

Pharma Winners

Cat. No	Entry No	Title	Brand	Product	Medium	Entrant / Idea Creation	Location	Production	Post Production	Media	PR	Additional	Prize
A02/13002	00217	RELAX YOUR TIGHT END	NOVARTIS	NOVARTIS	Integrated	FALLON, Minneapolis	UNITED STATES	PRETTYBIRD Culver City	HARBOR New York / PARLIAMENT Los Angeles / RARE MEDIUM New York / WORK EDITORIAL New York	N2 New York	MSL New York	BESPOKE SPORTS & ENTERTAINMENT Charlotte / DIGITAS HEALTH Philadelphia / DISCOVERY USA Chicago / NOVARTIS PHARMACEUTICALS East Hanover	Grand Prix
A01/8003	00279	VIAGRA BLUE BRANDS	VIATRIS	VIAGRA	Direct	OGILVY, Shanghai	MAINLAND CHINA	SHOOTING GALLERY Shanghai				BOXCUTTER Auckland	Gold Lion
A02/51005	00219	RELAX YOUR TIGHT END	NOVARTIS	NOVARTIS	Film: Cinema, TV and Digital Film Content	FALLON, Minneapolis	UNITED STATES	PRETTYBIRD Culver City	HARBOR New York / PARLIAMENT Los Angeles / RARE MEDIUM New York / WORK EDITORIAL New York	N2 New York	MSL New York	BESPOKE SPORTS & ENTERTAINMENT Charlotte / DIGITAS HEALTH Philadelphia / DISCOVERY USA Chicago / NOVARTIS PHARMACEUTICALS East Hanover	Silver Lion
C03/50001	00054	THE SAFE PACK	TUPHARMA 365	THE SAFE PACK	Brand Experience & Activation	VML, Madrid	SPAIN	CANJA AUDIO CULTURE Sao Paulo					Silver Lion
A01/56003	00010	ANIMAL ATTRACTION	GILEAD SCIENCES CANADA	DESCOVY	Use of Humour	THE LOCAL COLLECTIVE, Toronto	CANADA					GILEAD SCIENCES CANADA Mississauga	Bronze Lion
B03/13002	00110	SAWAAL UTHAO	TATA 1MG	MEDICINES	Integrated	HUMOUR ME, New Delhi	INDIA	HUMOUR ME New Delhi	HUMOUR ME New Delhi				Bronze Lion
B04/44001	00246	SEE A SEIZURE	JAZZ PHARMACEUTICALS	SEE A SEIZURE	Creative Data	21GRAMS, New York	UNITED STATES	ROOM42 New York / UNTOLD STUDIOS New York	ROOM42 New York			MOTIONSTRAND Escondido	Bronze Lion
Total Awards:			7										