

Health & Wellness Winners

Cat. No	Entry No	Title	Brand	Product	Medium	Entrant / Idea Creation	Location	Production	Post Production	Media	PR	Additional	Prize
C03/54001	00169	THE LAST PERFORMANCE	PARTNERS LIFE	LIFE INSURANCE	Entertainment	SPECIAL, Auckland	NEW ZEALAND	SOUTH PACIFIC PICTURES Auckland	IMAGES & SOUND Auckland	SPECIAL Auckland			Grand Prix
A01/50003	00976	DIVERSITREE	CLARITIN	CLARITIN ALLERGY MEDICINE	Brand Experience & Activation	ENERGY BBDO, Chicago	USA		CANJA AUDIO CULTURE Curitiba	TWELVENOTE New York	COYNE PR New York		Gold Lion
B01/51028	00962	#PERIODSOMNIA	BODYFORM/LIBRESSE	BODYFORM/LIBRESSE	Film: Cinema, TV and Digital Film Content	AMV BBDO, London	UNITED KINGDOM	SOMESUCH Los Angeles	750MPH London / TIME BASED ARTS London / TRIM EDITING London	ZENITH London	KETCHUM London		Gold Lion
B01/51036	01278	THE COST OF BEAUTY	DOVE MASTERBRAND	DOVE	Film: Cinema, TV and Digital Film Content	OGILVY, London / OGILVY, Toronto	UNITED KINGDOM / CANADA	SMUGGLER London	FINAL CUT New York / SIGNIFICANT OTHERS Los Angeles	MINDSHARE New York	EDELMAN New York		Gold Lion
B01/52022	01205	THE LAST PHOTO	ITV X CALM	ITV X CALM	Integrated	adam&eveDDB, London	UNITED KINGDOM	CAIN & ABEL London		THE7STARS London	HOPE & GLORY London		Gold Lion
B02/9010	00665	ANNE DE GAULLE	FONDATION ANNE DE GAULLE	ASSOCIATION	PR	HAVAS PARIS	FRANCE				FRANCE INFO Paris	FONDATION ANNE DE GAULLE Versailles	Gold Lion
B02/9019	01064	WORKING WITH CANCER	MEMORIAL SLOAN KETTERING CANCER CENTER (MSK)	WORKING WITH CANCER PLEDGE	PR	LA FOUNDATION PUBLICIS, Chicago / PUBLICIS CONSEIL, Paris / LE TRUC, New York / DIGITAS, New York / SAATCHI & SAATCHI HEALTH, New York / PUBLICIS GROUPE UK, London	USA / FRANCE / UNITED KINGDOM	OBJECT & ANIMAL Los Angeles	HARBOR New York / PRODIGIOUS Paris / PXP STUDIOS New York / THE MILL Paris	PMX New York / PUBLICIS MEDIA Paris / PUBLICIS MEDIA Paris / SPARK FOUNDRY Chicago / STARCOM Chicago	MSL New York / PUBLICIS CONSULTANTS Paris	ORBITAL MUSIC AND SOUND New York / RDL WORLDWIDE Los Angeles / RDL WORLDWIDE Milan / RDL WORLDWIDE Rome / WORK EDITORIAL New York	Gold Lion
A03/12005	00914	SOLE MUSIC	SOLE MUSIC	SOLE MUSIC	Use of Technology	AND US, Dubai	UNITED ARAB EMIRATES	BLACKBOX Dubai	BLACKBOX Dubai / ZANAD Cairo	AND US Dubai	AND US Dubai		Silver Lion
A03/15001	00545	PERIODSOMNIA	LIBRESSE	LIBRESSE	Film Craft: Direction	SOMESUCH, Los Angeles / AMV BBDO, London	USA / UNITED KINGDOM	SOMESUCH Los Angeles	750MPH London / TIME BASED ARTS London / TRIM EDITING London				Silver Lion
A05/53006	00736	MOUTHPAD^	AUGMENTAL	MOUTHPAD^	Healthcare Product Innovation	WUNDERMAN THOMPSON, Lima / AUGMENTAL, San Francisco	PERU / USA	D AVANT GARDE PUBLISHER Buenos Aires					Silver Lion
B01/15010	01267	THE COST OF BEAUTY	DOVE MASTERBRAND	DOVE	Film Craft: Direction	OGILVY, London / OGILVY, Toronto	UNITED KINGDOM / CANADA	SMUGGLER London	FINAL CUT New York / SIGNIFICANT OTHERS Los Angeles	MINDSHARE New York	EDELMAN New York		Silver Lion
B01/17006	01274	THE COST OF BEAUTY	DOVE MASTERBRAND	DOVE	Film Craft: Use of Music / Sound Design	OGILVY, London / OGILVY, Toronto	UNITED KINGDOM / CANADA	SMUGGLER London	FINAL CUT New York / SIGNIFICANT OTHERS Los Angeles	MINDSHARE New York	EDELMAN New York		Silver Lion
