

## Health & Wellness Winners

| Cat. No              | Entry No | Title                                 | Brand   | Product                           | Medium                                      | Entrant / Idea Creation                                   | Location                   | Production   | Post Production                               | Media  | PR   | Additional   | Prize                            |             |
|----------------------|----------|---------------------------------------|---|-----------------------------------|---|---|----------------------------|--|---|--|--|--|----------------------------------|-------------|
| B01/15006            | 00456    | THE PERIODIC FABLE                    | THE ORDINARY  | THE ORDINARY                      | Film Craft: Direction                       | SMUGGLER, London / UNCOMMON CREATIVE STUDIO, London       | UNITED KINGDOM             | SMUGGLER London  |   |  |  |  | Grand Prix                       |             |
| A03/51009            | 10852    | ART'S MISSING PERIOD                  | KOTEX   | KOTEX                             | Film: Cinema, TV and Digital Film Content   | DAVID, London / OGILVY SINGAPORE                          | UNITED KINGDOM / SINGAPORE | 750MPH London / OBJECT AND ANIMAL London / WPP PRODUCTION London   | WPP PRODUCTION London                         |  | ALISON BROD MARKETING AND COMMUNICATIONS New York                          |  | Gold Lion                        |             |
| B01/53007            | 00667    | SUPERNOVA ADAPTIVE                    | ADIDAS  | ADIDAS                            | Healthcare Product Innovation               | TBWA/CANADA, Toronto                                      | CANADA                     | MIRROR3D VFX Toronto / OMNICOM PRODUCTION Toronto / OVERFLOW PRODUCTIONS Orlando / SAWTOOTH STUDIOS Orlando / SUNEVA Toronto |   | ALTER EGO Toronto / CITIZEN MUSIC Santa Monica / MOTOMOTUS Toronto / NIMIOPERE Toronto / OSO AUDIO Toronto |  | ADIDAS Erlangen / BOGOTA Curitiba / CANADIAN DOWN SYNDROME SOCIETY Calgary         | Gold Lion                        |             |
| B02/56003            | 00369    | BEAT CANCER OFF                       | FUCK CANCER   | BEAT CANCER OFF                   | Use of Humour                               | VML, New York / VML HEALTH, New York                      | UNITED STATES              | DIRTY WORK Sao Paulo / JAMUTE Sao Paulo  |   |  | VML New York   | VML HEALTH Madrid  | Gold Lion                        |             |
| B02/9010             | 00054    | VEHICLE OF HOPE                       | CARITAS   | CARITAS                           | PR  | DIFFER, Stockholm / COLONY, Stockholm                     | SWEDEN                     | COLONY Stockholm   |   |  | DIFFER Stockholm   | COLONY Stockholm   | Gold Lion                        |             |
| C02/8006             | 00821    | DONATE TO PLAY                        | GRUPO PULSA   | GRUPO PULSA                       | Direct                                      | PUBLICIS BRASIL, Sao Paulo                                | BRAZIL                     | FUZZR Sao Paulo / PUBLICIS BRASIL Sao Paulo  |   | PUBLICIS BRASIL Sao Paulo  | BR MEDIA Sao Paulo / PUBLICIS BRASIL Sao Paulo                             | UBISOFT Sao Paulo  | Gold Lion                        |             |
| A01/55001            | 00881    | THE PAID RELIEF, NA CONTA DA DOR      | OPELLA  | DORFLEX                           | Social & Creator                            | PUBLICIS BRASIL, Sao Paulo                                | BRAZIL                     |  |   | MONKS Sao Paulo  |  | ARTEFACT Sao Paulo / SPARK Sao Paulo   | Silver Lion                      |             |
| A03/14001            | 00784    | OWN YOUR FLOW                         | KOTEX   | KOTEX TAMPONS                     | Film Craft: Production Design/Art Direction | McCANN, New York  | UNITED STATES              | MJZ Los Angeles  |   | MELT Barcelona / WORK EDITORIAL New York   |  | CITIZEN MUSIC New York / KIMBERLY-CLARK Irving / LABHOUSE Buenos Aires             | Silver Lion                      |             |
| B01/11001            | 00348    | MAGNIF-EYE                            | 1001 OPTOMETRY  | 1001 OPTOMETRY                    | Mobile                                      | VML, Sydney   | AUSTRALIA                  | VML Sydney   |   | VML Sydney   | WORD OF MOUTH Sydney   | BURSON Sydney  | Silver Lion                      |             |
| B01/12005            | 00811    | DUOBELL                               | SKODA   | SKODA                             | Use of Technology                           | ABBOTT MEAD VICKERS BBDO, London                          | UNITED KINGDOM             | UNIT 9 London  |   |  | PHD MEDIA London   | PERSUASION COMMUNICATIONS London   | UNIVERSITY OF SALFORD Manchester | Silver Lion |
