

# Health & Wellness Lions

## 2019 Winners



Medium	Title	Brand	Product/Service	Entrant Company	Country	Prize
<b>A02 (OTC Applications)</b>						
FILM: CINEMA, TV AND DIGITAL FILM CONTENT	PAIN IS DRAMA	GSK	VOLTAREN	SAATCHI & SAATCHI SWITZERLAND LAUSANNE	SWITZERLAND	BRONZE LION
BRANDED CONTENT & ENTERTAINMENT: FILM, TV AND ONLINE FILM CONTENT	NASTIEST TEST	PORTA HNOS	BIALCOHOL	SANTO BUENOS AIRES	ARGENTINA	BRONZE LION
<b>A03 (OTC Products / Devices)</b>						
INTEGRATED CAMPAIGN	VIVA LA VULVA	ESSITY	LIBRESSE/BODYFORM	AMVBDO LONDON	UNITED KINGDOM	GOLD LION
FILM CRAFT: PRODUCTION DESIGN / ART DIRECTION	VIVA LA VULVA	ESSITY	LIBRESSE/BODYFORM	AMVBDO LONDON	UNITED KINGDOM	SILVER LION
PRODUCT INNOVATION	THISABLES	IKEA	IKEA THISABLES	MCCANN TEL AVIV	ISRAEL	GOLD LION
<b>A04 (Nutraceuticals)</b>						
FILM CRAFT: PRODUCTION DESIGN / ART DIRECTION	NEW NORMAL	MEDMEN	CANNABIS	MJZ LOS ANGELES	USA	BRONZE LION
BRAND EXPERIENCE & ACTIVATION	PINCH	NESTLE WATERS	GLACIAR	PONCE BUENOS AIRES	ARGENTINA	BRONZE LION
<b>A05 (Health &amp; Wellness Tech)</b>						
MOBILE	STORYSIGN	HUAWEI	HUAWEI BRAND	FCB INFERNO LONDON	UNITED KINGDOM	GOLD LION
<b>B01 (Brand-led Education &amp; Awareness)</b>						
MOBILE	BACK2LIFE	SAMSUNG	CORPORATE SOCIAL RESPONSIBILITY PROJECT (CPR)	CHEIL PENGTAI BEIJING	CHINA	BRONZE LION
INTEGRATED CAMPAIGN	NEXT MINUTE LAW	MINISTERIO PUBLICO AND ABAP	INSTITUTIONAL	VMLY&R BRAZIL SÃO PAULO	BRAZIL	BRONZE LION
PRINT COLLATERAL	ONE MINDFUL MIND	NEUROGEN BRAIN AND SPINE INSTITUTE	KIT	TBWA\INDIA MUMBAI	INDIA	BRONZE LION
PRODUCT INNOVATION	THISABLES	IKEA	IKEA THISABLES	MCCANN TEL AVIV	ISRAEL	GOLD LION
DIRECT	LEGS TO FLY	ESPN	INSTITUTIONAL	AFRICA SÃO PAULO	BRAZIL	BRONZE LION
PR	PRICELESS JEWELRY	JOYERÍA AURUS	JOYERÍA AURUS	LOS QUILTROS SANTIAGO	CHILE	BRONZE LION
PR	TOXIC TOBY	BREEZOMETER / BRITISH LUNG FOUNDATION / WORLD HEALTH ORGANIZATION	BREEZOMETER / BRITISH LUNG FOUNDATION / WORLD HEALTH ORGANIZATION	MCCANN LONDON	UNITED KINGDOM	BRONZE LION
<b>B02 (Non-profit / Foundation-led Education &amp; Awareness)</b>						
FILM: CINEMA, TV AND DIGITAL FILM CONTENT	BOYS DON'T CRY	WHITE RIBBON	WHITE RIBBON CAMPAIGN	BENSIMON BYRNE TORONTO	CANADA	BRONZE LION
FILM CRAFT: DIRECTION	VOICELESS WOMEN	NEW LIVES	ANTI TRAFFICKING	UITCH ISCRATCH COPENHAGEN	DENMARK	SILVER LION