B01/50041	01203	THE LAST PHOTO	ITV X CALM	ITV X CALM	Brand Experience & Activation	adam&eveDDB, London	UNITED KINGDOM	CAIN & ABEL London		THE7STARS London	HOPE & GLORY London		Silver Lion
B01/9018	01094	RUNNER 321	ADIDAS	ADIDAS	PR	FCB TORONTO	CANADA	456 STUDIOS Toronto	ALTER EGO Toronto / OSO AUDIO Toronto / SCHOOL EDITING Toronto		CURRENT STUDIOS Toronto	ADIDAS Toronto	Silver Lion
B02/24003	00539	KAMASUTRA +	SIDACTION	SIDACTION	Industry Craft: Illustration	THE GOOD COMPANY, Paris	FRANCE					KIBLIND Lyon	Silver Lion
B02/52021	01245	THE HORNICULTURAL SOCIETY	RELATE	RELATIONSHIP CHARITY	Integrated	OGILVY, London	UNITED KINGDOM	OGILVY London	OGILVY London		OGILVY London		Silver Lion
B02/54005	00538	COVER HITS	SIDACTION	SIDACTION	Entertainment	THE GOOD COMPANY, Paris	FRANCE	THE Paris					Silver Lion
B02/9017	01136	THE POSTPONED DAY	LALCEC	LALCEC	PR	GREY ARGENTINA, Buenos Aires	ARGENTINA	LANDIA Buenos Aires			GREY ARGENTINA Buenos Aires		Silver Lion
C01/11001	00770	SAFELIST	TELEFONICA	MOVISTAR	Mobile	VMLY&R, Santiago	CHILE	LA FUERZA PRODUCCIONES Santiago					Silver Lion
C01/14001	00555	MONTEFIORE EINSTEIN: THE HOLIDAY TRAIN	MONTEFIORE EINSTEIN	MONTEFIORE EINSTEIN	Film Craft: Production Design / Art Direction	ALTO NEW YORK, New York	USA	MJZ Los Angeles	BARKING OWL Los Angeles / KEVIN Los Angeles / WE ARE WALKER Los Angeles / WORK EDITORIAL New York	TRUFORM MEDIA GROUP Warwick		MONTEFIORE-EINSTEIN New York	Silver Lion
A03/12003	01031	THE AUTISM JOURNEY	TELEFONICA'S VIVO	ONLINE TOOL	Use of Technology	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL	LUEGO Sao Paulo / SANTERIA Sao Paulo / SATELITE AUDIO Sao Paulo	TRIBBO POST São Paulo			ASSOCIACAO DE AMIGOS DO AUTISTA Sao Paulo	Bronze Lion
A03/38001	00747	THE ART OF SEX ED	DUREX	DUREX	Outdoor: Ambient	VMLY&R POLAND, Warsaw	POLAND	FOUNDATION FOR WOMEN AND FAMILY PLANNING FEDERA Warsaw / TEARS OF JOY Warsaw / VMLY&R POLAND Warsaw		OMD Warsaw / VMLY&R POLAND Warsaw	VMLY&R POLAND Warsaw		Bronze Lion
A05/32004	00417	DOT PAD. THE FIRST TACTILE GRAPHICS DISPLAY FOR HEALTHCARE.	DOT INCORPORATION	DOT PAD	Digital Craft: User Experience (UX)	SERVICEPLAN, Munich / SERVICEPLAN KOREA, Seoul	GERMANY / SOUTH KOREA	PAULUS.CO., LTD Seoul				ASTRAL KREATIV Munich / MASSIVEVOICES Berlin	Bronze Lion
B01/26001	00293	ALIBABA HEALTH FONT	ALIBABA HEALTH	FONT DESIGN	Industry Craft: Typography	ALIBABA HEALTH INFORMATION TECHNOLOGY LIMITED, Beijing	MAINLAND CHINA	ALIBABA HEALTH INFORMATION TECHNOLOGY LIMITED Beijing					Bronze Lion
B01/50002	00091	DANIEL'S APARTMENT	VIIV HEALTHCARE	HIV STIGMA	Brand Experience & Activation	SRA. RUSHMORE, Madrid	SPAIN	PRIMO CONTENT Madrid					Bronze Lion
B01/51034	01214	THE LAST PHOTO	ITV X CALM	ITV X CALM	Film: Cinema, TV and Digital Film Content	adam&eveDDB, London	UNITED KINGDOM	CAIN & ABEL London		THE7STARS London	HOPE & GLORY London		Bronze Lion
B01/8043	00784	SOBERCOINS	CITY OF BALEN	CITY	Direct	HAPPINESS, AN FCB ALLIANCE, Brussels	BELGIUM	BLISS Brussels	BLISS Brussels		HAPPINESS, AN FCB ALLIANCE Brussels		Bronze Lion
