

## Health & Wellness Winners

Cat. No	Entry No	Title	Client	Product	Medium	Entrant / Idea Creation	Country	Production	Media	PR	Additional	Prize	Award
C01/49001	01337	THISABLES	IKEA	IKEA THISABLES	Product Innovation	McCANN, Tel Aviv	ISRAEL	McCANN, Tel Aviv / CRAFT LONDON	UM, Tel Aviv	McCANN, Tel Aviv		Grand Prix	Grand Prix
A03/13003	11532	VIVA LA VULVA	ESSITY	LIBRESSE/BODY FORM	Integrated Campaign	AMVBBDO, London	UNITED KINGDOM			KETCHUM, London	TRIM EDITING, London / 750MPH, London / TIME BASED ARTS, London	Gold Lion	Gold Lion
A03/49003	01329	THISABLES	IKEA	IKEA THISABLES	Product Innovation	McCANN, Tel Aviv	ISRAEL	McCANN, Tel Aviv / CRAFT LONDON	UM, Tel Aviv	McCANN, Tel Aviv		Gold Lion	Gold Lion
A05/11011	01124	STORYSIGN	HUAWEI	HUAWEI BRAND	Mobile	FCB INFERNO, London	UNITED KINGDOM	DOG EAT DOG, London / AARDMAN ANIMATIONS, Bristol / TENTHREE EDITING, London / UNIT, London / MCASSO, London	WAVEMAKER, London		HUAWEI, London	Gold Lion	Gold Lion
B01/49003	01333	THISABLES	IKEA	IKEA THISABLES	Product Innovation	McCANN, Tel Aviv	ISRAEL	McCANN, Tel Aviv / CRAFT LONDON	UM, Tel Aviv	McCANN, Tel Aviv		Gold Lion	Gold Lion
D01/46001	00964	STREET-VET	PURINA	PURINA VETERINARY DIETS	Creative Data: Use of Real-Time Data	McCANN PARIS	FRANCE	CRAFT PARIS / EDDY, Paris		WEBER SHANDWICK, Paris	AFG EUROPE, London	Gold Lion	Gold Lion
A03/14001	00296	VIVA LA VULVA	ESSITY	LIBRESSE/BODY FORM	Film Craft: Production Design / Art Direction	AMVBBDO, London	UNITED KINGDOM	SOMESUCH, London		KETCHUM, London	TRIM EDITING, London / 750MPH, London / TIME BASED ARTS, London	Silver Lion	Silver Lion
B02/15006	00756	VOICELESS WOMEN	NEW LIVES	ANTI TRAFFICKING	Film Craft: Direction	UITCH ISCRATCH, Copenhagen	DENMARK	UITCH ISCRATCH, Copenhagen			BACON X, Copenhagen	Silver Lion	Silver Lion
B02/29006	00784	THE LIFE SAVING SOAP OPERAS	PERUVIAN MINISTRY OF HEALTH	PERUVIAN MINISTRY OF HEALTH	Branded Content & Entertainment: Film, TV and Online Film Content	CIRCUS GREY PERU, Lima	PERU	DEL BARRIO PRODUCCIONES, Lima / CANICA FILMS, Lima / SIN ANESTESIA, Lima	AMERICA TELEVISION, Lima	CIRCUS GREY PERU, Lima		Silver Lion	Silver Lion
B02/9003	00083	#DEFYTHENAME	MONICA LEWINSKY	ANTI-BULLYING	PR	BBDO NEW YORK	USA	O POSITIVE, New York		DINI VON MUEFFLING COMMUNICATIONS, New York	NUMBERSIX, New York / COMPANY 3, New York / HOOK & LINE, Brooklyn	Silver Lion	Silver Lion
