

Winners (Pharma Lions)

Cat. No	Entry No	Title	Client	Product	Entrant Company	Country	Agency	Prize	Medium
A02 (Pharma, Vaccines & Biotech - Branded Communication)									
A02/12005	20214	TOUCHING DIABETES PATIENTS' LIVES	ASTRAZENECA	AZ DIABETES PORTFOLIO	OGILVY COMMONHEALTH UK London	UNITED KINGDOM	OGILVY COMMONHEALTH UK London	Silver Lion	Use of Technology
A02/16001	20036	BAD BARISTA	TEVA UK	DUOESP® SPIROMAX®	DJM PAN UNLIMITED Richmond	UNITED KINGDOM	DJM PAN UNLIMITED Richmond	Silver Lion	Film Craft: Script
A02/19003	20035	BAD BARISTA	TEVA UK	DUOESP® SPIROMAX®	DJM PAN UNLIMITED Richmond	UNITED KINGDOM	DJM PAN UNLIMITED Richmond	Bronze Lion	Film Craft: Cinematography
A02/22002	20301	SLUMS (HOUSING COLONIES) FOR WORMS	GLAXOSMITHKLINE (GSK)	ZENTEL	MEDULLA COMMUNICATIONS Mumbai	INDIA	MEDULLA COMMUNICATIONS Mumbai	Bronze Lion	Print & Poster Craft: Art Direction
A02/31001	20233	XIFAXAN HE	SALIX PHARMACEUTICALS	XIFAXAN 550MG	CDM NEW YORK	USA	CDM NEW YORK	Silver Lion	Digital Craft: Interface & Navigation (UI)
A02/42003	20290	SLUMS (HOUSING COLONIES) FOR WORMS	GLAXOSMITHKLINE (GSK)	ZENTEL	MEDULLA COMMUNICATIONS Mumbai	INDIA	MEDULLA COMMUNICATIONS Mumbai	Silver Lion	Standard Print
A03 (Pharma, Vaccines & Biotech - Unbranded Communicatoin)									
A03/16001	20012	SLAM POETRY - DANIEL	NOVARTIS	XOLAIR	PUBLICIS LIFE BRANDS RESOLUTE London	UNITED KINGDOM	PUBLICIS LIFE BRANDS RESOLUTE London	Silver Lion	Film Craft: Script
A03/24002	20097	"DONNA"	INSMED	NTM DISEASE AWARENESS	AREA 23 AN FCB HEALTH COMPANY New York	USA	AREA 23 AN FCB HEALTH COMPANY New York	Bronze Lion Campaign	Print & Poster Craft: Illustration
A03/24003	20104	"MARILYNN"	INSMED	NTM DISEASE AWARENESS	AREA 23 AN FCB HEALTH COMPANY New York	USA	AREA 23 AN FCB HEALTH COMPANY New York	Bronze Lion Campaign	Print & Poster Craft: Illustration
A03/24004	20110	"SUZANNE"	INSMED	NTM DISEASE AWARENESS	AREA 23 AN FCB HEALTH COMPANY New York	USA	AREA 23 AN FCB HEALTH COMPANY New York	Bronze Lion Campaign	Print & Poster Craft: Illustration
A03/38001	20270	PEE AGAINST THE LUTS WRONG DIAGNOSIS	ASTELLAS FARMA BRASIL	PRODUCT LINE FOR UROLOGY	TRIUNFO SUDLER BRASIL Campinas	BRAZIL	TRIUNFO SUDLER BRASIL Campinas	Bronze Lion	Ambient Outdoor
A05 (Veterinary)									
A05/24001	20247	STILL ROCKIN' ON	BOEHRINGER INGLEHEIM	METACAM	OGILVY COMMONHEALTH AUSTRALIA Sydney	AUSTRALIA	OGILVY COMMONHEALTH AUSTRALIA Sydney	Bronze Lion	Print & Poster Craft: Illustration
