

## Pharma Winners

Cat. No	Entry No	Title	Advertiser	Product	Medium	Entrant / Agency	Country	Production Company	Prize
B04/28005	20355	TAKE IT FROM A FISH	ASTRAZENECA	DISEASE EDUCATION	Integrated Digital Campaign	DIGITASLBI New York	USA	NICE SHOES New York	Grand Prix
A01/31013	20337	OUT THE MONSTER	OREXO	ZUBSOLV	Integrated	STRAWBERRYFROG New York	USA	MADISON MEDIA GROUP New York	Gold Lion
A04/26001	00084	MESSAGES FROM THE FRONT LINE	DEFENCE FORCE RECRUITING	AIR FORCE	Direct and Promo & Activation	GPY&R Melbourne	AUSTRALIA		Gold Lion
B02/27003	00581	MICROSOFT COLLECTIVE PROJECT	MICROSOFT ONENOTE	ONENOTE	Digital	POSSIBLE SEATTLE Seattle	USA		Gold Lion
A04/29001	20399	SOS SMS	MEXICAN RED CROSS	ONLINE EMERGENCY SERVICE	Mobile	GREY MÉXICO Mexico City	MEXICO	METRO PRODUCCIONES Mexico City	Silver Lion
B04/26007	20356	TAKE IT FROM A FISH	ASTRAZENECA	DISEASE EDUCATION	Direct and Promo & Activation	DIGITASLBI New York	USA	NICE SHOES New York	Silver Lion
B04/26008	20425	FUNTASTIC HAND	CIREC FOUNDATION (REHABILITATION AND PROSTHESIS CENTER)	PROSTHESIS FOR KIDS	Direct and Promo & Activation	PUBLICIS COLOMBIA Bogotá	COLOMBIA	LA MUVI FILMS Botogá	Silver Lion
B04/26013	01178	GIANT FOOTPRINTS	SABIN VACCINE INSTITUTE, INDIAN MINISTRY OF HEALTH & FAMILY WELFARE	FILARIA DOSE	Direct and Promo & Activation	OGILVY & MATHER MUMBAI	INDIA	LITTLE LAMB FILMS Mumbai	Silver Lion
B04/29001	00106	LOOK AT ME	SAMSUNG ELECTRONICS	SAMSUNG ELECTRONICS	Mobile	CHEIL WORLDWIDE Seoul	SOUTH KOREA	BREAKFAST FILM Seoul	Silver Lion
B04/46003	20218	DEUTSCHE STIMMKLINIK – THE VOICEPRINT.	DEUTSCHE STIMMKLINIK	VOICEPRINT	Use of Technology	MUTABOR DESIGN Hamburg	GERMANY		Silver Lion
A01/23009	20048	SPINNING LIVING ROOM	JOHNSON & JOHNSON	CINRARAZINE	Print	MEDULLA COMMUNICATIONS Mumbai	INDIA	COCKTAIL ART CO. Mumbai	Bronze Lion
A01/26009	20376	THE LAST LETTER	BIOGEN	BIOGEN	Direct and Promo & Activation	OGILVY DENMARK Copenhagen	DENMARK		Bronze Lion
A01/31009	20298	SOOLANTRA TOUGH TOPICAL CAMPAIGN	GALDERMA	GALDERMA SOOLANTRA	Integrated	McCANN ECHO Mountain Lakes	USA		Bronze Lion
A01/32001	20044	LOOKS CAN BE DECEIVING/BORING SYMPOSIUM	SHIELD THERAPEUTICS	PHARMACEUTICAL COMPANY	Print & Poster Craft – Copywriting	CDM LONDON	UNITED KINGDOM		Bronze Lion Campaign
A01/32002	20045	LOOKS CAN BE DECEIVING/THIS SUCKS	SHIELD THERAPEUTICS	PHARMACEUTICAL COMPANY	Print & Poster Craft – Copywriting	CDM LONDON	UNITED KINGDOM		Bronze Lion Campaign
A01/32003	20046	LOOKS CAN BE DECEIVING/7AM	SHIELD THERAPEUTICS	PHARMACEUTICAL COMPANY	Print & Poster Craft – Copywriting	CDM LONDON	UNITED KINGDOM		Bronze Lion
A01/46001	20124	THIS IS STROKE	BOEHRINGER INGELHEIM	PRADAXA - STROKE PREVENTION THERAPY	Use of Technology	PUBLICIS LIFE BRANDS RESOLUTE London	UNITED KINGDOM	GUTSY London	Bronze Lion
A02/26001	20213	LIFE SAVER	SAFEPOINT TRUST	LIFESAVER AUTO DESTRUCT SYRINGES	Direct and Promo & Activation	McCANN HEALTH London	UNITED KINGDOM		Bronze Lion
A04/42001	20180	JINARC MOA	OTSUKA	JINARC MOA	Film - Animation/Visual Effects	LANGLAND Windsor	UNITED KINGDOM		Bronze Lion
B01/30001	20002	PROTECTING OUR TOMORROWS: PORTRAITS OF MENINGOCOCCAL DISEASE	NOVARTIS VACCINES	BEXSERO	PR	RUDER FINN New York	USA		Bronze Lion
B01/31006	20287	DOUBLE WHAMMY	ABBVIE	HUMIRA	Integrated	PUBLICIS KAPLAN THALER New York	USA	AARDMAN ANIMATIONS LIMITED Bristol	Bronze Lion
B04/21006	20357	TAKE IT FROM A FISH	ASTRAZENECA	DISEASE EDUCATION	Film	DIGITASLBI New York	USA	NICE SHOES New York	Bronze Lion
B04/21008	20340	THAT'S PSO ME	NOVARTIS	THAT'S PSO ME	Film	HILL HOLLIDAY Boston	USA	MORNINGSTAR ENTERTAINMENT Burbank	Bronze Lion
B04/24006	20270	KEEP OUT OF CHILDREN'S REACH	SANTANA DRUGSTORE	INSTITUTIONAL	Outdoor	REVOLUTION BRASIL Salvador - Bahia	BRAZIL		Bronze Lion
B04/27010	00395	EYE PLAY THE PIANO	THE UNIVERSITY OF TSUKUBA'S SPECIAL NEEDS SCHOOLS	THE UNIVERSITY OF TSUKUBA'S SPECIAL NEEDS SCHOOLS	Digital	HAKUHODO KETTLE Tokyo	JAPAN	TOKYO Tokyo	Bronze Lion
B04/37001	20082	LIGHTBULBS	OTSUKA	ADPKD	Film - Art Direction/Production Design	LANGLAND Windsor	UNITED KINGDOM		Bronze Lion
B04/37002	20091	SPEAKERS	OTSUKA	ADPKD	Film - Art Direction/Production Design	LANGLAND Windsor	UNITED KINGDOM		Bronze Lion
B04/37003	20094	CLOCKS	OTSUKA	ADPKD	Film - Art Direction/Production Design	LANGLAND Windsor	UNITED KINGDOM		Bronze Lion
B04/42001	20085	LIGHTBULBS	OTSUKA	ADPKD	Film - Animation/Visual Effects	LANGLAND Windsor	UNITED KINGDOM		Bronze Lion
B04/42002	20088	SPEAKERS	OTSUKA	ADPKD	Film - Animation/Visual Effects	LANGLAND Windsor	UNITED KINGDOM		Bronze Lion Campaign

Total Awards:

25