INDUSTRY CRAFT: ART DIRECTION	#HOPESTEMS	SHATTERPROOF	SHATTERPROOF	MCCANN HEALTH NEW YORK	USA	BRONZE LION
INDUSTRY CRAFT: COPYWRITING	REMEMBERING MY FATHER	REFUGE	DOMESTIC ABUSE SUPPORT AND AWARENESS	MCCANN BRISTOL	UNITED KINGDOM	BRONZE LION CAMPAIGN
INDUSTRY CRAFT: COPYWRITING	MISTLETOE	REFUGE	DOMESTIC ABUSE SUPPORT AND AWARENESS	MCCANN BRISTOL	UNITED KINGDOM	BRONZE LION CAMPAIGN
INDUSTRY CRAFT: COPYWRITING	CHRISTMAS EVE	REFUGE	DOMESTIC ABUSE SUPPORT AND AWARENESS	MCCANN BRISTOL	UNITED KINGDOM	BRONZE LION CAMPAIGN
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	SILVER LION
BRANDED CONTENT & ENTERTAINMENT: LIVE EXPERIENCE	THE HEALING HOUSE	CASEY HOUSE	HIV/AIDS AWARENESS	BENSIMON BYRNE TORONTO	CANADA	BRONZE LION
AMBIENT OUTDOOR	THE TOXIC FLAG	WASTE MANAGEMENT COALITION	WASTE MANAGEMENT	IMPACT BBDO DUBAI	UNITED ARAB EMIRATES	BRONZE LION
PR	#DEFYTHENAME	MONICA LEWINSKY	ANTI-BULLYING	BBDO NEW YORK	USA	SILVER LION
<b>B03 (Fundraising &amp; Advocacy)</b>						
FILM: CINEMA, TV AND DIGITAL FILM CONTENT	WE ARE ALL EQUAL. AND NO ONE IS MORE EQUAL THAN ANYONE ELSE.	PRO INFIRMIS	PRO INFIRMIS	THUNK ZÜRICH	SWITZERLAND	SILVER LION
<b>C01 (Corporate Image &amp; Communication)</b>						
FILM: CINEMA, TV AND DIGITAL FILM CONTENT	5B	JOHNSON & JOHNSON	JOHNSON & JOHNSON	UM STUDIOS NEW YORK	USA	SILVER LION
FILM CRAFT: PRODUCTION DESIGN / ART DIRECTION	1 MINUTE 46 SECONDS	HOSPITAL LEFORTE	HEALTH SERVICES FOR FÓRMULA 1	MCCANN HEALTH SÃO PAULO	BRAZIL	SILVER LION
PRODUCT INNOVATION	THISABLES	IKEA	IKEA THISABLES	MCCANN TEL AVIV	ISRAEL	GRAND PRIX
BRAND EXPERIENCE & ACTIVATION	TOOTH FAIRY'S ADDRES	FACULDADE DE ODONTOLOGIA	SERVICES	VMLY&R BRAZIL SÃO PAULO	BRAZIL	SILVER LION
<b>D01 (Animal Health)</b>						
AMBIENT OUTDOOR	STREET-VET	PURINA	PURINA VETERINARY DIETS	MCCANN PARIS	FRANCE	SILVER LION
CREATIVE DATA: USE OF REAL-TIME DATA	STREET-VET	PURINA	PURINA VETERINARY DIETS	MCCANN PARIS	FRANCE	GOLD LION
BRAND EXPERIENCE & ACTIVATION	STREET-VET	PURINA	PURINA VETERINARY DIETS	MCCANN PARIS	FRANCE	SILVER LION
PR	THE ANIMALS' OWN EMERGENCY NUMBER	DNB	ANIMAL INSURANCE	TRY REKLAME OSLO	NORWAY	BRONZE LION
PR	LIFE PRINT	AMPARA ANIMAL NGO	INSTITUTIONAL	AFRICA SÃO PAULO	BRAZIL	BRONZE LION