B03/1006	00002	WE ARE ALL EQUAL. AND NO ONE IS MORE EQUAL THAN ANYONE ELSE.	PRO INFIRMIS	PRO INFIRMIS	Film: Cinema, TV and Digital Film Content	THJNK, Zürich	SWITZERLAND	STORIES, Zürich		KONNEX, Winterthur		Silver Lion	Silver Lion
C01/1016	01248	5B	JOHNSON & JOHNSON	JOHNSON & JOHNSON	Film: Cinema, TV and Digital Film Content	UM STUDIOS, New York	USA	HWY 61 FILMS, Los Angeles / SAVILLE, J3, New York		ROGERS & COWAN, Los Angeles		Silver Lion	Silver Lion
C01/14004	00900	1 MINUTE 46 SECONDS	HOSPITAL LEFORTE	HEALTH SERVICES FOR FORMULA 1	Film Craft: Production Design / Art Direction	McCANN HEALTH, São Paulo	BRAZIL	VETOR ZERO, São Paulo / CRAFT LONDON / PUNCH AUDIO, São Paulo				Silver Lion	Silver Lion
C01/50004	01303	TOOTH FAIRY'S ADDRESS	FACULDADE DE ODONTOLOGIA	SERVICES	Brand Experience & Activation	VMLY&R BRAZIL, São Paulo	BRAZIL	VMLY&R BRAZIL, São Paulo	VMLY&R BRAZIL, São Paulo	VMLY&R BRAZIL, São Paulo		Silver Lion	Silver Lion
D01/38001	00968	STREET-VET	PURINA	PURINA VETERINARY DIETS	Ambient Outdoor	McCANN PARIS	FRANCE	CRAFT PARIS / EDDY, Paris		WEBER SHANDWICK, Paris	AFG EUROPE, London	Silver Lion	Silver Lion
D01/50001	00967	STREET-VET	PURINA	PURINA VETERINARY DIETS	Brand Experience & Activation	McCANN PARIS	FRANCE	CRAFT PARIS / EDDY, Paris		WEBER SHANDWICK, Paris	AFG EUROPE, London	Silver Lion	Silver Lion
A02/1009	00652	PAIN IS DRAMA	GSK	VOLTAREN	Film: Cinema, TV and Digital Film Content	SAATCHI & SAATCHI SWITZERLAND, Lausanne	SWITZERLAND	GOOD PEOPLE FILMS, Cairo			HIJOS DESIGN MUSIC PRODUCTION, Madrid	Bronze Lion	Bronze Lion
A02/29002	00747	NASTIEST TEST	PORTA HNOS	BIALCOHOL	Branded Content & Entertainment: Film, TV and Online Film Content	SANTO, Buenos Aires	ARGENTINA	LA DOBLE A, Buenos Aires				Bronze Lion	Bronze Lion
A04/14001	00866	NEW NORMAL	MEDMEN	CANNABIS	Film Craft: Production Design / Art Direction	MJZ, Los Angeles / MEKANISM, New York	USA	MJZ, Los Angeles				Bronze Lion	Bronze Lion
A04/50003	00679	PINCH	NESTLE WATERS	GLACIAR	Brand Experience & Activation	PONCE, Buenos Aires	ARGENTINA					Bronze Lion	Bronze Lion
B01/11003	00691	BACK2LIFE	SAMSUNG	CORPORATE SOCIAL RESPONSIBILITY PROJECT (CPR)	Mobile	CHEIL PENGTAI, Beijing / CHEIL WORLDWIDE HONG KONG	CHINA	BIGFISH, Beijing		CHEIL PENGTAI, Beijing		Bronze Lion	Bronze Lion
B01/13007	01012	NEXT MINUTE LAW	MINISTERIO PUBLICO AND ABAP	INSTITUTIONAL	Integrated Campaign	VMLY&R BRAZIL, São Paulo / Y&R SAO PAULO	BRAZIL	Y&R SAO PAULO	Y&R SAO PAULO	Y&R SAO PAULO		Bronze Lion	Bronze Lion

