

Pharma Lions

2019 Winners



Medium	Title	Brand	Product/Service	Entrant Company	Country	Prize
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	GOLD LION
FILM CRAFT: USE OF MUSIC / SOUND DESIGN	ONE WORD	THE LEARNING CORP	CONSTANT THERAPY	AREA 23, AN FCB HEALTH NETWORK COMPANY NEW YORK	USA	BRONZE LION
B01 (Regulated)						
FILM: CINEMA, TV AND DIGITAL FILM CONTENT	U=U=	VIIV HEALTHCARE	HIV AWARENESS	HAVAS LYNX MANCHESTER	UNITED KINGDOM	SILVER LION
USE OF TECHNOLOGY	BREATH OF LIFE	GSK GLAXOSMITHKLINE	CHRONIC OBSTRUCTIVE PULMONARY DISEASE AWARENESS (COPD)	MCCANN HEALTH SHANGHAI	CHINA	GOLD LION
CREATIVE DATA: DATA VISUALISATION	BREATH OF LIFE	GSK GLAXOSMITHKLINE	CHRONIC OBSTRUCTIVE PULMONARY DISEASE AWARENESS (COPD)	MCCANN HEALTH SHANGHAI	CHINA	GRAND PRIX
BRAND EXPERIENCE & ACTIVATION	BÜBL FASHION	OSTEOPOROSIS CANADA IN PARTNERSHIP WITH AMGEN CANADA	OSTEOPOROSIS	EDELMAN TORONTO	CANADA	BRONZE LION
B02 (Non-Regulated)						
BRANDED CONTENT & ENTERTAINMENT: LIVE EXPERIENCE	AS MUCH AS I CAN	VIIV HEALTHCARE	HIV/AIDS MEDICATION	HARLEY & COMPANY NEW YORK	USA	SILVER LION
C02 (Non-Regulated)						
FILM: CINEMA, TV AND DIGITAL FILM CONTENT	REVERSE	MERCK FOR MOTHERS	MATERNAL HEALTHCARE	MATTER UNLIMITED NEW YORK	USA	BRONZE LION
D01 (Regulated)						
BRAND EXPERIENCE & ACTIVATION	GET UP ALARM CLOCK	ELI LILLY AND COMPANY	LARTRUVO (OLARATUMAB)	AREA 23, AN FCB HEALTH NETWORK COMPANY NEW YORK	USA	SILVER LION
D02 (Non-Regulated)						
RADIO & AUDIO	THE UFOLOGIST	HERMES PARDINI	VACCINES	OGILVY SÃO PAULO	BRAZIL	BRONZE LION
PRINT & PUBLISHING	SMARTREAD	BAYER	SMARTREAD	LANGLAND WINDSOR	UNITED KINGDOM	BRONZE LION