

Shortlist (Health & Wellness Lions)

Track	Cat. No	Entry No	Title	Brand	Product	Medium	Entrant Company	Entrant Country	Idea Creation
<u>A01 (OTC Oral Medicines)</u>									
Health	A01/1300	00939	#SUPERSICKMON DAY	RECKITT BENCKISER	MUCINEX	Integrated Campaign	McCANN NEW YORK	USA	McCANN NEW YORK
Health	A01/9001	00645	CLAUDIA	EUROPHARMA	PERLATTE	PR	SANTA CLARA São Paulo	BRAZIL	SANTA CLARA São Paulo
Health	A01/9003	00940	#SUPERSICKMON DAY	RECKITT BENCKISER	MUCINEX	PR	McCANN NEW YORK	USA	McCANN NEW YORK
<u>A02 (OTC Applications)</u>									
Health	A02/1400	00325	LOVE IS ORGANIC	ORALPEACE	ORALPEACE 100% NATURAL TOOTHPASTE	Film Craft: Production Design / Art Direction	ASATSU-DK INC. Tokyo	JAPAN	ASATSU-DK INC. Tokyo
Health	A02/1900	00332	LOVE IS ORGANIC	ORALPEACE	ORALPEACE 100% NATURAL TOOTHPASTE	Film Craft: Cinematography	ASATSU-DK INC. Tokyo	JAPAN	ASATSU-DK INC. Tokyo
Health	A02/1900	00898	THE COLDEST CITY	SENSODYNE	TOOTHPASTE	Film Craft: Cinematography	GREY London	UNITED KINGDOM	GREY London
Health	A02/1900	01013	TINY DOLL	KLEENEX	FACIAL TISSUE : SKIN CARE	Film Craft: Cinematography	J. WALTER THOMPSON BANGKOK	THAILAND	J. WALTER THOMPSON BANGKOK
Health	A02/2900	00895	THE COLDEST CITY	SENSODYNE	TOOTHPASTE	Branded Content & Entertainment: Film, TV and Online Film Content	GREY London	UNITED KINGDOM	GREY London
Health	A02/2900	01012	TINY DOLL	KLEENEX	FACIAL TISSUE : SKIN CARE	Branded Content & Entertainment: Film, TV and Online Film Content	J. WALTER THOMPSON BANGKOK	THAILAND	J. WALTER THOMPSON BANGKOK

Shortlist (Health & Wellness Lions)

Health	A02/4000 4	00015	HANDS 1	UNILEVER	LIFEBUOY	Outdoor	M&C SAATCHI AEIOU Shanghai	CHINA	M&C SAATCHI AEIOU Shanghai
Health	A02/4100 2	01414	THE UNPHOTOGRAPH ED ALBUM	RECKITT BENCKISER	DERMODEX	Print Collateral	BETC/HAVAS São Paulo	BRAZIL	BETC/HAVAS São Paulo

A03 (OTC Products/Devices)

Health	A03/1008	00776	UMPIRE	GSK	VOLTAREN	Film: Cinema, TV and Digital Film Content	GSK CONSUMER HEALTHCARE Nyon	SWITZERLAND	SAATCHI & SAATCHI SWITZERLAND Lausanne
Health	A03/2300 1	01247	FISTBUMP	DEXCOM	G6 GLUCOSE MONITORING SYSTEM	Industry Craft: Copywriting	McCANN BIRMINGHAM	UNITED KINGDOM	McCANN BIRMINGHAM
Health	A03/2300 3	01245	RYAN & SUZIE	DEXCOM	G6 GLUCOSE MONITORING SYSTEM	Industry Craft: Copywriting	McCANN BIRMINGHAM	UNITED KINGDOM	McCANN BIRMINGHAM
Health	A03/3009	01246	FISTBUMP	DEXCOM	G6 GLUCOSE MONITORING SYSTEM	Radio & Audio	McCANN BIRMINGHAM	UNITED KINGDOM	McCANN BIRMINGHAM
Health	A03/3010	01248	MINDHOLE	DEXCOM	G6 GLUCOSE MONITORING SYSTEM	Radio & Audio	McCANN BIRMINGHAM	UNITED KINGDOM	McCANN BIRMINGHAM
Health	A03/3011	01244	RYAN & SUZIE	DEXCOM	G6 GLUCOSE MONITORING SYSTEM	Radio & Audio	McCANN BIRMINGHAM	UNITED KINGDOM	McCANN BIRMINGHAM
Health	A03/9002	01295	BLOOD NORMAL	LIBRESSE	FEMININE HYGIENE PRODUCTS	PR	KETCHUM London	UNITED KINGDOM	AMVBBDO London

A04 (Nutraceuticals)

Health	A04/1600 1	00648	GUTSY	P&G	METAMUCIL	Film Craft: Script	McCANN HEALTH Sydney	AUSTRALIA	McCANN HEALTH Sydney
Health	A04/2800 4	01079	NEGOTIATION	BULK POWDERS	SPORTS NUTRITION	Film: Cinema, TV and Digital Film Content	DROGA5 London	UNITED KINGDOM	DROGA5 London
Health	A04/3000 2	30481	NOON ASSEMBLY	KWALITY LTD.	KWALITY MILK	Branded Content & Entertainment: Live Experience	McCANN HEALTH New Delhi	INDIA	McCANN HEALTH New Delhi / McCANN INDIA Mumbai

Shortlist (Health & Wellness Lions)

A05 (Health & Wellness Tech)

Health	A05/1100 6	01454	THE VOICE OF VOICES	NEMO	HEALTHCARE	Mobile	McCANN MILAN	ITALY	McCANN MILAN
Health	A05/1200 4	00692	TOUCHING MASTERPIECES	NEURODIGITAL	HAPTIC GLOVES	Use of Technology	GEOMETRY GLOBAL Prague	CZECH REPUBLIC	GEOMETRY GLOBAL Prague
Health	A05/1200 8	00848	PROJECT REVOICE	THE ALS ASSOCIATION	CHARITY	Use of Technology	BWM DENTSU Sydney	AUSTRALIA	BWM DENTSU Sydney
Health	A05/3000 1	00689	TOUCHING MASTERPIECES	NEURODIGITAL	HAPTIC GLOVES	Branded Content & Entertainment: Live Experience	GEOMETRY GLOBAL Prague	CZECH REPUBLIC	GEOMETRY GLOBAL Prague
Health	A05/3200 1	00690	TOUCHING MASTERPIECES	NEURODIGITAL	HAPTIC GLOVES	Digital Craft: User Experience (UX)	GEOMETRY GLOBAL Prague	CZECH REPUBLIC	GEOMETRY GLOBAL Prague
Health	A05/3500 1	01455	THE VOICE OF VOICES	NEMO	HEALTHCARE	Digital: Social	McCANN MILAN	ITALY	McCANN MILAN
Health	A05/4900 9	01490	DOT MINI. THE FIRST SMART MEDIA DEVICE FOR THE VISUALLY IMPAIRED.	DOT	DOT MINI	Product Innovation	SERVICEPLAN GERMANY Munich	GERMANY	DOT INCORPORATION Seoul / SERVICEPLAN GERMANY Munich / SERVICEPLAN KOREA Seoul
Health	A05/5000 5	00972	EASYASSISTANCE	EASY TAXI /COLOMBIAN RED CROSS	TAXI SERVICE	Brand Experience & Activation	J. WALTER THOMPSON COLOMBIA Bogotá	COLOMBIA	J. WALTER THOMPSON COLOMBIA Bogotá
Health	A05/8003	00973	EASYASSISTANCE	EASY TAXI /COLOMBIAN RED CROSS	TAXI SERVICE	Direct	J. WALTER THOMPSON COLOMBIA Bogotá	COLOMBIA	J. WALTER THOMPSON COLOMBIA Bogotá
Health	A05/9002	00847	PROJECT REVOICE	THE ALS ASSOCIATION	CHARITY	PR	BWM DENTSU Sydney	AUSTRALIA	BWM DENTSU Sydney