A06 (Education & Awareness)									
A06/12003	20375	TON-TON VOICE SUMO	GERIATRIC HEALTH SERVICES FACILITY HITORIZAWA	REHABILITATION SERVICE	DENTSU INC Tokyo	JAPAN	DENTSU INC Tokyo	Bronze Lion	Use of Technology
A06/12006	20362	TOPOGRAPHICAL MODEL OF MS: 3D DISEASE SIMULATION APP	A PRO-BONO COLLABORATION WITH STEPHEN C. KRIEGER, MD, ASSOCIATE PROFESSOR OF NEU	DISEASE EDUCATION	HARRISON & STAR New York	USA	HARRISON & STAR New York	Bronze Lion	Use of Technology
A06/13001	20500	LAST WORDS	INDIAN ASSOCIATION OF PALLIATIVE CARE (IAPC)	PALLIATIVE CARE (END-OF-LIFE CARE)	MEDULLA COMMUNICATIONS Mumbai	INDIA	MEDULLA COMMUNICATIONS Mumbai	Gold Lion	Integrated Campaign
A06/16002	20016	SLAM POETRY - DANIEL	NOVARTIS	XOLAIR	PUBLICIS LIFE BRANDS RESOLUTE London	UNITED KINGDOM	PUBLICIS LIFE BRANDS RESOLUTE London	Bronze Lion	Film Craft: Script
A06/35001	20501	LAST WORDS	INDIAN ASSOCIATION OF PALLIATIVE CARE (IAPC)	PALLIATIVE CARE (END-OF-LIFE CARE)	MEDULLA COMMUNICATIONS Mumbai	INDIA	MEDULLA COMMUNICATIONS Mumbai	Silver Lion	Digital: Social
A06/43001	20504	LAST WORDS	INDIAN ASSOCIATION OF PALLIATIVE CARE (IAPC)	PALLIATIVE CARE (END-OF-LIFE CARE)	MEDULLA COMMUNICATIONS Mumbai	INDIA	MEDULLA COMMUNICATIONS Mumbai	Gold Lion	Digital: Online Video
A07 (Business to Business)									
A07/1001	20548	HEALTHCARE AT HOME	HEALTHCARE AT HOME	HEALTHCARE AT HOME	LANGLAND Windsor	UNITED KINGDOM	LANGLAND Windsor	Silver Lion	Film: Cinema, TV and Digital Film Content
A07/13002	20589	HEALTHCARE AT HOME	HEALTHCARE AT HOME	HEALTHCARE AT HOME	LANGLAND Windsor	UNITED KINGDOM	LANGLAND Windsor	Silver Lion	Integrated Campaign
A07/15001	20550	HEALTHCARE AT HOME	HEALTHCARE AT HOME	HEALTHCARE AT HOME	LANGLAND Windsor	UNITED KINGDOM	LANGLAND Windsor	Bronze Lion	Film Craft: Direction
B02 (Pharma, Vaccines & Biotech - Branded Communication)									
B02/22009	20604	GAUCHER: VOLCANO	SHIRE USA	CLINICAL STUDY	LANGLAND Windsor	UNITED KINGDOM	LANGLAND Windsor	Bronze Lion Campaign	Print & Poster Craft: Art Direction
B02/22010	20605	GAUCHER: WASP	SHIRE USA	CLINICAL STUDY	LANGLAND Windsor	UNITED KINGDOM	LANGLAND Windsor	Bronze Lion Campaign	Print & Poster Craft: Art Direction
B02/22011	20606	GAUCHER: DRAGON	SHIRE USA	CLINICAL STUDY	LANGLAND Windsor	UNITED KINGDOM	LANGLAND Windsor	Bronze Lion Campaign	Print & Poster Craft: Art Direction

