

Winners (Health and Wellness Lions)

Cat. No	Entry No	Title	Client	Product	Entrant Company	Country	Agency	Prize	Medium
A01 (OTC Oral Medicines)									
A01/1007	01274	MOVING	SAVANT	FABROGESIC	J. WALTER THOMPSON ARGENTINA Buenos Aires	ARGENTINA	J. WALTER THOMPSON ARGENTINA Buenos Aires	Bronze Lion	Film: Cinema, TV and Digital Film Content
A01/12001	01163	EXCEDRIN - THE MIGRAINE EXPERIENCE	GSK CONSUMER HEALTHCARE	EXCEDRIN MIGRAINE	DDB REMEDY London	UNITED KINGDOM	DDB REMEDY London	Bronze Lion	Use of Technology
A01/28005	01961	DOCUSOL MAKE A NAPPY HAPPY	TYPHARM	DOCUSOL PEDIATRIC SOLUTION	McCANN HEALTH London	UNITED KINGDOM	McCANN HEALTH London	Silver Lion	Branded Content: Digital
A01/35006	00964	WHO THE F*CK WANTS TO FOLLOW PEPTO ON TWITTER?	PROCTER & GAMBLE	PEPTO-BISMOL	PUBLICIS NORTH AMERICA New York	USA	PUBLICIS NORTH AMERICA New York	Silver Lion	Digital: Social
A01/9001	01371	THE MIGRAINE EXPERIENCE PRESENTED BY EXCEDRIN	GSK CONSUMER HEALTHCARE	EXCEDRIN MIGRAINE	WEBER SHANDWICK New York	USA	WEBER SHANDWICK New York / DDB REMEDY London	Bronze Lion	PR
A02 (OTC Applications)									
A02/35002	01855	DON'T JUDGE. KISS.	UNILEVER	CLOSEUP TOOTHPASTE	F.BIZ São Paulo	BRAZIL	F.BIZ São Paulo	Silver Lion	Digital: Social
A04 (Nutraceuticals)									
A04/8003	01381	X-RAY CASTS	FONTERRA BRANDS NEW ZEALAND, ANCHOR	ANCHOR MILK	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland	Gold Lion	Direct and Promo & Activation
A05 (Other Products)									
A05/13005	02031	SUGAR DETOX	INTERMARCHÉ	INTERMARCHÉ	MARCEL Paris	FRANCE	MARCEL Paris	Silver Lion	Integrated Campaign
A05/8003	01945	TOUCHABLE INK	THAI SAMSUNG ELECTRONICS / THAI ASSOCIATION OF THE BLIND	TOUCHABLE INK	J. WALTER THOMPSON BANGKOK	THAILAND	J. WALTER THOMPSON BANGKOK	Bronze Lion	Direct and Promo & Activation
A05/8015	02030	SUGAR DETOX	INTERMARCHÉ	INTERMARCHÉ	MARCEL Paris	FRANCE	MARCEL Paris	Silver Lion	Direct and Promo & Activation
B01 (Education & Awareness)									
B01/1020	01412	PREMONITION	CRUZ ROJA ARGENTINA	FIRST AID COURSES	Y&R BUENOS AIRES	ARGENTINA	Y&R BUENOS AIRES	Silver Lion	Film: Cinema, TV and Digital Film Content
B01/12012	01165	EXCEDRIN - THE MIGRAINE EXPERIENCE	GSK CONSUMER HEALTHCARE	EXCEDRIN MIGRAINE	DDB REMEDY London	UNITED KINGDOM	DDB REMEDY London	Silver Lion	Use of Technology
B01/12013	01923	REWORD	HEADSPACE	REWORD WEB APPLICATON	LEO BURNETT MELBOURNE	AUSTRALIA	LEO BURNETT MELBOURNE	Bronze Lion	Use of Technology
B01/14005	00270	THINKING OF... (+)(+)	LIFETIME LATIN AMERICA	BREAST CANCER AWARENESS	TOTUMA COMMUNICATIONS & DESIGN Bay Harbor Islands	USA	TOTUMA COMMUNICATIONS & DESIGN Bay Harbor Islands	Bronze Lion	Film Craft: Production Design / Art Direction
B01/15003	01091	PARKINSON'S NSW- THE LUCKY ONES	PARKINSON'S NSW	PARKINSON'S DISEASE	J. WALTER THOMPSON Sydney	AUSTRALIA	J. WALTER THOMPSON Sydney	Bronze Lion	Film Craft: Direction
B01/15004	20033	LEARN IT YOUNG	SCOUTS SOUTH AFRICA	SCOUTS SA	VELOCITY FILMS Johannesburg	SOUTH AFRICA	NOT NORM Cape Town	Bronze Lion	Film Craft: Direction
B01/24009	01467	OLD AGE	THE SAMARITANS	1	Y&R SHANGHAI	CHINA	Y&R SHANGHAI	Bronze Lion Campaign	Print & Poster Craft: Illustration
B01/24010	01469	SCHOOL BULLY	THE SAMARITANS	1	Y&R SHANGHAI	CHINA	Y&R SHANGHAI	Bronze Lion Campaign	Print & Poster Craft: Illustration
B01/24011	01473	STUDY STRESS	THE SAMARITANS	1	Y&R SHANGHAI	CHINA	Y&R SHANGHAI	Bronze Lion Campaign	Print & Poster Craft: Illustration
B01/24012	01475	TRANSGENDER	THE SAMARITANS	1	Y&R SHANGHAI	CHINA	Y&R SHANGHAI	Bronze Lion Campaign	Print & Poster Craft: Illustration
B01/24013	01477	RAT HOME	THE SAMARITANS	1	Y&R SHANGHAI	CHINA	Y&R SHANGHAI	Bronze Lion Campaign	Print & Poster Craft: Illustration
B01/28020	30566	MANBOOBS	MACMA	BREAST CANCER AWARENESS	DAVID Buenos Aires	ARGENTINA	DAVID Buenos Aires	Gold Lion	Branded Content: Digital
B01/3015	00331	AUCTIONEER	TOBACCO FREE FLORIDA	ANTI-TOBACCO	ALMA DDB Miami	USA	ALMA DDB Miami	Bronze Lion	Radio
B01/32001	01921	REWORD	HEADSPACE	REWORD WEB APPLICATON	LEO BURNETT MELBOURNE	AUSTRALIA	LEO BURNETT MELBOURNE	Bronze Lion	Digital Craft: User Experience (UX)
B01/43015	01057	DARRYL	CANSA (CANCER ASSOCIATION OF SOUTH AFRICA)	CANSA (CANCER ASSOCIATION OF SOUTH AFRICA)	FCB CAPE TOWN	SOUTH AFRICA	FCB CAPE TOWN / HELLOCOMPUTER Cape Town	Silver Lion Campaign	Digital: Online Video