B01 (Brand-led Education & Awareness)

Shortlist (Health & Wellness Lions)

Health	B01/1200 2	00392	ECTOR THE PROTECTOR BEAR	ROCHE	AWARENESS CAMPAIGN AGAINST SMOKE	Use of Technology	INTEGER Milan	ITALY	INTEGER Milan
Health	B01/1200 3	00698	TOUCHING MASTERPIECES	NEURODIGITAL	HAPTIC GLOVES	Use of Technology	GEOMETRY GLOBAL Prague	CZECH REPUBLIC	GEOMETRY GLOBAL Prague
Health	B01/1300 2	00155	THE CHILD REPLACEMENT PROGRAMME	MARS	PEDIGREE	Integrated Campaign	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland
Health	B01/1301 1	01355	BLOODNORMAL	ESSITY	LIBRESSE/BODYFO RM	Integrated Campaign	AMVBBDO London	UNITED KINGDOM	AMVBBDO London
Health	B01/1301 2	01119	DOG DATES	MARS PET	PEDIGREE	Integrated Campaign	AMVBBDO London	UNITED KINGDOM	AMVBBDO London
Health	B01/1900 1	01118	DOG DATES	MARS PET	PEDIGREE	Film Craft: Cinematography	AMVBBDO London	UNITED KINGDOM	AMVBBDO London
Health	B01/2400 1	00937	THE HEALTH PURSE (SEHAT KA BATUA)	MAHINDRA RISE	SELF-EXAMINATION FOR BREAST CANCER	Industry Craft: Illustration	GREY INDIA Mumbai	INDIA	GREY INDIA Mumbai
Health	B01/2500 2	01510	WAR CORRESPONDEN TS ON BREAST CANCER	SAMSUNG / FECMA	SAMSUNG	Industry Craft: Photography	CHEIL WORLDWIDE Madrid	SPAIN	CHEIL WORLDWIDE Madrid
Health	B01/2600 2	20713	TYPEFACES OF THE FALLEN	WORKPLACE SAFETY & INSURANCE BOARD OF ONTARIO	AWARENESS FOR WORKPLACE SAFETY	Industry Craft: Typography	GREY CANADA Toronto	CANADA	GREY CANADA Toronto
Health	B01/2901 7	01507	WAR CORRESPONDEN TS ON BREAST CANCER	SAMSUNG / FECMA	SAMSUNG	Branded Content & Entertainment: Film, TV and Online Film Content	CHEIL WORLDWIDE Madrid	SPAIN	CHEIL WORLDWIDE Madrid
Health	B01/3000 2	00696	TOUCHING MASTERPIECES	NEURODIGITAL	HAPTIC GLOVES	Branded Content & Entertainment: Live Experience	GEOMETRY GLOBAL Prague	CZECH REPUBLIC	GEOMETRY GLOBAL Prague

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Health	B01/3000 6	30473	NOON ASSEMBLY	KWALITY LTD.	KWALITY MILK	Branded Content & Entertainment: Live Experience	McCANN HEALTH New Delhi	INDIA	McCANN HEALTH New Delhi / McCANN INDIA Mumbai
Health	B01/3800 9	00938	THE HEALTH PURSE (SEHAT KA BATUA)	MAHINDRA RISE	SELF-EXAMINATION FOR BREAST CANCER	Ambient Outdoor	GREY INDIA Mumbai	INDIA	GREY INDIA Mumbai
Health	B01/4000 2	01060	THE ROUTE	JCDECAUX	MEDIA	Outdoor	Y&R BRAZIL São Paulo	BRAZIL	Y&R BRAZIL São Paulo
Health	B01/4100 1	00237	BOOK OF BROKEN SILENCE	UAB ALMA LITTERA	BOOK OF BROKEN SILENCE	Print Collateral	McCANN VILNIUS	LITHUANIA	McCANN VILNIUS
Health	B01/4200 5	00933	VENT INSPECTION AD	PEPCO	VENT INSPECTION AD	Print & Publishing	GREY POLAND Warsaw	POLAND	GREY POLAND Warsaw
Health	B01/4901 0	01086	SIP SAFE	MONASH UNIVERSITY	MONASH UNIVERSITY	Product Innovation	Y&R MELBOURNE	AUSTRALIA	Y&R MELBOURNE
Health	B01/4901 2	01290	TEACHBRUSH	GSK	SENSODYNE	Product Innovation	GREY BRAZIL São Paulo	BRAZIL	GREY BRAZIL São Paulo
Health	B01/5001 6	00694	TOUCHING MASTERPIECES	NEURODIGITAL	HAPTIC GLOVES	Brand Experience & Activation	GEOMETRY GLOBAL Prague	CZECH REPUBLIC	GEOMETRY GLOBAL Prague
Health	B01/5002 6	01084	SIP SAFE	MONASH UNIVERSITY	MONASH UNIVERSITY	Brand Experience & Activation	Y&R MELBOURNE	AUSTRALIA	Y&R MELBOURNE
Health	B01/5002 6	01169	BLACK SUPERMARKET	CARREFOUR	CARREFOUR	PR	CARREFOUR Massy	FRANCE	MARCEL Paris
Health	B01/5003 0	00886	TRADESMEN'S SUNCREAM	WICKES	WICKES	Brand Experience & Activation	IRIS London	UNITED KINGDOM	IRIS London
Health	B01/5003 4	01263	PROJECT FREE PERIOD	JOHNSON & JOHNSON	STAYFREE SANITARY PADS	Brand Experience & Activation	DDB MUDRA GROUP Mumbai	INDIA	DDB MUDRA GROUP Mumbai
Health	B01/5003 5	01508	WAR CORRESPONDENTS ON BREAST CANCER	SAMSUNG / FECMA	SAMSUNG	PR	CHEIL WORLDWIDE Madrid	SPAIN	CHEIL WORLDWIDE Madrid
Health	B01/8001	00168	TOUCH YOUR FOOTBALLS	LÍBERO	VALDERRAMA	Direct	LOLA MULLENLOWE Madrid	SPAIN	LOLA MULLENLOWE Madrid
Health	B01/8014	00930	VENT INSPECTION AD	PEPCO	VENT INSPECTION AD	Direct	GREY POLAND Warsaw	POLAND	GREY POLAND Warsaw
Health	B01/8015	00936	THE HEALTH PURSE (SEHAT KA BATUA)	MAHINDRA RISE	SELF-EXAMINATION FOR BREAST CANCER	Direct	GREY INDIA Mumbai	INDIA	GREY INDIA Mumbai

