

Health & Wellness Lions

2019 Shortlist



Medium	Title	Brand	Product/Service	Entrant Company	Country
A02 (OTC Applications)					
FILM: CINEMA, TV AND DIGITAL FILM CONTENT	PAIN IS DRAMA	GSK	VOLTAREN	SAATCHI & SAATCHI SWITZERLAND LAUSANNE	SWITZERLAND
FILM CRAFT: USE OF MUSIC / SOUND DESIGN	PAIN IS DRAMA	GSK	VOLTAREN	SAATCHI & SAATCHI SWITZERLAND LAUSANNE	SWITZERLAND
BRANDED CONTENT & ENTERTAINMENT: FILM, TV AND ONLINE FILM CONTENT	NASTIEST TEST	PORTA HNOS	BIALCOHOL	SANTO BUENOS AIRES	ARGENTINA
BRAND EXPERIENCE & ACTIVATION	YARMULKE SWITCH	P&G	HEAD & SHOULDERS	ACW GREY TEL AVIV	ISRAEL
A03 (OTC Products / Devices)					
INTEGRATED CAMPAIGN	VIVA LA VULVA	ESSITY	LIBRESSE/BODYFORM	AMVBDO LONDON	UNITED KINGDOM
FILM CRAFT: PRODUCTION DESIGN / ART DIRECTION	VIVA LA VULVA	ESSITY	LIBRESSE/BODYFORM	AMVBDO LONDON	UNITED KINGDOM
FILM CRAFT: USE OF MUSIC / SOUND DESIGN	VIVA LA VULVA	ESSITY	LIBRESSE/BODYFORM	AMVBDO LONDON	UNITED KINGDOM
FILM CRAFT: ANIMATION & VISUAL EFFECTS	VIVA LA VULVA	ESSITY	LIBRESSE/BODYFORM	AMVBDO LONDON	UNITED KINGDOM
BRANDED CONTENT & ENTERTAINMENT: DIGITAL & SOCIAL	THE MATRIARCHS	CAREFREE	PANTY LINERS & TAMPONS	DDB SYDNEY	AUSTRALIA
BRANDED CONTENT & ENTERTAINMENT: DIGITAL & SOCIAL	BIG SEXY ALBUM	DWIGHT & CHURCH	TROJAN BRAND CONDOMS	72ANDSUNNY LOS ANGELES	USA
BRANDED CONTENT & ENTERTAINMENT: FILM, TV AND ONLINE FILM CONTENT	VIVA LA VULVA	ESSITY	LIBRESSE/BODYFORM	AMVBDO LONDON	UNITED KINGDOM
RADIO & AUDIO	C.L.I.T.O.R.I.S.	DWIGHT & CHURCH	TROJAN BRAND CONDOMS	72ANDSUNNY LOS ANGELES	USA
RADIO & AUDIO	I TOUCHED A PENIS TODAY	DWIGHT & CHURCH	TROJAN BRAND CONDOMS	72ANDSUNNY LOS ANGELES	USA
PRINT COLLATERAL	NUMBER 2 MAGAZINE	KIMBERLY-CLARK	NEVE®	FCB HEALTH BRASIL SÃO PAULO	BRAZIL
PRODUCT INNOVATION	THISABLES	IKEA	IKEA THISABLES	MCCANN TEL AVIV	ISRAEL
PRODUCT INNOVATION	DR. PEE	LA FABRIL	DR. PEE	OGILVY ECUADOR GUAYAQUIL	ECUADOR
BRAND EXPERIENCE & ACTIVATION	THISABLES	IKEA	IKEA THISABLES	MCCANN TEL AVIV	ISRAEL
DIRECT	CONSENT PACK	TULIPAN	TULIPAN	BBDO ARGENTINA BUENOS AIRES	ARGENTINA
DIRECT	THISABLES	IKEA	IKEA THISABLES	MCCANN TEL AVIV	ISRAEL
A04 (Nutraceuticals)					
FILM: CINEMA, TV AND DIGITAL FILM CONTENT	HOW OLD ARE YOU?	PEPSICO	QUAKER OATS	ALMAPBDO SÃO PAULO	BRAZIL