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B01/43016	01058	JABU	CANSA (CANCER ASSOCIATION OF SOUTH AFRICA)	CANSA (CANCER ASSOCIATION OF SOUTH AFRICA)	FCB CAPE TOWN	SOUTH AFRICA	FCB CAPE TOWN / HELLOCOMPUTER Cape Town	Silver Lion Campaign	Digital: Online Video
B01/43024	01730	MANBOOBS	MACMA	BREAST CANCER AWARENESS	DAVID Buenos Aires	ARGENTINA	DAVID Buenos Aires	Gold Lion	Digital: Online Video
B01/43040	31538	KEEP FARTS FUNNY	MEREDITH'S MIRACLES COLON CANCER FOUNDATION / HUMANA	COLON CANCER AWARENESS / HEALTH INSURANCE	FCB CHICAGO	USA	FCB CHICAGO	Bronze Lion	Digital: Online Video
B01/8003	00022	PARADISE HILL	IT'S NOT OK	DOMESTIC VIOLENCE AWARENESS	FCB NEW ZEALAND Auckland	NEW ZEALAND	FCB NEW ZEALAND Auckland	Silver Lion	Direct and Promo & Activation
B01/8032	01482	YOU'RE ACCEPTED	MINUS 18	LGBT YOUTH SUPPORT	GPY&R Melbourne	AUSTRALIA	GPY&R Melbourne	Bronze Lion	Direct and Promo & Activation
B01/8074	01073	DIPPER CONDOMS	TATA MOTORS	DIPPER CONDOMS	REDIFFUSION Y&R Mumbai	INDIA	REDIFFUSION Y&R Mumbai	Bronze Lion	Direct and Promo & Activation

B02 (Clinics, Hospitals, Retail & Facilities)

B02/11001	00550	HOW IS YOUR BODY PERFORMING	BUPA	HEALTH TEST	WCRS London	UNITED KINGDOM	WCRS London	Bronze Lion	Mobile
B02/12001	00219	DREAM ADVENTURES	EXPEDIA	TRAVEL	180LA Santa Monica	USA	180LA Santa Monica	Bronze Lion	Use of Technology
B02/30001	00218	DREAM ADVENTURES	EXPEDIA	TRAVEL	180LA Santa Monica	USA	180LA Santa Monica	Bronze Lion	Branded Content: Live Experience
B02/8003	00487	SURGEON TRYOUTS	KURASHIKI CENTRAL HOSPITAL	RECRUITMENT	TBWA/HAKUHODO Tokyo	JAPAN	TBWA/HAKUHODO Tokyo / HAKUHODO Tokyo	Gold Lion	Direct and Promo & Activation
B02/9002	00488	SURGEON TRYOUTS	KURASHIKI CENTRAL HOSPITAL	RECRUITMENT	TBWA/HAKUHODO Tokyo	JAPAN	TBWA/HAKUHODO Tokyo / HAKUHODO Tokyo	Silver Lion	PR