Shortlist (Health & Wellness Lions)

Health	B01/8020	01085	SIP SAFE	MONASH UNIVERSITY	MONASH UNIVERSITY	Direct	Y&R MELBOURNE	AUSTRALIA	Y&R MELBOURNE
Health	B01/8022	01166	BLACK SUPERMARKET	CARREFOUR	CARREFOUR	Direct	CARREFOUR Massy	FRANCE	MARCEL Paris
Health	B01/8033	01264	PROJECT FREE PERIOD	JOHNSON & JOHNSON	STAYFREE SANITARY PADS	Direct	DDB MUDRA GROUP Mumbai	INDIA	DDB MUDRA GROUP Mumbai
Health	B01/9015	30103	BLOOD NORMAL	LIBRESSE	FEMININE HYGIENE PRODUCTS	PR	KETCHUM London	UNITED KINGDOM	AMVBBDO London

B02 (Non-profit / Foundation-led Education & Awareness)

Health	B02/1010	00089	BOREDOM	JACCEDE.COM	ASSOCIATION FOR DISABLED PERSONS	Film: Cinema, TV and Digital Film Content	TBWA\PARIS	FRANCE	TBWA\PARIS
Health	B02/1036	00874	BREAK THE TABOO	SOCIEDAD ARGENTINA DE UROLOGÍA (SAU)	INSTITUTIONAL	Film: Cinema, TV and Digital Film Content	SOCIEDAD ARGENTINA DE UROLOGÍA Buenos Aires	ARGENTINA	GREY ARGENTINA Buenos Aires
Health	B02/1100	00419	#SHARETHELOVE	AIDÉS	NGO	Mobile	TBWA\PARIS	FRANCE	TBWA\PARIS
Health	B02/1100	01423	IMAGINARY FRIEND SOCIETY MOBILE APP	PEDIATRIC BRAIN TUMOR FOUNDATION	HEALTH	Mobile	RPA Santa Monica	USA	RPA Santa Monica
Health	B02/1301	01422	IMAGINARY FRIEND SOCIETY "INTEGRATED CAMPAIGN"	PEDIATRIC BRAIN TUMOR FOUNDATION	HEALTH	Integrated Campaign	RPA Santa Monica	USA	RPA Santa Monica
Health	B02/1500	00572	2050	BREAST CANCER NOW	BREAST CANCER NOW	Film Craft: Direction	GREAT GUNS London	UNITED KINGDOM	GREAT GUNS London
Health	B02/1800	00476	IMAGINARY FRIEND SOCIETY "WHAT IS AN MRI"	PEDIATRIC BRAIN TUMOR FOUNDATION	HEALTH	Film Craft: Animation & Visual Effects	RPA Santa Monica	USA	RPA Santa Monica

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Health	B02/1800 8	00828	TOGETHER AGAIN	DEMENTIA UK	ADMIRAL NURSES	Film Craft: Animation & Visual Effects	ARTHUR LONDON	UNITED KINGDOM	ARTHUR LONDON
Health	B02/2600 1	00049	THE FADING FONT	ALZHEIMER'S DISEASE CHINESE	ALZHEIMER'S DISEASE AWARENESS COMMUNICATION	Industry Craft: Typography	mcgarrybowen Shanghai	CHINA	mcgarrybowen Shanghai
Health	B02/2800 7	10518	IMAGINARY FRIEND SOCIETY MOBILE APP	PEDIATRIC BRAIN TUMOR FOUNDATION	HEALTH	Branded Content & Entertainment: Digital & Social	RPA Santa Monica	USA	RPA Santa Monica
Health	B02/2900 8	00477	IMAGINARY FRIEND SOCIETY- CAMPAIGN	PEDIATRIC BRAIN TUMOR FOUNDATION	HEALTH	Branded Content & Entertainment: Film, TV and Online Film Content	RPA Santa Monica	USA	RPA Santa Monica
Health	B02/2900 9	00390	FAIL	NORWEGIAN RED CROSS	FIRST AID	Branded Content & Entertainment: Film, TV and Online Film Content	TRY Oslo	NORWAY	TRY Oslo
Health	B02/2901 7	01131	WHAT IS A MRI?	PEDIATRIC BRAIN TUMOR FOUNDATION	HEALTH	Branded Content & Entertainment: Film, TV and Online Film Content	RPA Santa Monica	USA	RPA Santa Monica
Health	B02/2901 8	01130	BLOOD TRANSFUSIONS	PEDIATRIC BRAIN TUMOR FOUNDATION	HEALTH	Branded Content & Entertainment: Film, TV and Online Film Content	RPA Santa Monica	USA	RPA Santa Monica
Health	B02/2901 9	01129	FEELING SAD	PEDIATRIC BRAIN TUMOR FOUNDATION	HEALTH	Branded Content & Entertainment: Film, TV and Online Film Content	RPA Santa Monica	USA	RPA Santa Monica
Health	B02/3000 3	00484	NATIONAL SAFETY COUNCIL "PRESCRIBED TO DEATH"	NATIONAL SAFETY COUNCIL	NATIONAL SAFETY COUNCIL	Branded Content & Entertainment: Live Experience	ENERGY BBDO Chicago	USA	ENERGY BBDO Chicago

Shortlist (Health & Wellness Lions)