FILM CRAFT: PRODUCTION DESIGN / ART DIRECTION	NEW NORMAL	MEDMEN	CANNABIS	MJZ LOS ANGELES	USA
FILM CRAFT: CINEMATOGRAPHY	THE NEW NORMAL	MEDMEN	MEDMEN	MEKANISM SAN FRANCISCO	USA
BRAND EXPERIENCE & ACTIVATION	PINCH	NESTLE WATERS	GLACIAR	PONCE BUENOS AIRES	ARGENTINA
DIRECT	MOTHER'S LOVE EXPRESS	ILLUMA/WYETH	WYETH	OGILVY TAIPEI CITY	CHINESE TAIPEI
A05 (Health & Wellness Tech)					
MOBILE	FACING EMOTIONS	HUAWEI	HUAWEI MATE 20 PRO	DIGITAS POLAND WARSAW	POLAND
MOBILE	BACK2LIFE	SAMSUNG	CORPORATE SOCIAL RESPONSIBILITY PROJECT (CPR)	CHEIL PENGTAI BEIJING	CHINA
MOBILE	STORYSIGN	HUAWEI	HUAWEI BRAND	FCB INFERNO LONDON	UNITED KINGDOM
USE OF TECHNOLOGY	DOT TRANSLATION ENGINE. THE FIRST AI BRAILLE TRANSLATION SOFTWARE	DOT INC.	DOT TRANSLATION ENGINE	SERVICEPLAN GERMANY MUNICH	GERMANY
USE OF TECHNOLOGY	STORYSIGN	HUAWEI	HUAWEI BRAND	FCB INFERNO LONDON	UNITED KINGDOM
INTEGRATED CAMPAIGN	DOSIST "NOT AVAILABLE IN CANADA"	DOSIST	DOSIST	ANOMALY TORONTO	CANADA
BRANDED CONTENT & ENTERTAINMENT: FILM, TV AND ONLINE FILM CONTENT	MY LAST DAYS: MEET ANTHONY	TOBII DYNAVOX	TOBII DYNAVOX CAMERA	WAYFARER ENTERTAINMENT LOS ANGELES	USA
RADIO & AUDIO	RADIO TINNITUS	CHIME	RADIO STATION	ROTHCO ACCENTURE INTERACTIVE DUBLIN	IRELAND
PR	THE BLIND VOTES	ORCAM	MYEYE	GITAM BBDO TEL AVIV	ISRAEL
B01 (Brand-led Education & Awareness)					
MOBILE	BACK2LIFE	SAMSUNG	CORPORATE SOCIAL RESPONSIBILITY PROJECT (CPR)	CHEIL PENGTAI BEIJING	CHINA
INTEGRATED CAMPAIGN	THISABLES	IKEA	IKEA THISABLES	MCCANN TEL AVIV	ISRAEL
INTEGRATED CAMPAIGN	NEXT MINUTE LAW	MINISTERIO PUBLICO AND ABAP	INSTITUTIONAL	VMLY&R BRAZIL SÃO PAULO	BRAZIL
INTEGRATED CAMPAIGN	VIVA LA VULVA	ESSITY	LIBRESSE/BODYFORM	AMVBDO LONDON	UNITED KINGDOM
FILM CRAFT: PRODUCTION DESIGN / ART DIRECTION	VIVA LA VULVA	ESSITY	LIBRESSE/BODYFORM	AMVBDO LONDON	UNITED KINGDOM
FILM CRAFT: USE OF MUSIC / SOUND DESIGN	VIVA LA VULVA	ESSITY	LIBRESSE/BODYFORM	AMVBDO LONDON	UNITED KINGDOM
FILM CRAFT: ANIMATION & VISUAL EFFECTS	VIVA LA VULVA	ESSITY	LIBRESSE/BODYFORM	AMVBDO LONDON	UNITED KINGDOM
PRINT COLLATERAL	ONE MINDFUL MIND	NEUROGEN BRAIN AND SPINE INSTITUTE	KIT	TBWAINDIA MUMBAI	INDIA

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PRODUCT INNOVATION	THISABLES	IKEA	IKEA THISABLES	MCCANN TEL AVIV	ISRAEL