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B02/24001	20261	STUDENT	PFIZER CORPORATION HONGKONG	XALATAN	McCANN HEALTH Hong Kong	HONG KONG	McCANN HEALTH Hong Kong	Gold Lion Campaign	Print & Poster Craft: Illustration
B02/24002	20264	PAINTER	PFIZER CORPORATION HONGKONG	XALATAN	McCANN HEALTH Hong Kong	HONG KONG	McCANN HEALTH Hong Kong	Gold Lion Campaign	Print & Poster Craft: Illustration
B02/24003	20265	GAMEBOY	PFIZER CORPORATION HONGKONG	XALATAN	McCANN HEALTH Hong Kong	HONG KONG	McCANN HEALTH Hong Kong	Gold Lion Campaign	Print & Poster Craft: Illustration
B02/24005	11687	WASP	SHIRE USA	CLINICAL STUDY	LANGLAND Windsor	UNITED KINGDOM	LANGLAND Windsor	Bronze Lion	Print & Poster Craft: Illustration

B03 (Pharma, Vaccines & Biotech - Unbranded Communicatoin)

B03/30001	20292	ADHD SYMPTOM STAMPS	JOHNSON & JOHNSON	CONCERTA	MEDULLA COMMUNICATIONS Mumbai	INDIA	MEDULLA COMMUNICATIONS Mumbai	Bronze Lion	Branded Content: Live Experience
B03/38001	20554	ANTI-RIVAL VACCINE	BANDSPORTS	CORPORATE IMAGE	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo	Silver Lion	Ambient Outdoor
B03/43001	20026	THE CODE WORD	BAYER	CANESTEN	J. WALTER THOMPSON HONG KONG	HONG KONG	J. WALTER THOMPSON HONG KONG	Silver Lion	Digital: Online Video
B03/8001	20025	THE CODE WORD	BAYER	CANESTEN	J. WALTER THOMPSON HONG KONG	HONG KONG	J. WALTER THOMPSON HONG KONG	Bronze Lion	Direct and Promo & Activation
B03/8002	20293	ADHD SYMPTOM STAMPS	JOHNSON & JOHNSON	CONCERTA	MEDULLA COMMUNICATIONS Mumbai	INDIA	MEDULLA COMMUNICATIONS Mumbai	Bronze Lion	Direct and Promo & Activation

B04 (Devices & Diagnostics)

B04/1001	20526	BREATHLESS CHOIR	PHILIPS	SIMPLYGO MINI	OGILVY & MATHER LONDON	UNITED KINGDOM	OGILVY & MATHER LONDON	Grand Prix	Film: Cinema, TV and Digital Film Content
B04/15001	20527	BREATHLESS CHOIR	PHILIPS	SIMPLYGO MINI	OGILVY & MATHER LONDON	UNITED KINGDOM	OGILVY & MATHER LONDON	Silver Lion	Film Craft: Direction
B04/17001	20528	BREATHLESS CHOIR	PHILIPS	SIMPLYGO MINI	OGILVY & MATHER LONDON	UNITED KINGDOM	OGILVY & MATHER LONDON	Silver Lion	Film Craft: Use of Music / Sound Design
B04/9001	20522	BREATHLESS CHOIR	PHILIPS	SIMPLYGO MINI	OGILVY & MATHER LONDON	UNITED KINGDOM	OGILVY & MATHER LONDON	Silver Lion	PR

B05 (Veterinary)

B05/13001	20246	STILL GOING STRONG	BOEHRINGER INGLEHEIM	METACAM	OGILVY COMMONHEALTH AUSTRALIA Sydney	AUSTRALIA	OGILVY COMMONHEALTH AUSTRALIA Sydney	Bronze Lion	Integrated Campaign
B05/24001	20248	STILL ROCKIN' ON	BOEHRINGER INGLEHEIM	METACAM	OGILVY COMMONHEALTH AUSTRALIA Sydney	AUSTRALIA	OGILVY COMMONHEALTH AUSTRALIA Sydney	Bronze Lion	Print & Poster Craft: Illustration

B06 (Education & Awareness)

B06/1005	20032	MOTHER'S LIPSTICK	CHUGAI PHARMACEUTICAL CO.	DISORDER EDUCATION ACTIVITY	DENTSU YOUNG & RUBICAM Tokyo	JAPAN	DENTSU YOUNG & RUBICAM Tokyo	Bronze Lion	Film: Cinema, TV and Digital Film Content
B06/12004	20452	EYESCARE	WEEK OF SIGHT	HEALTH CARE	FAMOUS BRUSSELS	BELGIUM	FAMOUS BRUSSELS	Bronze Lion	Use of Technology
B06/13003	20258	JJ-MAN	A. MENARINI HONG KONG	PRILIGY	McCANN HEALTH Hong Kong	HONG KONG	McCANN HEALTH Hong Kong	Bronze Lion	Integrated Campaign
B06/38002	20567	REMEDIES FOR THE SOUL	SEOUL FOUNDATION FOR ARTS AND CULTURE	SEOUL FOUNDATION FOR ARTS AND CULTURE	HS AD Seoul	SOUTH KOREA	HS AD Seoul	Silver Lion	Ambient Outdoor
B06/8001	20181	CONNECT PEN & NOTEBOOK	OTSUKA PHARMACEUTICAL CO.	EDUCATION OF CRANIAL NERVE DISEASE	TOPPAN PRINTING Tokyo	JAPAN	TOPPAN PRINTING Tokyo	Bronze Lion	Direct and Promo & Activation
B06/8002	20182	THE NAZAR INITIATIVE	ASTER HEALTHCARE	HEALTHCARE	THE CLASSIC PARTNERSHIP ADVERTISING Dubai	UNITED ARAB EMIRATES	THE CLASSIC PARTNERSHIP ADVERTISING Dubai	Silver Lion	Direct and Promo & Activation
B06/9005	20568	REMEDIES FOR THE SOUL	SEOUL FOUNDATION FOR ARTS AND CULTURE	SEOUL FOUNDATION FOR ARTS AND CULTURE	HS AD Seoul	SOUTH KOREA	HS AD Seoul	Bronze Lion	PR