Health	B02/3000 5	20118	IN REAL LIFE	MONICA LEWNISKY	MONICA LEWINSKY / ANTI-BULLYING	Branded Content & Entertainment: Live Experience	BBDO NEW YORK	USA	BBDO NEW YORK
Health	B02/3500 3	00048	THE FADING FONT	ALZHEIMER'S DISEASE CHINESE	ALZHEIMER'S DISEASE AWARENESS COMMUNICATION	Digital: Social	mcgarrybowen Shanghai	CHINA	mcgarrybowen Shanghai
Health	B02/3500 7	00418	#SHARETHELOVE	AIDES	NGO	Digital: Social	TBWA\PARIS	FRANCE	TBWA\PARIS
Health	B02/3501 8	31004	ESCALATING GIFS	EUROPEAN ANTI- BULLYING NETWORK (EAN)	EUROPEAN ANTI- BULLYING NETWORK (EAN)	Digital: Social	OGILVY GERMANY Frankfurt	GERMANY	OGILVY GERMANY Frankfurt
Health	B02/3800 1	00113	#BODYCANTWAIT	HANDICAP INTERNATIONAL	HANDICAP INTERNATIONAL	Ambient Outdoor	HEREZIE Paris	FRANCE	HEREZIE Paris
Health	B02/4001 2	00425	PROJECT 84	CALM	CALM	Outdoor	adam&eveDDB London	UNITED KINGDOM	adam&eveDDB London
Health	B02/4100 2	01238	I RESCUE	AMBLYOPIA WORLD CAMPAIGN	AMBLYOPIA WORLD CAMPAIGN	Print Collateral	VML Bogotá	COLOMBIA	VML Bogotá
Health	B02/4100 4	01240	I RESCUE	AMBLYOPIA WORLD CAMPAIGN	AMBLYOPIA WORLD CAMPAIGN	Direct	VML Bogotá	COLOMBIA	VML Bogotá
Health	B02/4101 1	01418	DISSOLVING POSTERS	ASSOCIAÇÃO INTERNACIONAL HABITAT PARA A HUMANIDADE	ANTI MOSQUITO POSTERS	Direct	BETC/HAVAS São Paulo	BRAZIL	BETC/HAVAS São Paulo
Health	B02/4102 1	30415	EVERY HALF COUNTS	UNICEF	UNICEF	Direct	J. WALTER THOMPSON INDIA Gurgaon	INDIA	J. WALTER THOMPSON INDIA Gurgaon
Health	B02/4201 8	10789	IMAGINARY FRIEND SOCIETY	PEDIATRIC BRAIN TUMOR FOUNDATION	HEALTH	Print Collateral	RPA Santa Monica	USA	RPA Santa Monica
Health	B02/4203 4	10415	IMAGINARY FRIEND SOCIETY - "FILM SERIES"	PEDIATRIC BRAIN TUMOR FOUNDATION	HEALTH	Industry Craft: Art Direction	RPA Santa Monica	USA	RPA Santa Monica
Health	B02/4500 1	00485	NATIONAL SAFETY COUNCIL "PRESCRIBED TO DEATH"	NATIONAL SAFETY COUNCIL	NATIONAL SAFETY COUNCIL	Creative Data: Creative Data Enhancement	ENERGY BBDO Chicago	USA	ENERGY BBDO Chicago

Shortlist (Health & Wellness Lions)

Health	B02/4700 1	00424	PROJECT 84	CALM	CALM	Creative Data: Data Visualisation	adam&eveDDB London	UNITED KINGDOM	adam&eveDDB London
Health	B02/4700 2	00483	NATIONAL SAFETY COUNCIL "PRESCRIBED TO DEATH"	NATIONAL SAFETY COUNCIL	NATIONAL SAFETY COUNCIL	Creative Data: Data Visualisation	ENERGY BBDO Chicago	USA	ENERGY BBDO Chicago
Health	B02/4800 2	01458	THE VOICE OF VOICES	NEMO	HEALTHCARE	Creative Data: Creative Data Collection & Research	McCANN MILAN	ITALY	McCANN MILAN
Health	B02/5001 6	01417	DISSOLVING POSTERS	ASSOCIAÇÃO INTERNACIONAL HABITAT PARA A HUMANIDADE	ANTI MOSQUITO POSTERS	Brand Experience & Activation	BETC/HAVAS São Paulo	BRAZIL	BETC/HAVAS São Paulo
Health	B02/8007	00478	IMAGINARY FRIEND SOCIETY- CAMPAIGN	PEDIATRIC BRAIN TUMOR FOUNDATION	HEALTH	Direct	RPA Santa Monica	USA	RPA Santa Monica
Health	B02/8008	00536	HELP A DANE	THE DANISH CANCER SOCIETY & TRYGFONDEN	THE DANISH CANCER SOCIETY & TRYGFONDEN	Direct	&CO Copenhagen	DENMARK	&CO Copenhagen
Health	B02/9003	00112	#BODYCANTWAIT	HANDICAP INTERNATIONAL	HANDICAP INTERNATIONAL	PR	HEREZIE Paris	FRANCE	HEREZIE Paris
Health	B02/9007	00535	HELP A DANE	THE DANISH CANCER SOCIETY & TRYGFONDEN	THE DANISH CANCER SOCIETY & TRYGFONDEN	PR	&CO Copenhagen	DENMARK	&CO Copenhagen
Health	B02/9009	00426	PROJECT 84	CALM	CALM	PR	adam&eveDDB London	UNITED KINGDOM	adam&eveDDB London
Health	B02/9010	00333	LOCOMO CHALLENGE	LOCOMO CHALLENGE COUNCIL	LOCOMOTIVE SYNDROME (A NEW HEALTHCARE CONCEPT)	PR	HAKUHODO INC. Tokyo	JAPAN	HAKUHODO INC. Tokyo
Health	B02/9013	00724	NATIONAL SAFETY COUNCIL "PRESCRIBED TO DEATH"	NATIONAL SAFETY COUNCIL	NATIONAL SAFETY COUNCIL	PR	ENERGY BBDO Chicago	USA	ENERGY BBDO Chicago

Shortlist (Health & Wellness Lions)

Health	B02/9015	20120	IN REAL LIFE	MONICA LEWNISKY	MONICA LEWINSKY / ANTI-BULLYING	PR	BBDO NEW YORK	USA	BBDO NEW YORK
Health	B02/9022	01456	THE VOICE OF VOICES	NEMO	HEALTHCARE	PR	McCANN MILAN	ITALY	McCANN MILAN
<u>B03 (Fundraising & Advocacy)</u>									
Health	B03/1005	00249	ZWEMMER	FONDS GEHANDICAPTENS PORT	CHARITY	Film: Cinema, TV and Digital Film Content	TBWAINEBOKO Amsterdam	THE NETHERLANDS	TBWAINEBOKO Amsterdam
Health	B03/1019	00630	SICKKIDS VS - ALL IN	SICKKIDS FOUNDATION	SICKKIDS FOUNDATION	Film: Cinema, TV and Digital Film Content	COSSETTE Toronto	CANADA	COSSETTE Toronto / SICKKIDS FOUNDATION Toronto
Health	B03/1020	00627	SICKKIDS VS - DADSTRONG	SICKKIDS FOUNDATION	SICKKIDS FOUNDATION	Film: Cinema, TV and Digital Film Content	COSSETTE Toronto	CANADA	COSSETTE Toronto / SICKKIDS FOUNDATION Toronto
Health	B03/1300 2	00634	SICKKIDS VS - ALL IN	SICKKIDS FOUNDATION	SICKKIDS FOUNDATION	Integrated Campaign	COSSETTE Toronto	CANADA	COSSETTE Toronto / SICKKIDS FOUNDATION Toronto
Health	B03/1300 5	01284	16 & UNDER	HEART AND STROKE FOUNDATION OF ONTARIO	TBD	Integrated Campaign	JOHN ST. Toronto	CANADA	JOHN ST. Toronto
Health	B03/1500 4	00632	SICKKIDS VS - ALL IN	SICKKIDS FOUNDATION	SICKKIDS FOUNDATION	Film Craft: Direction	COSSETTE Toronto	CANADA	COSSETTE Toronto / SICKKIDS FOUNDATION Toronto
Health	B03/1700 2	00628	SICKKIDS VS - DADSTRONG	SICKKIDS FOUNDATION	SICKKIDS FOUNDATION	Film Craft: Use of Music / Sound Design	COSSETTE Toronto	CANADA	COSSETTE Toronto / SICKKIDS FOUNDATION Toronto