B01/9016	01172	LET HER GROW	DOVE	DOVE BRAND	PR	EDELMAN, Bangkok / SELECT START, Bangkok	THAILAND	EDELMAN Bangkok / SELECT START Bangkok / UNDERDOC FILM Bangkok	SELECT START Bangkok	MINDSHARE Bangkok	EDELMAN Bangkok		Bronze Lion
B02/18001	00007	THE BRIDGE	PAWS NY	PAWS NY	Film Craft: Animation / Visual Effects	KLICK HEALTH, Toronto	CANADA	JAMUTE Sao Paulo / LIGHTFARM STUDIOS Rio De Janeiro				PAWS New York	Bronze Lion
B02/38007	00952	THE NAME CONFUSION	A.L.M.A. / RACING CLUB	A.L.M.A. / RACING CLUB	Outdoor: Ambient	REPUBLICA HAVAS, Miami	USA	TWINS MUSIC Buenos Aires / WALDEN STUDIO Buenos Aires	WALDEN STUDIO Buenos Aires				Bronze Lion
B02/44004	00164	THE SOOT LIFE EXPECTANCY	THE EXTRA STEP INITIATIVE	PUBLIC HEALTH	Creative Data	X3M IDEAS, Lagos	NIGERIA	X3M IDEAS Lagos / ZERO DEGREES Lagos	ZERO DEGREES Lagos	MEDIA 100 Lagos	BLACK HOUSE MEDIA London		Bronze Lion
B03/16002	00116	IF THIS SPEAKS TO YOU (LOLA)	MIND	MIND	Film Craft: Script	LANGLAND, London	UNITED KINGDOM	DOROTHY ALLEN-PICKARD London / PRODIGIOUS London	PRODIGIOUS London	MEDIALAB London		UNIVERSAL MUSIC London	Bronze Lion
B03/3001	01018	JINGLE THERAPY	ASOCIACION DE ALZHEIMER PUERTO RICO + SBS	INSTITUTIONAL	Radio & Audio	VMLY&R COMMERCE, Guaynabo / VMLY&R COMMERCE, New York	PUERTO RICO / USA					SPANISH BROADCASTING COMPANY Miami	Bronze Lion

B03/51020	01049	WORKING WITH CANCER - MONDAY	MEMORIAL SLOAN KETTERING CANCER CENTER	WORKING WITH CANCER PLEDGE	Film: Cinema, TV and Digital Film Content	LA FOUNDATION PUBLICIS, Chicago / LE TRUC, New York / DIGITAS, New York / SAATCHI & SAATCHI HEALTH, New York / PUBLICIS GROUPE UK, London	USA / UNITED KINGDOM	OBJECT & ANIMAL Los Angeles	HARBOR New York / PRODIGIOUS Paris / PXP STUDIOS New York / THE MILL Paris	PMX New York / PUBLICIS MEDIA London / PUBLICIS MEDIA Paris / SPARK FOUNDRY Chicago / STARCOM Chicago	MSL New York / PUBLICIS CONSULTANTS Paris	ORBITAL MUSIC AND SOUND New York / RDL WORLDWIDE Los Angeles / RDL WORLDWIDE Milan / RDL WORLDWIDE Rome / WORK EDITORIAL New York	Bronze Lion
B03/9003	00511	EMPTY PLATES	UAE GOVERNMENT MEDIA OFFICE	NON-PROFIT / CHARITY	PR	SAATCHI & SAATCHI ME, Dubai	UNITED ARAB EMIRATES	PRODIGIOUS Dubai / VOX HAUS Porto Alegre	OPTIX Dubai / PRODIGIOUS Dubai / VOX HAUS Porto Alegre	SAATCHI & SAATCHI ME Dubai	SAATCHI & SAATCHI ME Dubai		Bronze Lion
C01/18001	00553	MONTEFIORE EINSTEIN: THE HOLIDAY TRAIN	MONTEFIORE EINSTEIN	MONTEFIORE EINSTEIN	Film Craft: Animation / Visual Effects	ALTO NEW YORK, New York	USA	MJZ Los Angeles	BARKING OWL Los Angeles / KEVIN Los Angeles / WE ARE WALKER Los Angeles / WORK EDITORIAL New York	TRUFORM MEDIA GROUP Warwick		MONTEFIORE-EINSTEIN New York	Bronze Lion
C02/50005	01089	ROMANIA, THE MOST BEAUTIFUL DENTAL CLINIC IN THE WORLD	ROMANIA, THE MOST BEAUTIFUL DENTAL CLINIC IN THE WORLD	DENTAL TOURISM	Brand Experience & Activation	MCCANN , Bucharest	ROMANIA	FRAMES GRAFIC Bucharest / McCANN Birmingham / McCANN CENTRAL London / McCANN DEMAND London / MRM Bucharest	CRAFT LONDON London / FRAMES GRAFIC Bucharest	UM ROMANIA Bucharest	MARKETTIER\$4DC LTD London / WEBER SHANDWICK London		Bronze Lion
Total Awards:			37										