

Healthcare Shortlist

Cat. No	Entry No	Title	Brand	Product	Medium	Entrant Company	Entrant Location	Idea Creation	Production	Media	PR	Additional
<u>A01 (OTC Medicines)</u>												
A01/37001	00041	BAKAMOL P.O.D	BAKAMOL	BAKAMOL PARACETAMOL	Product Innovation	BBDO BANGKOK	THAILAND	BBDO BANGKOK				
<u>A04 (Nutraceuticals)</u>												
A04/29001	00103	999 WARM-HEARTED LEGGINGS	SAN JIU MEDICINE TRADE CO., LTD	999 GANMAOLING KELI	Branded Content & Entertainment: Digital & Social	SERVICEPLAN CHINA Beijing	CHINA	SERVICEPLAN CHINA Beijing		SERVICEPLAN CHINA Beijing	SERVICEPLAN CHINA Beijing	
<u>A05 (Health & Wellness Tech)</u>												
A05/31002	00105	WHO SPRINKLED SALT ON MY CAKE?	EISAI KOREA	NOT APPLICABLE	Branded Content & Entertainment: Live Experience	WEBER SHANDWICK Seoul	SOUTH KOREA	McCANN HEALTH Seoul / WEBER SHANDWICK Seoul	WEBER SHANDWICK Seoul		WEBER SHANDWICK Seoul	COCO ENTERTAINMENT Seoul
<u>B01 (Brand-led Education & Awareness)</u>												
B01/10002	00132	BREAST BUFFER	ALT BALAJI	BREAST CANCER AWARENESS	Digital	GREY INDIA Mumbai	INDIA	GREY INDIA Mumbai	ALTBALAJI Mumbai	ALTBALAJI Mumbai		
B01/11001	00001	SKETCHCOOK	OTSUKA PHARMACEUTICAL CO.,LTD	OTSUKA PHARMACEUTICAL CO.,LTD	Mobile	DENTSU INC. Tokyo	JAPAN	DENTSU INC. Tokyo	MEET & MEET Tokyo / MONSTER TYO Tokyo / MOUNTPOSITION Tokyo / QOSMO Tokyo / WHATEVER INC. Tokyo		DENTSU PUBLIC RELATIONS Tokyo	GOOGLE Tokyo
B01/11002	00093	BACK2LIFE	SAMSUNG	SOCIAL RESPONSIBILITY PROJECT	Mobile	CHEIL PENGTAI Beijing	CHINA	CHEIL PENGTAI Beijing	BIGFISH Beijing	CHEIL PENGTAI Beijing		CHEIL WORLDWIDE HONG KONG
B01/31001	00106	CAN YOGA SELL LUBRICANTS?	CASTROL	CASTROL CRB TURBOMAX	Branded Content & Entertainment: Live Experience	CURRENT GLOBAL Mumbai	INDIA	CURRENT GLOBAL Mumbai / OGILVY MUMBAI	OGILVY MUMBAI	CURRENT GLOBAL Mumbai	CURRENT GLOBAL Mumbai	
B01/34001	00114	ONE MINDFUL MIND	NEUROGEN	NER	Print Collateral	TBWA/INDIA Mumbai	INDIA	TBWA/INDIA Mumbai				
B01/36001	00016	THE RESTAURANT OF MISTAKEN ORDERS	DAIKI ANGEL HELP INC.	THE RESTAURANT OF MISTAKEN ORDERS	Brand Experience & Activation	TBWA/HAKUHODO INC. Tokyo	JAPAN	DAIKI ANGEL HELP Tokyo / TBWA/HAKUHODO INC. Tokyo				
B01/36004	00089	THE MOST CHALLENGING PINGPONG TABLE	JAPAN PARA TABLE TENNIS ASSOCIATION	PARA PINGPONG TABLE	Brand Experience & Activation	TBWA/HAKUHODO INC. Tokyo	JAPAN	TBWA/HAKUHODO INC. Tokyo	AMANA Tokyo / NOMAD TOKYO, LLC / QUANTUM Tokyo / SAN-EI CORPORATION Chiba		TBWA/HAKUHODO INC. Tokyo	
B01/9004	00129	STOP THE DRAMA	MANULIFE INSURANCE	MANULIFE INSURANCE	PR	TBWA/SINGAPORE	SINGAPORE	TBWA/SINGAPORE				
<u>B02 (Non-profit / Foundation-led Education & Awareness)</u>												
B02/3001	00036	LIFE CHANT	COLOMBO MUNICIPAL COUNCIL	PUBLIC HEALTH DEPARTMENT	Radio & Audio	TRIAD Colombo	SRI LANKA	TRIAD Colombo	TRIAD Colombo	TRIAD Colombo	TRIAD Colombo	
B02/36002	00039	MAKING MERIT OR CREATING HURT	PRIEST HOSPITAL	PRIEST HOSPITAL	Brand Experience & Activation	OGILVY Bangkok	THAILAND	OGILVY Bangkok	BOB EYE VIEW STUDIO Bangkok / FREQ LAB Bangkok			
B02/9001	00141	THE BRIDAL UNIFORM	UN WOMEN	ANTI-CHILD MARRIAGES	PR	BBDO PAKISTAN Lahore	PAKISTAN	BBDO PAKISTAN Lahore	ALI XEESHAN THEATRE STUDIO Lahore	BBDO PAKISTAN Lahore	MINT PR Lahore	UN WOMEN Islamabad
<u>B03 (Fundraising & Advocacy)</u>												
B03/13001	00104	THE 72 CLUB	LIFELINE	SUICIDE PREVENTION	Integrated	DDB NEW ZEALAND Auckland	NEW ZEALAND	DDB NEW ZEALAND Auckland	DDB NEW ZEALAND Auckland / SWEETSHOP Auckland		MANGO Auckland	
B03/8001	00096	THE CLEFT COLLECTION	SMILE ASIA	SMILE ASIA	Direct	McCANN HEALTH Singapore	SINGAPORE	McCANN HEALTH Singapore				
B03/9001	00091	A TEAM OF ONE	TENCENT, CHINA ORGAN DONATION	ORGAN DONATION	PR	LOONG Beijing	CHINA	LOONG Beijing	FILMPLEXE PRODUCTION HOUSE Beijing	TENCENT MARKETING SOLUTION Shenzhen		
B03/9002	00147	#STOPMITHANI	HDFC BANK	PARIVARTAN	PR	LEO BURNETT INDIA Mumbai	INDIA	LEO BURNETT INDIA Mumbai	PRODIGIOUS INDIA Mumbai		LEO BURNETT INDIA Mumbai	
B03/9003	00148	HONOR THE DONOR	FORTIS HEALTHCARE	ORGAN DONATION	PR	LEO BURNETT INDIA Mumbai	INDIA	LEO BURNETT INDIA Mumbai				
<u>C01 (Corporate Image & Communication)</u>												
C01/11002	00094	BACK2LIFE	SAMSUNG	SOCIAL RESPONSIBILITY PROJECT	Mobile	CHEIL PENGTAI Beijing	CHINA	CHEIL PENGTAI Beijing	BIGFISH Beijing	CHEIL PENGTAI Beijing		CHEIL WORLDWIDE HONG KONG
<u>C02 (Health Services & Facilities)</u>												
C02/31001	00069	HEALING JUNGLE	HYUNDAI MARINE & FIRE INSURANCE	HYUNDAI MARINE & FIRE INSURANCE	Branded Content & Entertainment: Live Experience	INNOCEAN WORLDWIDE Seoul	SOUTH KOREA	INNOCEAN WORLDWIDE Seoul	ELIOT Seoul / GOODLUCK Seoul / LINEHOLIC Seoul / TRUMAKUS Seoul	INNOCEAN WORLDWIDE Seoul	INNOCEAN WORLDWIDE Seoul	HYUNDAI MARINE & FIRE INSURANCE Seoul
C02/34001	00117	ONE MINDFUL MIND	NEUROGEN	NER	Print Collateral	TBWA/INDIA Mumbai	INDIA	TBWA/INDIA Mumbai				
<u>C03 (Insurance)</u>												
C03/1001	00048	MARATHON WITH NO START LINE	AFLAC	TOMOSNOTE	Film: Cinema, TV and Digital Film Content	HAKUHODO KETTLE INC Tokyo	JAPAN	HAKUHODO INC. Tokyo / HAKUHODO KETTLE INC Tokyo	AOI PRO. INC. Tokyo / IMAGICA CORP. Tokyo / ONGAKUSHITSU Tokyo	HAKUHODO INC. Tokyo		