Shortlist (Health & Wellness Lions)

Health	B03/1900 3	00631	SICKKIDS VS - ALL IN	SICKKIDS FOUNDATION	SICKKIDS FOUNDATION	Film Craft: Cinematography	COSSETTE Toronto	CANADA	COSSETTE Toronto / SICKKIDS FOUNDATION Toronto
Health	B03/3500 8	01020	HEMOJI	SANTA CASA DE MISERICORDIA DE SÃO PAULO	INSTITUTIONAL	Digital: Social	Y&R BRAZIL São Paulo	BRAZIL	Y&R BRAZIL São Paulo
Health	B03/3501 0	01307	THE TINIEST LISTING	COOK COUNTRY HOSPITAL	AIRBNBABY	Digital: Social	OGILVY & MATHER Chicago	USA	OGILVY & MATHER Chicago
Health	B03/3800 5	00888	TAKE A SEAT	MAGICMAKERS NGO	MAGIC HOME - A SHELTER FOR PARENTS WITH SICK CHILDREN	Ambient Outdoor	JAZZ COMMUNICATION Bucharest	ROMANIA	JAZZ COMMUNICATION Bucharest / MAGICAMP NGO Bucharest
Health	B03/5000 2	00372	SWAP MY SEAT ALS	ALS	FUNDRAISING FOR ALS RESEARCH	Brand Experience & Activation	ALS LEAGUE Leuven	BELGIUM	PUBLICIS BRUSSELS
Health	B03/5001 0	00887	TAKE A SEAT	MAGICMAKERS NGO	MAGIC HOME - A SHELTER FOR PARENTS WITH SICK CHILDREN	Brand Experience & Activation	JAZZ COMMUNICATION Bucharest	ROMANIA	JAZZ COMMUNICATION Bucharest / MAGICAMP NGO Bucharest
Health	B03/5001 1	01062	C21	NATIONAL DOWN SYNDROME SOCIETY	DOWN SYNDROME AWARENESS	Brand Experience & Activation	NATIONAL DOWN SYNDROME SOCIETY New York	USA	SAATCHI & SAATCHI New York
Health	B03/8013	00709	CALL OF HOPE	CORPORACIÓN DEL TRASPLANTE	CORPORACIÓN DEL TRASPLANTE ONG	Direct	BBDO CHILE Santiago	CHILE	BBDO CHILE Santiago
Health	B03/8014	01308	THE TINIEST LISTING	COOK COUNTRY HOSPITAL	AIRBNBABY	Direct	OGILVY & MATHER Chicago	USA	OGILVY & MATHER Chicago
Health	B03/9005	00725	NATIONAL SAFETY COUNCIL "PRESCRIBED TO DEATH"	NATIONAL SAFETY COUNCIL	NATIONAL SAFETY COUNCIL	PR	ENERGY BBDO Chicago	USA	ENERGY BBDO Chicago

C01 (Corporate Image & Communication)

Health	C01/1300 6	01281	THE RAPE TAX	NATIONAL ORGANIZATION FOR VICTIM ASSISTANCE	VICTIM ADVOCACY	Integrated Campaign	AREA 23, AN FCB HEALTH NETWORK COMPANY New York	USA	AREA 23, AN FCB HEALTH NETWORK COMPANY New York
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Shortlist (Health & Wellness Lions)

Health	C01/1300 7	01388	TV DOCTORS OF AMERICA - SEASON 2	CIGNA	CIGNA	Integrated Campaign	McCANN NEW YORK	USA	McCANN NEW YORK
Health	C01/1900 1	00031	THE LEAP OF FAITH	LEAPS BY BAYER	HEALTHCARE	Film Craft: Cinematography	BEARS CALLING Berlin	GERMANY	BEARS CALLING Berlin
Health	C01/2800 3	01386	TV DOCTORS OF AMERICA - SEASON 2	CIGNA	CIGNA	Branded Content & Entertainment: Digital & Social	McCANN NEW YORK	USA	McCANN NEW YORK
Health	C01/2900 5	01029	WAR CORRESPONDENTS ON BREAST CANCER	SAMSUNG / FECMA	SAMSUNG	Branded Content & Entertainment: Film, TV and Online Film Content	CHEIL WORLDWIDE Madrid	SPAIN	CHEIL WORLDWIDE Madrid
Health	C01/3000 3	30476	NOON ASSEMBLY	KWALITY LTD.	KWALITY MILK	Branded Content & Entertainment: Live Experience	McCANN HEALTH New Delhi	INDIA	McCANN HEALTH New Delhi / McCANN INDIA Mumbai
Health	C01/3002	00581	BUDGET EPICS - "THE GREAT SANDSTORM"	RITEMED PHILIPPINES, INC.	GENERIC MEDICINES	Radio & Audio	McCANN MANILA	THE PHILIPPINES	McCANN MANILA
Health	C01/3003	00582	BUDGET EPICS - "HIMALAYAN SHOWDOWN"	RITEMED PHILIPPINES, INC.	GENERIC MEDICINES	Radio & Audio	McCANN MANILA	THE PHILIPPINES	McCANN MANILA
Health	C01/4900 4	01272	MAMMA BEER	MAMMA HELP	MAMMA HELP	Product Innovation	Y&R PRAGUE	CZECH REPUBLIC	Y&R PRAGUE
Health	C01/5001 0	01265	PROJECT FREE PERIOD	JOHNSON & JOHNSON	STAYFREE SANITARY PADS	Brand Experience & Activation	DDB MUDRA GROUP Mumbai	INDIA	DDB MUDRA GROUP Mumbai
Health	C01/9003	01031	WAR CORRESPONDENTS ON BREAST CANCER	SAMSUNG / FECMA	SAMSUNG	PR	CHEIL WORLDWIDE Madrid	SPAIN	CHEIL WORLDWIDE Madrid
Health	C01/9005	01389	TV DOCTORS OF AMERICA - SEASON 2	CIGNA	CIGNA	PR	McCANN NEW YORK	USA	McCANN NEW YORK

