

Health and Wellness Winners

Cat. No	Entry No	Title	Advertiser	Product	Medium	Entrant / Agency	Country	Production Company	Prize
A03/26006	01270	INTIMATE WORDS	PROCTER & GAMBLE	ALWAYS	Direct and Promo & Activation	LEO BURNETT MEXICO	MEXICO	POSTAL FILMS Mexico City	Grand Prix
A02/26011	01170	NIVEA DOLL	BDF NIVEA BRASIL	NIVEA SUN KIDS SENSITIVE	Direct and Promo & Activation	FCB BRASIL São Paulo	BRAZIL		Gold Lion
B01/21027	00620	THIS GIRL CAN	SPORT ENGLAND	SPORT ENGLAND	Film	FCB INFERNO London	UNITED KINGDOM	SOMESUCH London	Gold Lion
B01/21034	01262	I TOUCH MYSELF PROJECT	CANCER COUNCIL NSW	BREAST CANCER CAMPAIGN	Film	J. WALTER THOMPSON Sydney	AUSTRALIA	COLLIDER Sydney	Gold Lion
B01/26062	01316	THE LUCKY IRON FISH PROJECT LUCKY IRON FISH		IRON FORTIFICATION SUPPLEMENT	Direct and Promo & Activation	GEOMETRY GLOBAL Dubai / MEMAC OGILVY Dubai	UNITED ARAB EMIRATES	LUCKY DEVIL FILMS Singapore	Gold Lion
B01/26069	20458	TATTOO SKIN CANCER CHECK	SOL DE JANEIRO	CORPORATE	Direct and Promo & Activation	OGILVY BRASIL São Paulo	BRAZIL	CONSPIRACAO FILMES Rio de Janeiro	Gold Lion
B01/31008	00617	THIS GIRL CAN	SPORT ENGLAND	SPORT ENGLAND	Integrated	FCB INFERNO London	UNITED KINGDOM	SOMESUCH London	Gold Lion
B01/40002	01257	I TOUCH MYSELF PROJECT	CANCER COUNCIL NSW	BREAST CANCER	Film - Use of Music/Sound Design	J. WALTER THOMPSON Sydney	AUSTRALIA	COLLIDER Sydney	Gold Lion
B04/21007	00384	THE EYES OF A CHILD	ASSOCIATION NOEMI	DISABILITIES ASSOCIATION	Film	LEO BURNETT FRANCE Paris	FRANCE	LES TÉLÉCRÉATEURS Paris	Gold Lion
B04/30019	20465	BALD CARTOONS	GRAACC	NGO	PR	OGILVY BRASIL São Paulo	BRAZIL	PARANOID BR São Paulo	Gold Lion
B04/31015	20463	BALD CARTOONS	GRAACC	NGO	Integrated	OGILVY BRASIL São Paulo	BRAZIL	PARANOID BR São Paulo	Gold Lion
D01/21020	01232	MEETING	KIMBERLY-CLARK	HUGGIES	Film	MOOD/TBWA São Paulo	BRAZIL	LA CASA DE LA MADRE São Paulo / THE GOODFELLAS São Paulo	Gold Lion
D01/30015	00342	THE BACKUP MEMORY	SAMSUNG TUNISIA	SERVICE	PR	3SG-BBDO Ariana	TUNISIA	PIXELS TRADE Tunis	Gold Lion
A01/21007	00569	THE BOY RAISED BY GOATS	PROCTER & GAMBLE	PEPTO-BISMOL	Film	PUBLICIS KAPLAN THALER New York	USA	THE SWEET SHOP West Hollywood / SYNDICATE Stockholm / BUTTER MUSIC & SOUND DESIGN	Silver Lion
A01/23017	00986	QUEUE	BAYER BRASIL	CAFIASPIRIN	Print	ALMAPBDDO São Paulo	BRAZIL		Silver Lion Campaign
A01/23018	00987	FIRETRUCK	BAYER BRASIL	CAFIASPIRIN	Print	ALMAPBDDO São Paulo	BRAZIL		Silver Lion Campaign
A02/26012	01315	HANDLE ON HYGIENE	UNILEVER	LIFEBOUY	Direct and Promo & Activation	GEOMETRY GLOBAL Dubai	UNITED ARAB EMIRATES	ALCHEMY FILMS Dubai	Silver Lion
A02/44002	00158	MAN BOOBS	JOHNSON & JOHNSON	KY TOUCH 2 IN 1 WARMING MASSAGE OIL AND PERSONAL LUBRICANT	Radio - Use of Music/Sound Design	DDB CANADA Toronto	CANADA		Silver Lion Campaign
A02/44003	00159	BALD SPOT	JOHNSON & JOHNSON	KY TOUCH 2 IN 1 WARMING MASSAGE OIL AND PERSONAL LUBRICANT	Radio - Use of Music/Sound Design	DDB CANADA Toronto	CANADA		Silver Lion Campaign
A03/26005	01228	MEETING	KIMBERLY-CLARK	HUGGIES	Direct and Promo & Activation	MOOD/TBWA São Paulo	BRAZIL	LA CASA DE LA MADRE São Paulo / THE GOODFELLAS São Paulo	Silver Lion
B01/23015	01160	THE HIV+ ISSUE	VANGARDIST MAGAZINE	MAGAZINE/ PUBLIC AWARENESS HIV STIGMA	Print	SAATCHI & SAATCHI SWITZERLAND Geneva	SWITZERLAND	PULSE FILMS London	Silver Lion
B01/24041	01318	THE LUCKY IRON FISH PROJECT LUCKY IRON FISH		IRON FORTIFICATION SUPPLEMENT	Outdoor	GEOMETRY GLOBAL Dubai / MEMAC OGILVY Dubai	UNITED ARAB EMIRATES	LUCKY DEVIL FILMS Singapore	Silver Lion
B01/26042	00725	LIFE SAVING DOT	TALWAR TRADERS	BINDI	Direct and Promo & Activation	GREY GROUP Singapore	SINGAPORE	HFILMS Milan	Silver Lion
B01/26049	01161	THE HIV+ ISSUE	VANGARDIST MAGAZINE	MAGAZINE/HIV AWARENESS	Direct and Promo & Activation	SAATCHI & SAATCHI SWITZERLAND Geneva	SWITZERLAND	PULSE FILMS London	Silver Lion
B01/26050	01171	NIVEA DOLL	BDF NIVEA BRASIL	NIVEA SUN KIDS SENSITIVE	Direct and Promo & Activation	FCB BRASIL São Paulo	BRAZIL		Silver Lion
B01/30024	01258	I TOUCH MYSELF PROJECT	CANCER COUNCIL NSW	BREAST CANCER	PR	J. WALTER THOMPSON Sydney / HILL & KNOWLTON Sydney	AUSTRALIA	COLLIDER Sydney	Silver Lion
B01/30026	01314	THE LUCKY IRON FISH PROJECT LUCKY IRON FISH		IRON FORTIFICATION SUPPLEMENT	PR	GEOMETRY GLOBAL Dubai / MEMAC OGILVY Dubai	UNITED ARAB EMIRATES	LUCKY DEVIL FILMS Singapore	Silver Lion