D01 (Animal Health)

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D01/36001	00024	DONATE WITH A MATE	PEDIGREE	DONATE WITH A MATE	Brand Experience & Activation	CLEMENGER BBDO SYDNEY	AUSTRALIA	CLEMENGER BBDO SYDNEY		
E02 (Healthcare Professional)										
E02/18001	00057	THE NEW CHAPTER	ACTELION	OPSUMIT	Film Craft: Animation / Visual Effects	McCANN HEALTH Tokyo	JAPAN	McCANN HEALTH Tokyo	AMANA Tokyo	ACTELION Tokyo
F01 (Pharma: Disease Awareness & Understanding)										
F01/1002	00067	MAGIC GLASSES	CHUGAI PHARMACEUTICAL CO. LTD	ACTEMRA	Film; Cinema, TV and Digital Film Content	INSIGHT-I INC. Tokyo	JAPAN	CHUGAI PHARMACEUTICAL CO., LTD. Tokyo / INSIGHT-I INC. Tokyo / TATSUNOKO PRODUCTION Tokyo	CHUGAI PHARMACEUTICAL CO., LTD. Tokyo / INSIGHT-I INC. Tokyo / TATSUNOKO PRODUCTION Tokyo	
F01/9002	00077	INVISIBLE DISEASE - CHANGING THE WAY WE THINK ABOUT PSORIASIS -	JANSSEN PHARMACEUTICAL K.K.	PSORIASIS DISEASE AWARENESS	PR	OZMA INC Tokyo	JAPAN	1-10, INC. Kyoto / OZMA INC Tokyo	MASSIVE MUSIC Tokyo / MIGHTY MYT, INC. Tokyo / OZMA INC Tokyo / TAIYO KIKAKU CO., LTD. Tokyo / TOW CO.,LTD Tokyo	OZMA INC Tokyo OZMA INC Tokyo