC UNION New York
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FLEISHMANHILLARD Dublin	FLEISHMANHILLAR D Dublin	MULTIPLE SCLEROSIS IRELAND Dublin / ROCHE PRODUCTS (IRELAND) LIMITED Dublin
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DICK & ROGER'S
SOUND STUDIO LTD.
Vancouver, British
Columbia / GLOBAL
MECHANIC Vancouver

PAPAMUSIC Buenos
Aires / PRIMO Buenos
Aires

REVOLVER/WILL O'ROURKE Sydney	CHE PROXIMITY Melbourne	CHE PROXIMITY Melbourne
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REVOLVER/WILL O'ROURKE Sydney	CHE PROXIMITY Melbourne	CHE PROXIMITY Melbourne
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REVOLVER/WILL O'ROURKE Sydney	CHE PROXIMITY Melbourne	CHE PROXIMITY Melbourne
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JAM3 Toronto

JAM3 Toronto

JAM3 Toronto

REVOLVER/WILL O'ROURKE Sydney	CHE PROXIMITY Melbourne	CHE PROXIMITY Melbourne
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MAKER PROJECTS
Salford

AREA 23, AN FCB
HEALTH NETWORK
COMPANY New York

HAVAS LYNX HAVAS LYNX
Manchester Manchester

OGILVY & MATHER OGILVY & MATHER BABEL GROUP
COLOMBIA Bogotá COLOMBIA Bogotá Bogotá

BLECK Stockholm

FLEISHMANHILLARD Dublin	FLEISHMANHILLAR D Dublin	MULTIPLE SCLEROSIS IRELAND Dublin / ROCHE PRODUCTS (IRELAND) LIMITED Dublin
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CANJA AUDIO	NBS São Paulo	NBS São Paulo	CASA
CULTURE Curitiba /			LOCOMOTIVA São
DIRTY WORK São Paulo			Paulo / DOGS CAN
/ DOMO PRODUÇÕES			FLY São Paulo /
São Paulo / LUEGO Mogi			P+E GALERIA
Das Cruzes /			DIGITAL São Paulo
ROMEU&JULIETA			
ESTÚDIO Palmeira das			
Missões			

OGILVY & MATHER	OGILVY & MATHER BABEL GROUP
COLOMBIA Bogotá	COLOMBIA Bogotá Bogota

ZOMBIE STUDIO São
Paulo

ZOMBIE STUDIO São
Paulo

ZOMBIE STUDIO São
Paulo

COLLE + MCVOY	COLLE + MCVOY	COLLE + MCVOY
Minneapolis	Minneapolis	Minneapolis