B03 (Insurance)

B03/1003	00192	DELIVERY	UNITEDHEALTHCARE	HEALTH INSURANCE/CLAIM APP	LEO BURNETT CHICAGO	USA	LEO BURNETT CHICAGO	Bronze Lion	Film: Cinema, TV and Digital Film Content
B03/13001	00441	WAYS IN CAMPAIGN	UNITEDHEALTHCARE	UNITEDHEALTHCARE BRAND	LEO BURNETT CHICAGO	USA	LEO BURNETT CHICAGO	Gold Lion	Integrated Campaign

B04 (Fundraising & Advocacy)

B04/13003	00774	PROJECT LITERACY	PEARSON	PROJECT LITERACY	FCB INFERNO London	UNITED KINGDOM	FCB INFERNO London	Grand Prix	Integrated Campaign
B04/28006	02006	LUIS' DREAM	DORMIMUNDO / APEC	MATTRESS / THE ASSOCIATION TO AVOID BLINDNESS IN MEXICO	OGILVY & MATHER Mexico City	MEXICO	OGILVY & MATHER Mexico City	Bronze Lion	Film: Cinema, TV and Digital Film Content
B04/35001	00276	MISSING TYPE	NHS BLOOD AND TRANSPLANT	NATIONAL BLOOD WEEK	ENGINE London	UNITED KINGDOM	ENGINE London	Gold Lion	Digital: Social
B04/43001	00775	PROJECT LITERACY	PEARSON	PROJECT LITERACY	FCB INFERNO London	UNITED KINGDOM	FCB INFERNO London	Gold Lion	Digital: Online Video
B04/43007	01740	HOW DO YOU SEE ME	COORDOWN	COORDOWN	SAATCHI & SAATCHI New York	USA	SAATCHI & SAATCHI New York	Bronze Lion	Digital: Online Video
B04/9010	01752	LADYBALLS	OVARIAN CANCER CANADA	PUBLIC AWARENESS - OVARIAN CANCER	GREY CANADA Toronto	CANADA	GREY CANADA Toronto	Silver Lion	PR
B04/9025	01587	THIS BIKE HAS MS	MS AUSTRALIA	MS	GREY MELBOURNE	AUSTRALIA	GREY MELBOURNE	Silver Lion	PR

B05 (Other)

B05/8005	21912	SEA HERO QUEST	DEUTSCHE TELEKOM	DEUTSCHE TELEKOM	SAATCHI & SAATCHI London	UNITED KINGDOM	SAATCHI & SAATCHI London	Silver Lion	Mobile
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C01 (Animal Health)

C01/8013	00709	#LEYDEMIERDA (#SHITLAW)	TERRITORIO DE ZAGUATES	ANIMAL SHELTER	GARNIER BBDO COMUNIDAD San José	COSTA RICA	GARNIER BBDO COMUNIDAD San José	Silver Lion	Direct and Promo & Activation
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D01 (Corporate Image & Communication)

D01/1004	01670	BREATHLESS CHOIR	PHILIPS	SIMPLYGO MINI	OGILVY & MATHER LONDON	UNITED KINGDOM	OGILVY & MATHER LONDON	Gold Lion	Film: Cinema, TV and Digital Film Content
D01/17001	01672	BREATHLESS CHOIR	PHILIPS	SIMPLYGO MINI	OGILVY & MATHER LONDON	UNITED KINGDOM	OGILVY & MATHER LONDON	Gold Lion	Film Craft: Use of Music / Sound Design
D01/28005	00341	GE PODCAST THEATRE PRESENTS THE MESSAGE	GE	GE	BBDO New York	USA	BBDO New York	Bronze Lion	Branded Content: Digital

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D01/28009	01533	COLOR FOR THE COLORBLIND	VALSPAR / ENCHROMA	PAINT	FCB CHICAGO	USA	FCB CHICAGO	Gold Lion	Branded Content: Digital
D01/9021	01541	COLOR FOR THE COLORBLIND	VALSPAR / ENCHROMA	PAINT	FCB CHICAGO	USA	FCB CHICAGO	Silver Lion	PR

Total Entries: 52