Health and Wellness Winners

B01/30029	20457	TATTOO SKIN CANCER CHECK	SOL DE JANEIRO	CORPORATE	PR	OGILVY BRASIL São Paulo	BRAZIL	CONSPIRACAO FILMES Rio de Janeiro	Silver Lion
B01/44002	00203	RADIOMETRIES	EXITO FOUNDATION	EXITO FOUNDATION	Radio - Use of Music/Sound Design	SANCHO BBDO Bogotá	COLOMBIA	DIREKTOR FILMS Bogotá	Silver Lion
B03/39001	00133	MAN, YOU'RE SO BEAUTIFUL - LOVE	STICHTING MENZIS BEHEER	INSURANCE	Film - Script	DDB & TRIBAL WORLDWIDE AMSTERDAM	THE NETHERLANDS		Silver Lion Campaign
B03/39002	00135	MAN, YOU'RE SO BEAUTIFUL - PERSEVERE	STICHTING MENZIS BEHEER	INSURANCE	Film - Script	DDB & TRIBAL WORLDWIDE AMSTERDAM	THE NETHERLANDS		Silver Lion Campaign
B04/26035	01332	THE HAIR FEST	CASA DE LA AMISTAD	ONCOLOGICAL WIGS	Direct and Promo & Activation	OGILVY & MATHER Mexico City	MEXICO	CIRCO FILMS Mexico City	Silver Lion
B04/26039	20466	BALD CARTOONS	GRAACC	NGO	Direct and Promo & Activation	OGILVY BRASIL São Paulo	BRAZIL	PARANOID BR São Paulo	Silver Lion
B04/30021	01334	THE HAIR FEST	CASA DE LA AMISTAD	ONCOLOGICAL WIGS	PR	OGILVY & MATHER Mexico City	MEXICO	CIRCO FILMS Mexico City	Silver Lion
B04/31002	00167	BETTER TOMORROWS CAMPAIGN	THE HOSPITAL FOR SICK CHILDREN	THE HOSPITAL FOR SICK CHILDREN	Integrated	J. WALTER THOMPSON CANADA Toronto	CANADA	SONS AND DAUGHTERS Toronto	Silver Lion
D01/26011	01278	INTIMATE WORDS	PROCTER & GAMBLE	ALWAYS	Direct and Promo & Activation	LEO BURNETT MEXICO	MEXICO	POSTAL FILMS Mexico City	Silver Lion
A01/33001	00049	PANADOL JOINT HUMAN CALLIGRAPHY	GLAXOSMITHKLINE HONG KONG	PANADOL JOINT	Print & Poster Craft – Typography	GREY GROUP Singapore	SINGAPORE		Bronze Lion
A02/21002	00156	JUNKFACE	JOHNSON & JOHNSON	NEUTROGENA MEN FACE WASH	Film	DDB CANADA Toronto / TRIBAL WORLDWIDE Toronto	CANADA	IMPORTED ARTISTS FILM COMPANY Toronto	Bronze Lion
A02/45001	01012	GEORGE WASHINGTON	FARMATODO	HAND SANITIZER	Radio - Script	WUNDERMAN COLOMBIA Bogotá / Y&R COLOMBIA Bogotá	COLOMBIA	MACHINA Bogotá	Bronze Lion Campaign
A02/45002	01015	ABRAHAM LINCOLN	FARMATODO	HAND SANITIZER	Radio - Script	WUNDERMAN COLOMBIA Bogotá / Y&R COLOMBIA Bogotá	COLOMBIA	MACHINA Bogotá	Bronze Lion Campaign
A03/22008	00824	SERGEANT	NEUROTH	HEARING AID	Radio	FCB ZURICH / FCB CHICAGO	SWITZERLAND		Bronze Lion
A03/28002	00290	SNIFFERS	RANDOX	CONFIDANTE	Integrated Digital Campaign	LANGLAND Windsor	UNITED KINGDOM		Bronze Lion
A03/36001	00224	TATTOO	CONDOMANIA	CONDOMS	Print & Poster Craft – Photography	OGILVY & MATHER JAPAN Tokyo	JAPAN	L+A Tokyo	Bronze Lion
