

Pharma Winners

Cat. No	Entry No	Title	Brand	Product	Medium	Entrant / Idea Creation	Location	Production	Post Production	Media	PR	Additional	Prize
A02/19001	00036	MAKE LOVE LAST - BEDROOM	VIATRIS	VIAGRA	Film Craft: Cinematography	OGILVY, Shanghai	MAINLAND CHINA	BOXCUTTER Auckland	SHOOTING GALLERY Shanghai				Grand Prix
B01/54002	00204	FRIEDREICH'S BACK	BIOGEN	SKYCLARIS	Entertainment	21GRAMS, New York	UNITED STATES	MINUSL New York / ROOM42 New York / SCORE A SCORE Los Angeles	ROOM42 New York				Gold Lion
A01/50001	00308	GLOWING RELIEF	ALIVIA HEALTH	GLOWING RELIEF	Brand Experience & Activation	DE LA CRUZ OGILVY, San Juan / OGILVY HEALTH, New York	PUERTO RICO / UNITED STATES	AGOSTO MUSIC Lima / CELESTE FILMS Montevideo / DE LA CRUZ OGILVY San Juan / WHISKY CO Bogota	DE LA CRUZ OGILVY San Juan	DE LA CRUZ OGILVY San Juan	DE LA CRUZ OGILVY San Juan		Silver Lion
C04/13002	00093	NO MORE HIPPOCRITES	WISP	SEXUAL HEALTHCARE	Integrated	WISP, San Francisco / EVERSANA INTOUCH, New York	UNITED STATES	HALLEY SOUND Sao Paulo / REBOLUCION Buenos Aires	ANTIDOTO 56 Santiago / ILLUSION CGI STUDIO Bangkok / SADDINGTON BAYNES London / VIDEOCUBO Sao Paulo / VOLKEN FILM Sao Paulo			THE POST HAUS Kansas City	Silver Lion
C04/53001	00243	DAWAI READER	ALKEM LABORATORIES	THE DAWAI READER	Healthcare Product Innovation	LOWE LINTAS, Mumbai	INDIA					DIGITAL RHETORIC Pune / DOCEREE Noida	Silver Lion
A01/12002	10255	PICK UP YOUR POOP	COLOGUARD	COLOGUARD	Use of Technology	THE COMMUNITY, Miami	UNITED STATES	ARGENTINACINE Buenos Aires / PARTIZAN Los Angeles	JAMM Culver City / PLURAL DOERS HUB Miami		DINI VON MUEFFLING COMMUNICATIONS New York	COLOGUARD Madison / FUCK CANCER Los Angeles / LE TRUC New York / SAATCHI & SAATCHI CANADA Toronto	Bronze Lion
B01/18001	00004	SCRATCHED OUT	PATIENT ACTIVATION FOR PRURIGO NODULARIS	SANOFI	Film Craft: Animation/ Visual Effects	HAVAS LYNX, Manchester	UNITED KINGDOM	ANA PROJECTS London / HAVAS LYNX Manchester	ANA PROJECTS London / CINELAB LONDON LTD Slough / PROSE ON PIXELS Manchester			SANOFI REGENERON Cambridge	Bronze Lion
C03/50001	00169	DON'T STOP MOTION	CENABAST	GOBIERNO DE CHILE	Brand Experience & Activation	VML, Santiago	CHILE	PAPAMUSIC Buenos Aires / PUNKROBOT Santiago / SAUVALLE PRODUCCIONES Santiago / UFF CONTENIDOS Santiago	PUNKROBOT Santiago				Bronze Lion
C06/11001	00251	PAINVISIBLE	ARITIUM	PAINVISIBLE	Mobile	VML, Madrid / VML, New York	SPAIN / UNITED STATES	AGOSTO MUSIC Lima / LA BOUTIQUE 77 Madrid / WIDELABS Sao Paulo					Bronze Lion
Total Awards:			9										