BRAND EXPERIENCE & ACTIVATION	THISABLES	IKEA	IKEA THISABLES	MCCANN TEL AVIV	ISRAEL
DIRECT	THISABLES	IKEA	IKEA THISABLES	MCCANN TEL AVIV	ISRAEL
DIRECT	LEGS TO FLY	ESPN	INSTITUTIONAL	AFRICA SÃO PAULO	BRAZIL
PR	BEAUTY MARK	CVS HEALTH	BEAUTY MARK	CVS HEALTH WOONSOCKET	USA
PR	PRICELESS JEWELRY	JOYERÍA AURUS	JOYERÍA AURUS	LOS QUILTROS SANTIAGO	CHILE
PR	TOXIC TOBY	BREEZOMETER / BRITISH LUNG FOUNDATION / WORLD HEALTH ORGANIZATION	BREEZOMETER / BRITISH LUNG FOUNDATION / WORLD HEALTH ORGANIZATION	MCCANN LONDON	UNITED KINGDOM
B02 (Non-profit / Foundation-led Education & Awareness)					
FILM: CINEMA, TV AND DIGITAL FILM CONTENT	#DEFYTHENAME	MONICA LEWINSKY	ANTI-BULLYING	BBDO NEW YORK	USA
FILM: CINEMA, TV AND DIGITAL FILM CONTENT	BE A MAN OF MORE WORDS	THE MOVEMBER FOUNDATION	SUICIDE PREVENTION	CUMMINS & PARTNERS MELBOURNE	AUSTRALIA
FILM: CINEMA, TV AND DIGITAL FILM CONTENT	BOYS DON'T CRY	WHITE RIBBON	WHITE RIBBON CAMPAIGN	BENSIMON BYRNE TORONTO	CANADA
INTEGRATED CAMPAIGN	PLANNED PARENTHOOD 'F*CK NEW YORK CITY'	PLANNED PARENTHOOD NYC	PPNYC	BBH NEW YORK	USA
INTEGRATED CAMPAIGN	TREATMENT BOX	TRUTH, AD COUNCIL, OFFICE OF NATIONAL DRUG CONTROL POLICY	TRUTH	72ANDSUNNY LOS ANGELES	USA
FILM CRAFT: DIRECTION	VOICELESS WOMEN	NEW LIVES	ANTI TRAFFICKING	UITCH ISCRATCH COPENHAGEN	DENMARK
FILM CRAFT: ANIMATION & VISUAL EFFECTS	NEW MINDSET	UNITED FOR GLOBAL MENTAL HEALTH	MENTAL HEALTH AWARENESS	HAVAS LYNX MANCHESTER	UNITED KINGDOM
FILM CRAFT: CINEMATOGRAPHY	VOICELESS WOMEN	NEW LIVES	ANTI TRAFFICKING	UITCH ISCRATCH COPENHAGEN	DENMARK
INDUSTRY CRAFT: ART DIRECTION	#HOPESTEMS	SHATTERPROOF	SHATTERPROOF	MCCANN HEALTH NEW YORK	USA
INDUSTRY CRAFT: ART DIRECTION	MUTILATED WORDS	28 TOO MANY	(FGM) FEMALE GENITAL MUTILATION	IMPACT BBDO DUBAI	UNITED ARAB EMIRATES
INDUSTRY CRAFT: COPYWRITING	REMEMBERING MY FATHER	REFUGE	DOMESTIC ABUSE SUPPORT AND AWARENESS	MCCANN BRISTOL	UNITED KINGDOM
INDUSTRY CRAFT: COPYWRITING	MISTLETOE	REFUGE	DOMESTIC ABUSE SUPPORT AND AWARENESS	MCCANN BRISTOL	UNITED KINGDOM
INDUSTRY CRAFT: COPYWRITING	CHRISTMAS EVE	REFUGE	DOMESTIC ABUSE SUPPORT AND AWARENESS	MCCANN BRISTOL	UNITED KINGDOM
INDUSTRY CRAFT: ILLUSTRATION	MOUTH.	HEAL TRAFFICKING	HUMAN TRAFFICKING AWARENESS CAMPAIGN FOR PHYSICIANS	GREY NEW YORK	USA