A03/36002	00225	EMBRACE	CONDOMANIA	CONDOMS	Print & Poster Craft – Photography	OGILVY & MATHER JAPAN Tokyo	JAPAN	L+A Tokyo	Bronze Lion
A03/36003	00226	HEART	CONDOMANIA	CONDOMS	Print & Poster Craft – Photography	OGILVY & MATHER JAPAN Tokyo	JAPAN	L+A Tokyo	Bronze Lion
A03/39001	00142	SNIFFERS	RANDOX	CONFIDANTE	Film - Script	LANGLAND Windsor	UNITED KINGDOM		Bronze Lion
A05/30001	00449	WEARABLE TOMATO	KAGOME	TOMATO	PR	HAKUHODO Tokyo	JAPAN	X1 INC. Tokyo	Bronze Lion
B01/23020	01325	WE WON'T HELP YOU	ALCOHOLICS ANONYMOUS	ALCOOLICOS ANONIMOS	Print	J. WALTER THOMPSON BRAZIL São Paulo	BRAZIL		Bronze Lion
B01/24029	00722	LIFE SAVING DOT	TALWAR TRADERS	BINDI	Outdoor	GREY GROUP Singapore	SINGAPORE	HFILMS Milan	Bronze Lion
B01/24032	00839	THE VETIVER PROJECT	PEERLESS LION CORPORATION	SHOKUBUTSU HANA	Outdoor	TBWA/SANTIAGO MANGADA PUNO Makati City	THE PHILIPPINES		Bronze Lion
B01/24063	20459	TATTOO SKIN CANCER CHECK	SOL DE JANEIRO	CORPORATE	Outdoor	OGILVY BRASIL São Paulo	BRAZIL	CONSPIRACAO FILMES Rio de Janeiro	Bronze Lion
B01/26007	00204	RADIOMETRIES	EXITO FOUNDATION	EXITO FOUNDATION	Direct and Promo & Activation	SANCHO BBDO Bogotá	COLOMBIA	DIREKTOR FILMS Bogotá	Bronze Lion
B01/26031	00972	THE SALT YOU CAN SEE	FUNDACIÓN FAVALORO	FUNDACIÓN FAVALORO	Direct and Promo & Activation	GREY ARGENTINA Buenos Aires	ARGENTINA	ORUGA CINE Buenos Aires	Bronze Lion
B01/26046	20336	ROTTEN CELLS	FISCHEL DRUGSTORES	FISCHEL DRUGSTORES	Direct and Promo & Activation	GARNIERBBDO San José	COSTA RICA		Bronze Lion
B01/26059	01260	I TOUCH MYSELF PROJECT	CANCER COUNCIL NSW	BREAST CANCER	Direct and Promo & Activation	J. WALTER THOMPSON Sydney	AUSTRALIA	COLLIDER Sydney	Bronze Lion
B01/28005	01256	I TOUCH MYSELF PROJECT	CANCER COUNCIL NSW	BREAST CANCER	Integrated Digital Campaign	J. WALTER THOMPSON Sydney	AUSTRALIA	COLLIDER Sydney	Bronze Lion
B01/30020	01158	THE HIV+ ISSUE	VANGARDIST	MAGAZINE	PR	SAATCHI & SAATCHI SWITZERLAND Geneva	SWITZERLAND	PULSE FILMS London	Bronze Lion
B01/31016	01261	I TOUCH MYSELF PROJECT	CANCER COUNCIL NSW	BREAST CANCER CAMPAIGN	Integrated	J. WALTER THOMPSON Sydney	AUSTRALIA	COLLIDER Sydney	Bronze Lion
B01/35012	01324	WE WON'T HELP YOU	ALCOHOLICS ANONYMOUS	ALCOOLICOS ANONIMOS	Print & Poster Craft – Illustration	J. WALTER THOMPSON BRAZIL São Paulo	BRAZIL		Bronze Lion
B04/24002	00113	LIFE TIME CLOCK	STIFTUNG FÜRS LEBEN - DEUTSCHE STIFTUNG ORGANTRANSPLANTATION (DSO)	FOR LIFE - FOR ORGAN-DONATIONS	Outdoor	SERVICEPLAN Munich / SERVICEPLAN HEALTH & LIFE Munich	GERMANY		Bronze Lion