| B01/25001            | 00475    | INDIANIS DENTRIS                      | COLGATE   | COLGATE TOOTHBRUSH                | Industry Craft: Photography                 | THE REFINERY, Mumbai / BRAND DAVID COMMUNICATIONS, Mumbai | INDIA                      | THE REFINERY Mumbai  |   |  |  |  | Silver Lion                      |             |
| B01/50019            | 00741    | THE UNDROPPED KIT                     | ASICS   | ASICS UNDROPPED KIT               | Brand Experience & Activation               | GUT, Toronto / GOLIN KETCHUM, London                      | CANADA / UNITED KINGDOM    | GOLIN KETCHUM London   |   |  |  | GOLIN KETCHUM London   | Silver Lion                      |             |
| B02/22005            | 00106    | INFINITE SAREE                        | RED DOT FOUNDATION - PUBLIC HEALTH CAMPAIGN IN INDIA                    | INFINITE SAREE                    | Industry Craft: Art Direction               | KLICK HEALTH, Toronto                                     | CANADA                     | LIGHT FARM Rio de Janeiro  | TA2 SOUND + MUSIC Toronto                     | KLICK HEALTH Toronto   | KLICK HEALTH Toronto / MEDIA MEDIC Mumbai                                  | INVNT New York   | Silver Lion                      |             |
| B02/38004            | 00448    | 2036                                  | ASSOCIATION ANTOINE ALLÉNO  | ASSOCIATION ANTOINE ALLÉNO        | Outdoor: Ambient                            | HAVAS PARIS   | FRANCE                     | MAKE IT LIVE Paris / PROSE ON PIXELS Paris   | PROSE ON PIXELS Paris                         |  |  | ASSOCIATION ANTOINE ALLÉNO Paris / MAIRIE DE PARIS - HOTEL DE VILLE                | Silver Lion                      |             |
| C01/12004            | 10692    | FAIR PLAY                             | MISTERIO PUBLICO DO DISTRITO FEDERAL (PUBLIC PROSECUTOR'S OFFICE OF DF) | FAIR PLAY                         | Use of Technology                           | OGILVY HEALTH, New York                                   | UNITED STATES              | BUMBLEBEAT Sao Paulo / FAMOUS WHO Los Angeles / LADO STUDIOS Sao Paulo / STUDIO MOL Sao Paulo / WIDELABS Porto Alegre        | BIG STUDIO São Paulo                          |  |  | MPDFT - MINISTERIO PUBLICO DISTRITO FEDERAL Brasilia                               | Silver Lion                      |             |
| C02/54002            | 00826    | DONATE TO PLAY                        | GRUPO PULSA   | GRUPO PULSA                       | Entertainment                               | PUBLICIS BRASIL, Sao Paulo                                | BRAZIL                     | FUZZR Sao Paulo / PUBLICIS BRASIL Sao Paulo  |   | PUBLICIS BRASIL Sao Paulo  | BR MEDIA Sao Paulo / PUBLICIS BRASIL Sao Paulo                             | UBISOFT Sao Paulo  | Silver Lion                      |             |
| A02/55001            | 00374    | VASELINE AND THE REAL NIGERIAN PRINCE | VASELINE  | VASELINE BODY OIL                 | Social & Creator                            | LEO, Singapore  | SINGAPORE                  | AMA PSALMIST VISUALS Maryland  | FVSE Singapore / PRODIGIOUS SINGAPORE         | ALL SEASONS ZENITH Lagos   | MSL Singapore / PERSUASION COMMUNICATIONS London / QUADRANT MSLGROUP Lagos | PUBLICIS GHANA Accra   | Bronze Lion                      |             |
| A03/50004            | 00851    | ART'S MISSING PERIOD                  | KOTEX   | KOTEX                             | Brand Experience & Activation               | DAVID, London / OGILVY SINGAPORE                          | UNITED KINGDOM / SINGAPORE | 750MPH London / OBJECT AND ANIMAL London / WPP PRODUCTION London   | WPP PRODUCTION London                         |  | ALISON BROD MARKETING AND COMMUNICATIONS New York                          |  | Bronze Lion                      |             |
| A03/9001             | 00339    | THE 58 YEAR OLD ROOKIE                | OPELLA  | ASPERCREME                        | PR  | MARTIN, Richmond  | UNITED STATES              |  |   | HAVAS MEDIA New York   | MARTIN Richmond  |  | Bronze Lion                      |             |
| A05/50005            | 00863    | HEARAPY                               | SAMSUNG   | GALAXY BUDS                       | Brand Experience & Activation               | LEO, Frankfurt  | GERMANY                    |  |   |  |  |  | Bronze Lion                      |             |