INDUSTRY CRAFT: ILLUSTRATION	EYE.	HEAL TRAFFICKING	HUMAN TRAFFICKING AWARENESS CAMPAIGN FOR PHYSICIANS	GREY NEW YORK	USA
INDUSTRY CRAFT: TYPOGRAPHY	THE ZERO TOLERANCE RIBBON	28 TOO MANY	(FGM) FEMALE GENITAL MUTILATION	IMPACT BBDO DUBAI	UNITED ARAB EMIRATES
BRANDED CONTENT & ENTERTAINMENT: FILM, TV AND ONLINE FILM CONTENT	TREATMENT BOX	TRUTH, AD COUNCIL, OFFICE OF NATIONAL DRUG CONTROL POLICY	TRUTH	72ANDSUNNY LOS ANGELES	USA
BRANDED CONTENT & ENTERTAINMENT: FILM, TV AND ONLINE FILM CONTENT	THE LIFE SAVING SOAP OPERAS	PERUVIAN MINISTRY OF HEALTH	PERUVIAN MINISTRY OF HEALTH	CIRCUS GREY PERU LIMA	PERU
BRANDED CONTENT & ENTERTAINMENT: FILM, TV AND ONLINE FILM CONTENT	THE LAST MILE	COCA-COLA	COCA-COLA AND (RED) PARTNERSHIP	THE COCA-COLA COMPANY ATLANTA	USA
BRANDED CONTENT & ENTERTAINMENT: LIVE EXPERIENCE	THE HEALING HOUSE	CASEY HOUSE	HIV/AIDS AWARENESS	BENSIMON BYRNE TORONTO	CANADA
BRANDED CONTENT & ENTERTAINMENT: LIVE EXPERIENCE	THE BRIDAL UNIFORM	UN WOMEN	ANTI-CHILD MARRIAGES	BBDO PAKISTAN LAHORE	PAKISTAN
DIGITAL: SOCIAL	#DEFYTHENAME	MONICA LEWINSKY	ANTI-BULLYING	BBDO NEW YORK	USA
AMBIENT OUTDOOR	STOP TRAFFICK	STREET GRACE	FIGHTING DOMESTIC MINOR SEX TRAFFICKING	BBDO ATLANTA	USA
AMBIENT OUTDOOR	THE TOXIC FLAG	WASTE MANAGEMENT COALITION	WASTE MANAGEMENT	IMPACT BBDO DUBAI	UNITED ARAB EMIRATES
AMBIENT OUTDOOR	SECOND CHANCES	DONATE LIFE CALIFORNIA	DONATE LIFE CALIFORNIA	CASANOVA//MCCANN COSTA MESA	USA
PRINT COLLATERAL	A SIGN FROM SAINT FLORIAN	THE NATIONAL INSTITUTE OF PUBLIC HEALTH	CARBON MONOXIDE POISONING PREVENTION	GREY POLAND WARSAW	POLAND
PRODUCT INNOVATION	THE PUCK	ADIABC (DIABETES ASSOCIATION)	DIABETES DETECTION DEVICE	GREY CANADA TORONTO	CANADA
BRAND EXPERIENCE & ACTIVATION	STOP TRAFFICK	STREET GRACE	FIGHTING DOMESTIC MINOR SEX TRAFFICKING	BBDO ATLANTA	USA
BRAND EXPERIENCE & ACTIVATION	THE HEALING HOUSE	CASEY HOUSE	HIV/AIDS AWARENESS	BENSIMON BYRNE TORONTO	CANADA
DIRECT	UNDERCOVER CROSSWORDS	MINISTRY OF SOCIAL DEVELOPMENT/OFFICE FOR SENIORS	ELDER ABUSE AWARENESS	FCB NEW ZEALAND AUCKLAND	NEW ZEALAND
DIRECT	THE GOOD DRUG TRAFFICKING	AYUDA HUMANITARIA PARA VENEZUELA	AYUDA HUMANITARIA PARA VENEZUELA	GEOMETRY GLOBAL COLOMBIA BOGOTÁ	COLOMBIA