## Health & Wellness Winners

B01/41002	00817	ONE MINDFUL MIND	NEUROGEN BRAIN AND SPINE INSTITUTE	KIT	Print Collateral	TBWA\INDIA, Mumbai	INDIA	MOTHERSHIP PRODUCTIONS, Mumbai			Bronze Lion	Bronze Lion
B01/8016	01093	LEGS TO FLY	ESPN	INSTITUTIONAL	Direct	AFRICA, São Paulo	BRAZIL	BOSSA NOVA FILMS, São Paulo / ANTFOOD, São Paulo / BOLHA, São Paulo / FURF DESIGN STUDIO, Curitiba / ID ETHNOS, Rio de Janeiro			Bronze Lion	Bronze Lion
B01/9004	00506	PRICELESS JEWELRY	JOYERIA AURUS	JOYERIA AURUS PR		LOS QUILTROS, Santiago	CHILE	CUECA, Santiago			Bronze Lion	Bronze Lion
B01/9007	00022	TOXIC TOBY	BREEZOMETE R / BRITISH LUNG FOUNDATION / WORLD HEALTH ORGANIZATIO N	BREEZOMETER / PR BRITISH LUNG FOUNDATION / WORLD HEALTH ORGANIZATION		McCANN LONDON	UNITED KINGDOM	CRAFT LONDON	McCANN LONDON	McCANN LONDON	Bronze Lion	Bronze Lion
B02/1029	00361	BOYS DON'T CRY	WHITE RIBBON	WHITE RIBBON CAMPAIGN	Film: Cinema, TV and Digital Film Content	BENSIMON BYRNE, Toronto	CANADA	UNTITLED FILMS, Toronto / ROOSTER POST PRODUCTION, Toronto / ALTER EGO, Toronto / BERKELEY, Toronto	NARRATIVE, Toronto	JIGSAW CASTING, Toronto	Bronze Lion	Bronze Lion
B02/22004	00763	#HOPESTEMS	SHATTERPRO OF	SHATTERPROOF	Industry Craft: Art Direction	McCANN HEALTH NEW YORK	USA			MCCANN WORLD GROUP NEW YORK	Bronze Lion	Bronze Lion
B02/23006	01206	REMEMBERING MY FATHER	REFUGE	DOMESTIC ABUSE SUPPORT AND AWARENESS	Industry Craft: Copywriting	McCANN BRISTOL	UNITED KINGDOM	McCANN BRISTOL	McCANN BRISTOL	McCANN BRISTOL	Bronze Lion Campaign	Bronze Lion
B02/23007	01184	MISTLETOE	REFUGE	DOMESTIC ABUSE SUPPORT AND AWARENESS	Industry Craft: Copywriting	McCANN BRISTOL	UNITED KINGDOM	McCANN BRISTOL	McCANN BRISTOL	McCANN BRISTOL	Bronze Lion Campaign	
B02/23008	01191	CHRISTMAS EVE	REFUGE	DOMESTIC ABUSE SUPPORT AND AWARENESS	Industry Craft: Copywriting	McCANN BRISTOL	UNITED KINGDOM	McCANN BRISTOL	McCANN BRISTOL	McCANN BRISTOL	Bronze Lion Campaign	
B02/30001	00193	THE HEALING HOUSE	CASEY HOUSE	HIV/AIDS AWARENESS	Branded Content & Entertainment: Live Experience	BENSIMON BYRNE, Toronto / NARRATIVE, Toronto	CANADA	BENSIMON BYRNE, Toronto / NARRATIVE, Toronto / WESTSIDE STUDIO, Toronto	NARRATIVE, Toronto		Bronze Lion	Bronze Lion
B02/38007	01220	THE TOXIC FLAG	WASTE MANAGEMENT COALITION	WASTE MANAGEMENT	Ambient Outdoor	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES				Bronze Lion	Bronze Lion
D01/9002	00742	THE ANIMALS' OWN EMERGENCY NUMBER	DNB	ANIMAL INSURANCE	PR	TRY REKLAME, Oslo	NORWAY				Bronze Lion	Bronze Lion
D01/9003	01095	LIFE PRINT	AMPARA ANIMAL NGO	INSTITUTIONAL	PR	AFRICA, São Paulo	BRAZIL	BARRY COMPANY, São Paulo / S DE SAMBA, São Paulo	SOKO, São Paulo		Bronze Lion	Bronze Lion

Total Awards:

33