| A05/50006            | 00744    | NO FRAME MISSED                       | APPLE   | IPHONE                            | Brand Experience & Activation               | TBWA/MEDIA ARTS LAB, Los Angeles                          | UNITED STATES              | O2 FILMES Sao Paulo / SATELITE AUDIO Sao Paulo   | PSYCHONLOOK Sao Paulo                         | OMD USA California   |  |  | Bronze Lion                      |             |
| B01/13002            | 00078    | COLORFOOD                             | AUCHAN  | CHILDREN'S BALANCED MEAL TRAY     | Integrated                                  | TBWA PARIS  | FRANCE                     | ELSE Paris / EG+ WORLDWIDE Paris / EKOBO SAS Paris / STUDIO RAFALE Bordeaux  |   | HAVAS MEDIA Paris  |  | ZAKKA Paris  | Bronze Lion                      |             |
| B01/15004            | 00384    | ESCAPE VEHICLE                        | TOYOTA  | TOYOTA                            | Film Craft: Direction                       | OGILVY, Athens  | GREECE                     | FOSS PRODUCTIONS Athens  |   | OGILVY Athens  |  |  | Bronze Lion                      |             |
| B01/19003            | 00045    | THE SHOOTING                          | NEWSPAPER LA UNION AND ARTICLE 19                                       | NEWSPAPER LA UNION AND ARTICLE 19 | Film Craft: Cinematography                  | GREY, Mexico City   | MEXICO                     | ORIENTAL FILMS Mexico City   |   | ORIENTAL FILMS Mexico City   |  |  | Bronze Lion                      |             |
| B01/51002            | 00075    | UNLOVED                               | INTERMARCHE   | RETAIL                            | Film: Cinema, TV and Digital Film Content   | ROMANCE, Paris  | FRANCE                     | DIVINE Paris / SCHMOOZE Paris / WIZZ Paris   |   |  | ZENITH MEDIA Paris   | INTERMARCHE Bondoufle  | Bronze Lion                      |             |
| B01/9013             | 00715    | CERAVE - THE NEW FACE OF LEGS         | CERAVE  | CERAVE                            | PR  | L'OREAL, New York / BOLDED, New York                      | UNITED STATES              | OBB MEDIA West Hollywood   | OBB MEDIA West Hollywood                      | BEAUTY CO-LAB New York   | OGILVY PR New York   | EGGMEN Rhinebeck / PARZVL New York / THE SKI TEAM River Vale                       | Bronze Lion                      |             |
| B02/14006            | 00366    | BEAT CANCER OFF                       | FUCK CANCER   | BEAT CANCER OFF                   | Film Craft: Production Design/Art Direction | VML, New York / VML HEALTH, New York                      | UNITED STATES              | DIRTY WORK Sao Paulo / JAMUTE Sao Paulo  |   |  | VML New York   | VML HEALTH Madrid  | Bronze Lion                      |             |
| B02/16004            | 00609    | RENU VS THE CITY                      | ST. JUDE INDIA CHILDCARE CENTRES  | ST. JUDE INDIA CHILDCARE CENTRES  | Film Craft: Script                          | OGILVY, Mumbai  | INDIA                      | HUNGRY FILMS Mumbai  |   |  |  | ST. JUDE INDIA CHILDCARE CENTRES Mumbai  | Bronze Lion                      |             |
| C04/9001             | 00573    | THE SWEDISH PRESCRIPTION              | VISIT SWEDEN  | VISIT SWEDEN                      | PR  | PRIME WEBER SHANDWICK, Stockholm                          | SWEDEN                     | CRAZY PICTURES Norrkoping / FLX 2.0 Stockholm / PRIME WEBER SHANDWICK Stockholm  | CRAZY PICTURES Norrkoping / FLX 2.0 Stockholm | PRIME WEBER SHANDWICK Stockholm  | PRIME WEBER SHANDWICK Stockholm  | VISIT SWEDEN Stockholm / WPP MEDIA Stockholm                                       | Bronze Lion                      |             |
| D01/13001            | 00748    | PEDIGREE CARAMELO                     | PEDIGREE  | PEDIGREE                          | Integrated                                  | ALMAPBBDO, Sao Paulo                                      | BRAZIL                     | BLACK MADRE Sao Paulo / RAW AUDIO Sao Paulo / SURREAL HOTEL ARTS Sao Paulo   | GAFANHOTTO POST Sao Paulo                     | ESSENCEMEDIACO M Sao Paulo   | GIUSTI CREATIVE PR Sao Paulo / IMAGEM CORPORATIVA Sao Paulo                | AMPARA ANIMAL Sao Paulo / DNA PETS Rio de Janeiro / FBIZ Sao Paulo / VOZ Sao Paulo | Bronze Lion                      |             |
| D01/50006            | 00761    | PROTEST MARCH OF THE PENGUINS         | PENGUINS INTERNATIONAL  | PENGUINS INTERNATIONAL            | Brand Experience & Activation               | RETHINK, Toronto  | CANADA                     |  |   |  | RETHINK Toronto  | PENGUINS INTERNATIONAL Loveland  | Bronze Lion                      |             |
| <b>Total Awards:</b> |          |                                       | <b>31</b>   |                                   |   |   |                            |  |   |  |  |  |                                  |             |