PR	#DEFYTHENAME	MONICA LEWINSKY	ANTI-BULLYING	BBDO NEW YORK	USA
PR	ADDICTED ON ARRIVAL	PREVENTION COUNCIL OF ROANOKE COUNTY / URGENT LOVE INITIATIVE	OPI'S	GREY NEW YORK	USA
PR	THE TOXIC FLAG	WASTE MANAGEMENT COALITION	WASTE MANAGEMENT	IMPACT BBDO DUBAI	UNITED ARAB EMIRATES
PR	THE ZERO TOLERANCE RIBBON	28 TOO MANY	(FGM) FEMALE GENITAL MUTILATION	IMPACT BBDO DUBAI	UNITED ARAB EMIRATES
PR	THE BREAST MOVE	SANTA CASA DE MISERICÓRDIA DE SÃO PAULO	INSTITUTIONAL	VMLY&R BRAZIL SÃO PAULO	BRAZIL

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B03 (Fundraising & Advocacy)					
FILM: CINEMA, TV AND DIGITAL FILM CONTENT	WE ARE ALL EQUAL. AND NO ONE IS MORE EQUAL THAN ANYONE ELSE.	PRO INFIRMIS	PRO INFIRMIS	THJNK ZÜRICH	SWITZERLAND
USE OF TECHNOLOGY	THE UNSTOPPABLE RÉSUMÉ	CANCER@WORK	CANCER@WORK	FAMOUS GREY PARIS PARIS	FRANCE
INTEGRATED CAMPAIGN	LIFE LOLLI	KMSZ (BONE MARROW DONATION CENTER)	LIFE LOLLI - A LOLLIPOP DESIGNED TO SAVE LIVES	BBDO DÜSSELDORF	GERMANY
FILM CRAFT: DIRECTION	SICKKIDS VS: CREWS	SICKKIDS FOUNDATION	SICKKIDS HOSPITAL	COSSETTE TORONTO	CANADA
FILM CRAFT: DIRECTION	VOICELESS WOMEN	NEW LIVES	ANTI TRAFFICKING	UITCH ISCRATCH COPENHAGEN	DENMARK
FILM CRAFT: CINEMATOGRAPHY	SICKKIDS VS: CREWS	SICKKIDS FOUNDATION	SICKKIDS HOSPITAL	COSSETTE TORONTO	CANADA
INDUSTRY CRAFT: TYPOGRAPHY	THE ZERO TOLERANCE RIBBON	28 TOO MANY	(FGM) FEMALE GENITAL MUTILATION	IMPACT BBDO DUBAI	UNITED ARAB EMIRATES
DIGITAL: SOCIAL	SICKKIDS VS: #10YEARCHALLENGE	SICKKIDS FOUNDATION	SICKKIDS HOSPITAL	COSSETTE TORONTO	CANADA
CREATIVE DATA: DATA VISUALISATION	EMMA	STOMP OUT BULLYING	BULLYING REDUCTION & PREVENTION	GREY NEW YORK	USA
PR	VIRUS EVA	MÉDICOS DEL MUNDO	MÉDICOS DEL MUNDO	LA DESPENSA INGREDIENTES CREATIVOS MADRID	SPAIN
PR	THE ZERO TOLERANCE RIBBON	28 TOO MANY	(FGM) FEMALE GENITAL MUTILATION	IMPACT BBDO DUBAI	UNITED ARAB EMIRATES
C01 (Corporate Image & Communication)					
FILM: CINEMA, TV AND DIGITAL FILM CONTENT	5B	JOHNSON & JOHNSON	JOHNSON & JOHNSON	UM STUDIOS NEW YORK	USA
FILM CRAFT: PRODUCTION DESIGN / ART DIRECTION	1 MINUTE 46 SECONDS	HOSPITAL LEFORTE	HEALTH SERVICES FOR FÓRMULA 1	MCCANN HEALTH SÃO PAULO	BRAZIL
FILM CRAFT: DIRECTION	5B	JOHNSON & JOHNSON	JOHNSON & JOHNSON	UM STUDIOS NEW YORK	USA
