

## Pharma Winners

Cat. No	Entry No	Title	Client	Product	Medium	Entrant / Idea Creation	Country	Production	Media	PR	Additional	Prize	Award
B01/47001	20286	BREATH OF LIFE	GSK GLAXOSMITHKLINE	CHRONIC OBSTRUCTIVE PULMONARY DISEASE AWARENESS (COPD)	Creative Data: Data Visualisation	McCANN HEALTH, Shanghai	CHINA					Grand Prix	Grand Prix
A03/1004	20332	ONE WORD	THE LEARNING CORP	CONSTANT THERAPY	Film: Cinema, TV and Digital Film Content	AREA 23, AN FCB HEALTH NETWORK COMPANY, New York	USA	LIGHTFARM STUDIOS, Rio De Janeiro / CANJA AUDIO CULTURE, Curitiba				Gold Lion	Gold Lion
B01/12002	20287	BREATH OF LIFE	GSK GLAXOSMITHKLINE	CHRONIC OBSTRUCTIVE PULMONARY DISEASE AWARENESS (COPD)	Use of Technology	McCANN HEALTH, Shanghai	CHINA					Gold Lion	Gold Lion
B01/1007	20116	U=U=	ViiV Healthcare	HIV Awareness	Film: Cinema, TV and Digital Film Content	HAVAS LYNX, Manchester	UNITED KINGDOM	HAVAS LYNX, Manchester				Silver Lion	Silver Lion
B02/30001	10016	AS MUCH AS I CAN	VIIV HEALTHCARE	HIV/AIDS MEDICATION	Branded Content & Entertainment: Live Experience	HARLEY & COMPANY, New York	USA	HARLEY & COMPANY, New York				Silver Lion	Silver Lion
D01/50003	20368	GET UP ALARM CLOCK	ELI LILLY AND COMPANY	LARTRUVO (OLARATUMAB)	Brand Experience & Activation	AREA 23, AN FCB HEALTH NETWORK COMPANY, New York	USA	AREA 23, AN FCB HEALTH NETWORK COMPANY, New York				Silver Lion	Silver Lion
A03/17002	20360	ONE WORD	THE LEARNING CORP	CONSTANT THERAPY	Film Craft: Use of Music / Sound Design	AREA 23, AN FCB HEALTH NETWORK COMPANY, New York	USA	LIGHTFARM STUDIOS, Rio De Janeiro / CANJA AUDIO CULTURE, Curitiba				Bronze Lion	Bronze Lion
B01/50001	20085	BÜBL FASHION	OSTEOPOROSIS CANADA IN PARTNERSHIP WITH AMGEN CANADA	OSTEOPOROSIS	Brand Experience & Activation	EDELMAN, Toronto	CANADA	EDELMAN, Toronto	EDELMAN, Toronto	EDELMAN, Toronto		Bronze Lion	Bronze Lion
C02/1001	20014	REVERSE	MERCK FOR MOTHERS	MATERNAL HEALTHCARE	Film: Cinema, TV and Digital Film Content	MATTER UNLIMITED, New York	USA	WHITELIST, Los Angeles				Bronze Lion	Bronze Lion
D02/3001	20352	THE UFOLOGIST	HERMES PARDINI	VACCINES	Radio & Audio	OGILVY, São Paulo	BRAZIL	MUGSHOT, São Paulo			HERMES PARDINI, Belo Horizonte	Bronze Lion	Bronze Lion
D02/42004	20296	SMARTREAD	BAYER	SMARTREAD	Print & Publishing	LANGLAND, Windsor	UNITED KINGDOM	MAKING PICTURES, London / CHRIS HOARE, Nottingham / DAN BURN-FORTI, London				Bronze Lion	Bronze Lion

Total Awards: 11