Shortlist (Health & Wellness Lions)

C02 (Health Services & Facilities)

Health	C02/1007	00728	THE FALL	HOSPITAL DE AMOR	INSTITUTIONAL	Film: Cinema, TV and Digital Film Content	WMcCANN São Paulo	BRAZIL	WMcCANN São Paulo
Health	C02/1100	01153	TXT 2 HELP	NY-PRESBYTERIAN HOSPITAL	CRISIS TEXT LINE	Mobile	AREA 23, AN FCB HEALTH NETWORK COMPANY New York	USA	AREA 23, AN FCB HEALTH NETWORK COMPANY New York
Health	C02/1300	30388	LIVING PROOF	ALLEGHENY HEALTH NETWORK	HEALTH CENTER	Integrated Campaign	DONER Southfield	USA	DONER Southfield
Health	C02/1300	01096	CORAZÓN - GIVE YOUR HEART	MONTEFIORE	FILM, APP, OUTDOOR INSTALLATIONS, AND BILLBOARDS	Integrated Campaign	JOHN X HANNES New York	USA	JOHN X HANNES New York
Health	C02/1700	00730	THE FALL	HOSPITAL DE AMOR	INSTITUTIONAL	Film Craft: Use of Music / Sound Design	WMcCANN São Paulo	BRAZIL	WMcCANN São Paulo
Health	C02/1800	00729	THE FALL	HOSPITAL DE AMOR	INSTITUTIONAL	Film Craft: Animation & Visual Effects	WMcCANN São Paulo	BRAZIL	WMcCANN São Paulo
Health	C02/2400	00148	"AROUND THE CORNER - FIREWORKS"	UMD URGENT CARE	INSTITUTIONAL	Industry Craft: Illustration	AREA 23, AN FCB HEALTH NETWORK COMPANY New York	USA	AREA 23, AN FCB HEALTH NETWORK COMPANY New York
Health	C02/2900	01095	CORAZÓN - GIVE YOUR HEART	MONTEFIORE	FILM, APP, OUTDOOR INSTALLATIONS, AND BILLBOARDS	Branded Content & Entertainment: Film, TV and Online Film Content	JOHN X HANNES New York	USA	JOHN X HANNES New York
Health	C02/3200	00603	LUCY	PRINCE OF WALES HOSPITAL	HEALTHCARE	Digital Craft: User Experience (UX)	DELOITTE AUSTRALIA Melbourne	AUSTRALIA	DELOITTE AUSTRALIA Melbourne
Health	C02/3500	01314	THE TINIEST LISTING	COOK COUNTRY HOSPITAL	AIRBNBABY	Digital: Social	OGILVY & MATHER Chicago	USA	OGILVY & MATHER Chicago

Shortlist (Health & Wellness Lions)

Health	C02/5000 5	01094	CORAZÓN - GIVE YOUR HEART	MONTEFIORE	FILM, APP, OUTDOOR INSTALLATIONS, AND BILLBOARDS	Brand Experience & Activation	JOHN X HANNES New York	USA	JOHN X HANNES New York
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Health	C02/9004	01316	THE TINIEST LISTING	COOK COUNTRY HOSPITAL	AIRBNBABY	PR	OGILVY & MATHER Chicago	USA	OGILVY & MATHER Chicago
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C03 (Insurance)

Health	C03/1200 1	31141	AAMI SMARTPLATES	SUNCORP	AAMI	Use of Technology	OGILVY AUSTRALIA Melbourne	AUSTRALIA	OGILVY AUSTRALIA Melbourne
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Health	C03/1300 1	01390	TV DOCTORS OF AMERICA - SEASON 2	CIGNA	CIGNA	Integrated Campaign	McCANN NEW YORK	USA	McCANN NEW YORK
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Health	C03/3400 1	31139	AAMI SMARTPLATES	SUNCORP	AAMI	Digital: Platforms	OGILVY AUSTRALIA Melbourne	AUSTRALIA	OGILVY AUSTRALIA Melbourne
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Health	C03/9001	01391	TV DOCTORS OF AMERICA - SEASON 2	CIGNA	CIGNA	PR	McCANN NEW YORK	USA	McCANN NEW YORK
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D01 (Animal Health)

Health	D01/1100 2	00229	THE NEST ADDRESS	ENEL ROMANIA	-	Mobile	ENEL ROMANIA Bucharest	ROMANIA	PUBLICIS ROMANIA Bucharest
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Health	D01/1300 1	00156	THE CHILD REPLACEMENT PROGRAMME	MARS	PEDIGREE	Integrated Campaign	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland
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Health	D01/2200 3	01332	THE CURIOUS CAT BOOK	MARS PET	WHISKAS	Industry Craft: Art Direction	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo
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Shortlist (Health & Wellness Lions)

Health	D01/2900 1	00254	THE 8 MONTH WALK	SERESTO	FLEA AND TICK PROTECTION FOR PETS	Branded Content & Entertainment: Film, TV and Online Film Content	BBDO PARIS	FRANCE	BBDO PARIS
Health	D01/3500 2	00877	DOGS FOR DOGS	PEDIGREE	CHARITY	Digital: Social	BBDO PARIS	FRANCE	BBDO PARIS
Health	D01/4100 1	00362	BEE SAVING PAPER	CITY BEES	BEE SAVING PAPER	Print Collateral	CITY BEES Warsaw	POLAND	SAATCHI & SAATCHI POLAND Warsaw
Health	D01/4100 2	01328	THE CURIOUS CAT BOOK	MARS PET	WHISKAS	Print Collateral	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo
Health	D01/4600 1	00227	THE NEST ADDRESS	ENEL ROMANIA	-	Creative Data: Use of Real-Time Data	ENEL ROMANIA Bucharest	ROMANIA	PUBLICIS ROMANIA Bucharest
Health	D01/8002	00228	THE NEST ADDRESS	ENEL ROMANIA	-	Direct	ENEL ROMANIA Bucharest	ROMANIA	PUBLICIS ROMANIA Bucharest

Total Entries: 158

Production	Media	PR	Additional
CABIN EDITING COMPANY Santa Monica / CHROMA Venice / FURLINED Los Angeles / PSYOP New York	AEGIS INNOV8 New York	DEVRIES GLOBAL New York	RECKITT BENCKISER Parsippany
SANTA CLARA São Paulo	SANTA CLARA São Paulo	SANTA CLARA São Paulo	
CABIN EDITING COMPANY Santa Monica / CHROMA Venice / FURLINED Los Angeles / PSYOP New York	AEGIS INNOV8 New York	DEVRIES GLOBAL New York	RECKITT BENCKISER Parsippany
MIRAGE INC. Tokyo / P- CAMP Tokyo / RAY CORPORATION Tokyo / ROCK'N ROLL JAPAN Tokyo	ASATSU-DK INC. Tokyo	ASATSU-DK INC. Tokyo	
MIRAGE INC. Tokyo / P- CAMP Tokyo / RAY CORPORATION Tokyo / ROCK'N ROLL JAPAN Tokyo	ASATSU-DK INC. Tokyo	ASATSU-DK INC. Tokyo	
GREY London			
HOUSETON FILMS BANGKOK			
GREY London			
HOUSETON FILMS BANGKOK			