B07 (Corporate Image & Communication)

B07/28003	20523	BREATHLESS CHOIR	PHILIPS	SIMPLYGO MINI	OGILVY & MATHER LONDON	UNITED KINGDOM	OGILVY & MATHER LONDON	Bronze Lion	Branded Content: Digital
B07/8002	20467	FORWARD THE CURE	UHMPANG HOSPITAL FOUNDATION	UHMPANG HOSPITAL FOUNDATION	THE LEO BURNETT GROUP THAILAND Bangkok	THAILAND	THE LEO BURNETT GROUP THAILAND Bangkok	Bronze Lion	Direct and Promo & Activation
B07/9002	20524	BREATHLESS CHOIR	PHILIPS	SIMPLYGO MINI	OGILVY & MATHER LONDON	UNITED KINGDOM	OGILVY & MATHER LONDON	Silver Lion	PR

C01 (Patient to HCP Communications)

C01/12001	20440	PARKINSOUNDS	TEVA NEUROSCIENCE	INSTITUTIONAL	HAVAS LIFE Sao Paulo	BRAZIL	HAVAS LIFE Sao Paulo	Silver Lion	Use of Technology
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Winners (Pharma Lions)

C02 (Branded Utilities)

C02/11005	11789	THE COLOR ALPHABET	COLORADD	-	McCANN WORLDGROUP MADRID	SPAIN	McCANN WORLDGROUP MADRID	Silver Lion	Mobile
C02/12004	20376	REFUNBILITATION CLINIC	GERIATRIC HEALTH SERVICES FACILITY HITORIZAWA	REHABILITATION SERVICE	DENTSU INC Tokyo	JAPAN	DENTSU INC Tokyo	Bronze Lion	Use of Technology
C02/8004	20516	THIS BIKE HAS MS	MS AUSTRALIA	MS	GREY MELBOURNE	AUSTRALIA	GREY MELBOURNE	Bronze Lion	Direct and Promo & Activation
C02/9003	20517	THIS BIKE HAS MS	MS AUSTRALIA	MS	GREY MELBOURNE	AUSTRALIA	GREY MELBOURNE	Silver Lion	PR

C03 (HCP Devices & Diagnostics)

C03/12002	20581	BRAINBAND	SAMSUNG AUSTRALIA	SAMSUNG BRAINBAND	LEO BURNETT SYDNEY Sydney	AUSTRALIA	LEO BURNETT SYDNEY Sydney	Silver Lion	Use of Technology
C03/12004	20441	PARKINSOUNDS	TEVA NEUROSCIENCE	INSTITUTIONAL	HAVAS LIFE Sao Paulo	BRAZIL	HAVAS LIFE Sao Paulo	Gold Lion	Use of Technology
C03/8001	11891	SEA HERO QUEST	DEUTSCHE TELEKOM	DEUTSCHE TELEKOM	SAATCHI & SAATCHI London	UNITED KINGDOM	SAATCHI & SAATCHI London	Silver Lion	Direct and Promo & Activation
C03/8002	20198	THE NAZAR INITIATIVE	ASTER HEALTHCARE	HEALTHCARE	THE CLASSIC PARTNERSHIP ADVERTISING Dubai	UNITED ARAB EMIRATES	THE CLASSIC PARTNERSHIP ADVERTISING Dubai	Gold Lion	Direct and Promo & Activation

Total Entries: 58