Health and Wellness Winners

B04/24037	01333	THE HAIR FEST	CASA DE LA AMISTAD	ONCOLOGICAL WIGS	Outdoor	OGILVY & MATHER Mexico City	MEXICO	CIRCO FILMS Mexico City	Bronze Lion
B04/26007	00571	MORE THAN A COSTUME	DOCTORS OF THE WORLD	DOCTORS OF THE WORLD	Direct and Promo & Activation	PUBLICIS KAPLAN THALER New York	USA		Bronze Lion
B04/29003	00929	SOS SMS	MEXICAN RED CROSS	ONLINE EMERGENCY SERVICE	Mobile	GREY MEXICO Mexico City	MEXICO	METRO PRODUCCIONES Mexico City	Bronze Lion
B04/30017	01235	DONATION BADGES	ABTO (BRAZILIAN ASSOCIATION OF ORGAN TRANSPLANTATION)	INSTITUTIONAL	PR	LEO BURNETT TAILOR MADE São Paulo	BRAZIL	EDIT2 São Paulo	Bronze Lion
C01/26004	01133	ONLINE FUR SHOP	PETA ASIA	ETHICAL TREATMENT OF ANIMALS	Direct and Promo & Activation	Y&R SHANGHAI	CHINA		Bronze Lion
C01/30001	01011	PRICELESS PETS	PURINA	ANIMAL ADOPTION	PR	NBS Rio de Janeiro	BRAZIL		Bronze Lion
C01/38002	01200	FIRST DAYS OUT	MARS BRASIL	PEDIGREE ADOPTION	Film - Direction	ALMAPBDDO São Paulo	BRAZIL	HUNGRY MAN São Paulo	Bronze Lion

Total Awards: 61