BETC/HAVAS São Paulo	BETC/HAVAS São Paulo	BETC/HAVAS São Paulo
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PATRIOT FILMS Cape Town

McCANN
BIRMINGHAM

McCANN
BIRMINGHAM

McCANN
BIRMINGHAM

McCANN
BIRMINGHAM

McCANN
BIRMINGHAM

SOMESUCH London	ZENITH London	KETCHUM London	FRAMESTORE London / MYRIAD PR Cambridgeshire / POKE London / THE MILL London
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TRUCE FILMS
Melbourne

BISCUIT FILMWORKS
London / D5X London

McCANN HEALTH New Delhi / McCANN INDIA Mumbai	McCANN HEALTH New Delhi / McCANN INDIA Mumbai	McCANN HEALTH New Delhi / McCANN NEW DELHI
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NOHUP San Giorgio Di
Nogaro / SDM
INTERACTIVE PASSION
Milan / THINK
CATTLEYA Milan

FONDAZIONE
SERENA ONLUS,
CENTRO CLINICO
NEMO Milan /
MRM/McCANN
Milan

GEOMETRY GLOBAL
Prague

GEOMETRY
GLOBAL Prague

FINCH Sydney /
RUMBLE STUDIOS
Sydney

HAYSTAC Sydney

GEOMETRY GLOBAL
Prague

GEOMETRY
GLOBAL Prague

GEOMETRY GLOBAL
Prague

GEOMETRY
GLOBAL Prague

NOHUP San Giorgio Di
Nogaro / SDM
INTERACTIVE PASSION
Milan / THINK
CATTLEYA Milan

FONDAZIONE
SERENA ONLUS,
CENTRO CLINICO
NEMO Milan /
MRM/McCANN
Milan

NEVEREST München /
PAULUS.CO Seoul

CLOUDANDCO
Seoul

J. WALTER THOMPSON
COLOMBIA Bogotá

J. WALTER
THOMPSON
COLOMBIA Bogotá

J. WALTER
THOMPSON
COLOMBIA Bogotá

J. WALTER THOMPSON
COLOMBIA Bogotá

J. WALTER
THOMPSON
COLOMBIA Bogotá

J. WALTER
THOMPSON
COLOMBIA Bogotá

FINCH Sydney /
RUMBLE STUDIOS
Sydney

HAYSTAC Sydney

INTEGER Milan

GEOMETRY GLOBAL Prague	GEOMETRY GLOBAL Prague	
STARCOM Auckland	IMPACT PR Auckland	STARCOM Auckland
750MPH London / FRAMESTORE London / SOMESUCH London / THE MILL London / TRIM EDITING London	KETCHUM London	
750MPH London / CUT + RUN London / FREEFOLK London / STINK STUDIOS London	WEBER SHANDWICK London	
750MPH London / CUT + RUN London / FREEFOLK London / STINK STUDIOS London	WEBER SHANDWICK London	
GREY INDIA Mumbai		
GEOMETRY GLOBAL Prague	GEOMETRY GLOBAL Prague	

McCANN HEALTH New Delhi / McCANN INDIA Mumbai
McCANN HEALTH New Delhi / McCANN INDIA Mumbai
McCANN HEALTH New Delhi / McCANN NEW DELHI

GREY INDIA
Mumbai

GREY POLAND Warsaw
GREY POLAND Warsaw
GREY POLAND Warsaw

GEOMETRY GLOBAL Prague
GEOMETRY GLOBAL Prague

DMBM Paris / GUM Paris
/ ICONOCLAST Paris /
NIGHTSHIFT Paris /
PRODIGIOUS Paris

IRIS London
IRIS London

MOTHERSHIP
PRODUCTIONS
Mumbai / PRERANA
ANTI-
TRAFFICKING
Mumbai

LOS NOTARIOS Bogotá
ELIS LIMITADA Rio de Janeiro

GREY POLAND Warsaw
GREY POLAND Warsaw
GREY POLAND Warsaw
GREY INDIA
Mumbai

DMBM Paris / GUM Paris
/ ICONOCLAST Paris /
NIGHTSHIFT Paris /
PRODIGIOUS Paris

MOTHERSHIP
PRODUCTIONS
Mumbai / PRERANA
ANTI-
TRAFFICKING
Mumbai

SOMESUCH London ZENITH London KETCHUM London FRAMESTORE
London / MYRIAD
PR Cambridgeshire /
POKE London / THE
MILL London

BIRTH Paris /
TBWA\ELSE Paris

CASTA DIVA Buenos
Aires

TBWA\ DAN PARIS BERNSTEIN &
ANDRIULLI London

GREAT GUNS London

PASSION PICTURES
London / ROYLE
PRODUCTIONS London

FACTORY London /
GOLDSTEIN
London

APT Oslo / CARAT Oslo
TANGRYSTAN Oslo /
UHOERT Oslo

M SS NG P ECES New PHD Chicago KETCHUM New York FLARE BBDO
York Chicago Chicago / THE MILL
Chicago

BBDO STUDIOS New
York

DINI VON
MUEFFLING
COMMUNICATIONS
New York

HEARD CITY New
York / HUMAN New
York / THE MILL
New York / WORK
EDITORIAL New
York

TBWADAN PARIS

BERNSTEIN &
ANDRIULLI London

NHB Berlin /
RABBICORN FILMS
Berlin / STORZ &
ESCHERICH Berlin /
STUDIO FUNK Berlin

EUROPEAN ANTI-
BULLYING
NETWORK Athens

LA PAC Paris

W
COMMUNICATIONS
London

BETC/HAVAS São Paulo

BETC/HAVAS São
Paulo

BETC/HAVAS São
Paulo

M S S N G P ECES New
York

PHD Chicago

KETCHUM New York

FLARE BBDO
Chicago / THE MILL
Chicago

W
COMMUNICATIONS
London

M SS NG P ECES New York	PHD Chicago	KETCHUM New York	FLARE BBDO Chicago / THE MILL Chicago
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NOHUP San Giorgio Di Nogaro / SDM INTERACTIVE PASSION Milan / THINK CATTLEA Milan	FONDAZIONE SERENA ONLUS, CENTRO CLINICO NEMO Milan / MRM/McCANN Milan
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BETC/HAVAS São Paulo	BETC/HAVAS São Paulo	BETC/HAVAS São Paulo
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&CO Copenhagen	OATH Copenhagen
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LA PAC Paris

