

Pharma Lions

2019 Shortlist



Medium	Title	Brand	Product/Service	Entrant Company	Country
A03 (Regulated: Healthcare Professional)					
FILM: CINEMA, TV AND DIGITAL FILM CONTENT	ONE WORD	THE LEARNING CORP	CONSTANT THERAPY	AREA 23, AN FCB HEALTH NETWORK COMPANY NEW YORK	USA
FILM CRAFT: PRODUCTION DESIGN / ART DIRECTION	ONE WORD	THE LEARNING CORP	CONSTANT THERAPY	AREA 23, AN FCB HEALTH NETWORK COMPANY NEW YORK	USA
FILM CRAFT: DIRECTION	THE STRUGGLE INSIDE	NOVARTIS	TASIGNA	PUBLICIS LIFE BRANDS LONDON	UNITED KINGDOM
FILM CRAFT: SCRIPT	ONE WORD	THE LEARNING CORP	CONSTANT THERAPY	AREA 23, AN FCB HEALTH NETWORK COMPANY NEW YORK	USA
FILM CRAFT: USE OF MUSIC / SOUND DESIGN	ONE WORD	THE LEARNING CORP	CONSTANT THERAPY	AREA 23, AN FCB HEALTH NETWORK COMPANY NEW YORK	USA
FILM CRAFT: ANIMATION & VISUAL EFFECTS	ONE WORD	THE LEARNING CORP	CONSTANT THERAPY	AREA 23, AN FCB HEALTH NETWORK COMPANY NEW YORK	USA
PRINT & PUBLISHING	COWS 1	ABBOTT	ENSURE PLUS JUCE	LANGLAND WINDSOR	UNITED KINGDOM
A04 (Non-regulated: Direct to Consumer)					
OUTDOOR	GETTING SICK IS EASY	ONE MEDICAL	ONE MEDICAL	GOODBY SILVERSTEIN & PARTNERS SAN FRANCISCO	USA
A05 (Non-regulated: Direct to Patient)					
MOBILE	ICONS FOR MEDICINES	HOSPITAL HCOR	HOSPITAL HCOR	GREY BRAZIL SÃO PAULO	BRAZIL
B01 (Regulated)					
FILM: CINEMA, TV AND DIGITAL FILM CONTENT	U=U=	VIIV HEALTHCARE	HIV AWARENESS	HAVAS LYNX MANCHESTER	UNITED KINGDOM
MOBILE	BREATH OF LIFE	GSK GLAXOSMITHKLINE	CHRONIC OBSTRUCTIVE PULMONARY DISEASE AWARENESS (COPD)	MCCANN HEALTH SHANGHAI	CHINA
USE OF TECHNOLOGY	BREATH OF LIFE	GSK GLAXOSMITHKLINE	CHRONIC OBSTRUCTIVE PULMONARY DISEASE AWARENESS (COPD)	MCCANN HEALTH SHANGHAI	CHINA
CREATIVE DATA: DATA VISUALISATION	BREATH OF LIFE	GSK GLAXOSMITHKLINE	CHRONIC OBSTRUCTIVE PULMONARY DISEASE AWARENESS (COPD)	MCCANN HEALTH SHANGHAI	CHINA
BRAND EXPERIENCE & ACTIVATION	BÜBL FASHION	OSTEOPOROSIS CANADA IN PARTNERSHIP WITH AMGEN CANADA	OSTEOPOROSIS	EDELMAN TORONTO	CANADA
DIRECT	BREATH OF LIFE	GSK GLAXOSMITHKLINE	CHRONIC OBSTRUCTIVE PULMONARY DISEASE AWARENESS (COPD)	MCCANN HEALTH SHANGHAI	CHINA
B02 (Non-Regulated)					
INDUSTRY CRAFT: ART DIRECTION	VALUABLE HEART	HOSPITAL MOINHOS DE VENTO	INSTITUTIONAL	MCCANN HEALTH SÃO PAULO	BRAZIL
BRANDED CONTENT & ENTERTAINMENT: LIVE EXPERIENCE	AS MUCH AS I CAN	VIIV HEALTHCARE	HIV/AIDS MEDICATION	HARLEY & COMPANY NEW YORK	USA
PRINT COLLATERAL	TOILET BOOKS	SYNERGY PHARMACEUTICALS INC.	INSTITUTIONAL	AREA 23, AN FCB HEALTH NETWORK COMPANY NEW YORK	USA
C01 (Regulated)					
FILM CRAFT: ANIMATION & VISUAL EFFECTS	COMMITMENT TO HARMONY	JANSSEN	PSORIASIS THERAPY	PUBLICIS LIFE BRANDS LONDON	UNITED KINGDOM
BRANDED CONTENT & ENTERTAINMENT: LIVE EXPERIENCE	SEE BELOW	SANOFI GENZYME REGENERON	DUPIXENT	HAVAS LYNX MANCHESTER	UNITED KINGDOM
C02 (Non-Regulated)					
FILM: CINEMA, TV AND DIGITAL FILM CONTENT	REVERSE	MERCK FOR MOTHERS	MATERNAL HEALTHCARE	MATTER UNLIMITED NEW YORK	USA
D01 (Regulated)					
USE OF TECHNOLOGY	GET UP ALARM CLOCK	ELI LILLY AND COMPANY	LARTRUVO (OLARATUMAB)	AREA 23, AN FCB HEALTH NETWORK COMPANY NEW YORK	USA
PRINT & PUBLISHING	JOURNAL OF ME	ELI LILLY	PSORIASIS AWARENESS & SUPPORT	HAVAS LYNX MANCHESTER	UNITED KINGDOM
BRAND EXPERIENCE & ACTIVATION	GET UP ALARM CLOCK	ELI LILLY AND COMPANY	LARTRUVO (OLARATUMAB)	AREA 23, AN FCB HEALTH NETWORK COMPANY NEW YORK	USA
PR	AUSTRALIA'S WORST SERIAL KILLER	HEART FOUNDATION AUSTRALIA	HEART DISEASE AWARENESS AND ADVOCACY	NEWS CORP AUSTRALIA SYDNEY	AUSTRALIA
D02 (Non-Regulated)					
INDUSTRY CRAFT: ART DIRECTION	SMARTREAD	BAYER	SMARTREAD	LANGLAND WINDSOR	UNITED KINGDOM
INDUSTRY CRAFT: COPYWRITING	THE UFOLOGIST	HERMES PARDINI	VACCINES	OGILVY SÃO PAULO	BRAZIL
INDUSTRY CRAFT: COPYWRITING	THE FLAT EARTHER	HERMES PARDINI	VACCINES	OGILVY SÃO PAULO	BRAZIL
RADIO & AUDIO	THE UFOLOGIST	HERMES PARDINI	VACCINES	OGILVY SÃO PAULO	BRAZIL
RADIO & AUDIO	THE FLAT EARTHER	HERMES PARDINI	VACCINES	OGILVY SÃO PAULO	BRAZIL
PRINT & PUBLISHING	SMARTREAD	BAYER	SMARTREAD	LANGLAND WINDSOR	UNITED KINGDOM