FILM CRAFT: ANIMATION & VISUAL EFFECTS	1 MINUTE 46 SECONDS	HOSPITAL LEFORTE	HEALTH SERVICES FOR FÓRMULA 1	MCCANN HEALTH SÃO PAULO	BRAZIL
BRANDED CONTENT & ENTERTAINMENT: FILM, TV AND ONLINE FILM CONTENT	THE LIFE SAVING SOAP OPERAS	PERUVIAN MINISTRY OF HEALTH	PERUVIAN MINISTRY OF HEALTH	CIRCUS GREY PERU LIMA	PERU
PRODUCT INNOVATION	THISABLES	IKEA	IKEA THISABLES	MCCANN TEL AVIV	ISRAEL
BRAND EXPERIENCE & ACTIVATION	THISABLES	IKEA	IKEA THISABLES	MCCANN TEL AVIV	ISRAEL
BRAND EXPERIENCE & ACTIVATION	TOOTH FAIRY'S ADDRES	FACULDADE DE ODONTOLOGIA	SERVICES	VMLY&R BRAZIL SÃO PAULO	BRAZIL
DIRECT	THISABLES	IKEA	IKEA THISABLES	MCCANN TEL AVIV	ISRAEL
PR	INCLUSION SINCE THE FIRST DAY	BABYSEC	DIAPERS BABYSEC	BBDO CHILE SANTIAGO	CHILE
C02 (Health Services & Facilities)					
MOBILE	TURN TO US	REFUGE	DOMESTIC ABUSE SUPPORT AND AWARENESS	MCCANN BRISTOL	UNITED KINGDOM
INDUSTRY CRAFT: ART DIRECTION	ONE MINDFUL MIND	NEUROGEN BRAIN AND SPINE INSTITUTE	KIT	TBWAININDIA MUMBAI	INDIA
INDUSTRY CRAFT: COPYWRITING	MISTLETOE	REFUGE	DOMESTIC ABUSE SUPPORT AND AWARENESS	MCCANN BRISTOL	UNITED KINGDOM
RADIO & AUDIO	AIR TIME	SICKKIDS FOUNDATION	SICKKIDS HOSPITAL	COSSETTE TORONTO	CANADA
DIGITAL CRAFT: INTERFACE & NAVIGATION (UI)	TURN TO US	REFUGE	DOMESTIC ABUSE SUPPORT AND AWARENESS	MCCANN BRISTOL	UNITED KINGDOM
DIGITAL: SOCIAL	SICKKIDS VS: #10YEARCHALLENGE	SICKKIDS FOUNDATION	SICKKIDS HOSPITAL	COSSETTE TORONTO	CANADA
D01 (Animal Health)					
MOBILE	SELFIESTIX	MARS	PEDIGREE	COLENZO BBDO AUCKLAND	NEW ZEALAND
MOBILE	THE ANIMALS' OWN EMERGENCY NUMBER	DNB	ANIMAL INSURANCE	TRY REKLAME OSLO	NORWAY
AMBIENT OUTDOOR	STREET-VET	PURINA	PURINA VETERINARY DIETS	MCCANN PARIS	FRANCE
CREATIVE DATA: USE OF REAL-TIME DATA	STREET-VET	PURINA	PURINA VETERINARY DIETS	MCCANN PARIS	FRANCE
PRODUCT INNOVATION	STREET-VET	PURINA	PURINA VETERINARY DIETS	MCCANN PARIS	FRANCE
BRAND EXPERIENCE & ACTIVATION	STREET-VET	PURINA	PURINA VETERINARY DIETS	MCCANN PARIS	FRANCE
DIRECT	THE ANIMALS' OWN EMERGENCY NUMBER	DNB	ANIMAL INSURANCE	TRY REKLAME OSLO	NORWAY
PR	THE ANIMALS' OWN EMERGENCY NUMBER	DNB	ANIMAL INSURANCE	TRY REKLAME OSLO	NORWAY
PR	LIFE PRINT	AMPARA ANIMAL NGO	INSTITUTIONAL	AFRICA SÃO PAULO	BRAZIL