&CO Copenhagen	OATH Copenhagen
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W
COMMUNICATIONS
London

AOI PRO. INC. Tokyo / R'S PARK Tokyo	HAKUHODO INC. Tokyo / J. PUBLIC RELATIONS Tokyo / OZMA Tokyo
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M SS NG P ECES New York	PHD Chicago	KETCHUM New York	FLARE BBDO Chicago / THE MILL Chicago
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BBDO STUDIOS New
York

DINI VON
MUEFFLING
COMMUNICATIONS
New York

HEARD CITY New
York / HUMAN New
York / THE MILL
New York / WORK
EDITORIAL New
York

NOHUP San Giorgio Di
Nogaro / SDM
INTERACTIVE PASSION
Milan / THINK
CATTLEYA Milan

FONDAZIONE
SERENA ONLUS,
CENTRO CLINICO
NEMO Milan /
MRM/McCANN
Milan

BONKERS Amsterdam / PHD Amsterdam
SOUNDCIRCUS
Amsterdam

JK REPS Toronto /
OMEN514 Toronto

OMD CANADA
Toronto

COSSETTE Toronto /
SICKKIDS
FOUNDATION
Toronto

JK REPS Toronto /
OMEN514 Toronto

OMD CANADA
Toronto

COSSETTE Toronto /
SICKKIDS
FOUNDATION
Toronto

JK REPS Toronto /
OMEN514 Toronto

OMD CANADA
Toronto

COSSETTE Toronto /
SICKKIDS
FOUNDATION
Toronto

JIGSAW CASTING
Toronto / SCHOOL
EDITING Toronto / SKIN
& BONES Toronto / THE
EGGPLANT
COLLECTIVE Toronto /
THE VANITY Toronto

JK REPS Toronto /
OMEN514 Toronto

OMD CANADA
Toronto

COSSETTE Toronto /
SICKKIDS
FOUNDATION
Toronto

JK REPS Toronto /
OMEN514 Toronto

OMD CANADA
Toronto

COSSETTE Toronto /
SICKKIDS
FOUNDATION
Toronto

JK REPS Toronto /
OMEN514 Toronto

OMD CANADA
Toronto

COSSETTE Toronto /
SICKKIDS
FOUNDATION
Toronto

SAGA FILM Bucharest

ROGALSKI
DAMASCHIN
PUBLIC RELATIONS
Bucharest

PUBLICIS
BRUSSELS

SAGA FILM Bucharest

ROGALSKI
DAMASCHIN
PUBLIC RELATIONS
Bucharest

SAATCHI & SAATCHI
New York

SPARK FOUNDRY
New York

JONES PR
Oklahoma City / MSL
New York / POWELL
COMMUNICATIONS
New York

BBDO CHILE Santiago

BBDO CHILE
Santiago

M SS NG P ECES New
York

PHD Chicago

KETCHUM New York

FLARE BBDO
Chicago / THE MILL
Chicago

CUT+RUN New York / OMD USA New York EDELMAN New York NETHRAM
JSM MUSIC New York / Sunnyvale, CA /
MRM//McCANN New TWILIO New York
York / UNTITLED Santa
Monica

BEARS CALLING Berlin

CUT+RUN New York / OMD USA New York EDELMAN New York NETHRAM
JSM MUSIC New York / Sunnyvale, CA /
MRM//McCANN New TWILIO New York
York / UNTITLED Santa
Monica

McCANN HEALTH New Delhi / McCANN INDIA Mumbai	McCANN HEALTH New Delhi / McCANN INDIA Mumbai	McCANN HEALTH New Delhi / McCANN NEW DELHI
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McCANN MANILA

McCANN MANILA

MAMMA HELP Prague / Y&R PRAGUE	MAMMA HELP Prague / Y&R PRAGUE
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MOTHERSHIP
PRODUCTIONS
Mumbai / PRERANA
ANTI-
TRAFFICKING
Mumbai

CUT+RUN New York / OMD USA New York EDELMAN New York NETHRAM
JSM MUSIC New York / Sunnyvale, CA /
MRM//McCANN New TWILIO New York
York / UNTITLED Santa
Monica

LOUD São Paulo /
ZOMBIE STUDIO São
Paulo

AREA 23, AN FCB HEALTH NETWORK COMPANY New York	AREA 23, AN FCB HEALTH NETWORK COMPANY New York
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A52 Santa Monica / ACTIVE THEORY Los Angeles / BARKING OWL Los Angeles / EXILE EDITORIAL New York / SERIAL PICTURES New York	HARBOR PICTURE COMPANY New York
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LOUD São Paulo /
ZOMBIE STUDIO São
Paulo

LOUD São Paulo /
ZOMBIE STUDIO São
Paulo

AREA 23, AN FCB
HEALTH NETWORK
COMPANY New York /
ZOMBIE STUDIO São
Paulo

A52 Santa Monica / ACTIVE THEORY Los Angeles / BARKING OWL Los Angeles / EXILE EDITORIAL New York / SERIAL PICTURES New York	HARBOR PICTURE COMPANY New York
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DELOITTE AUSTRALIA Melbourne	DELOITTE AUSTRALIA Melbourne	DELOITTE AUSTRALIA Melbourne	PRINCE OF WALES HOSPITAL Randwick
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A52 Santa Monica /
ACTIVE THEORY Los
Angeles / BARKING
OWL Los Angeles /
EXILE EDITORIAL New
York / SERIAL
PICTURES New York

HARBOR PICTURE
COMPANY New
York

OGILVY AUSTRALIA
Melbourne

OGILVY AUSTRALIA
Melbourne

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JSM MUSIC New York /
MRM//McCANN New
York / UNTITLED Santa
Monica

OMD USA New York

EDELMAN New York

NETHRAM
Sunnyvale, CA /
TWILIO New York

OGILVY AUSTRALIA
Melbourne

OGILVY AUSTRALIA
Melbourne

CUT+RUN New York /
JSM MUSIC New York /
MRM//McCANN New
York / UNTITLED Santa
Monica

OMD USA New York

EDELMAN New York

NETHRAM
Sunnyvale, CA /
TWILIO New York

STUDIOSET Bucharest

STARCOM
Auckland

IMPACT PR
Auckland

STARCOM
Auckland

ALMAPBDO São Paulo /
PUNCH AUDIO São
Paulo / SENTIMENTAL
FILME São Paulo

BLISS Paris

MANUFATURA
PAPIERU Kobyłka

SAATCHI &
SAATCHI POLAND
Warsaw

ALMAPBDO São Paulo /
PUNCH AUDIO São
Paulo / SENTIMENTAL
FILME São Paulo

STUDIOSET Bucharest

STUDIOSET Bucharest
