

## Winners (Health and Wellness Lions)

Cat. No	Entry No	Title	Client	Product	Entrant Company	Country	Prize	Medium
<b>A01 (OTC Oral Medicines)</b>								
A01/1007	01274	MOVING	SAVANT	FABROGESIC	J. WALTER THOMPSON ARGENTINA Buenos Aires	ARGENTINA	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	Bronze Lion	Use of Technology
A01/28005	01961	DOCUSOL MAKE A NAPPY HAPPY	TYPHARM	DOCUSOL PEDIATRIC SOLUTION	McCANN HEALTH London	UNITED KINGDOM	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	Silver Lion	Digital: Social
A01/9001	01371	THE MIGRAINE EXPERIENCE PRESENTED BY EXCEDRIN	GSK CONSUMER HEALTHCARE	EXCEDRIN MIGRAINE	WEBER SHANDWICK New York	USA	Bronze Lion	PR
<b>A02 (OTC Applications)</b>								
A02/35002	01855	DON'T JUDGE. KISS.	UNILEVER	CLOSEUP TOOTHPASTE	F.BIZ São Paulo	BRAZIL	Silver Lion	Digital: Social
<b>A04 (Nutraceuticals)</b>								
A04/8003	01381	X-RAY CASTS	FONTERRA BRANDS NEW ZEALAND, ANCHOR	ANCHOR MILK	COLENZO BBDO Auckland	NEW ZEALAND	Gold Lion	Direct and Promo & Activation
<b>A05 (Other Products)</b>								
A05/13005	02031	SUGAR DETOX	INTERMARCHÉ	INTERMARCHÉ	MARCEL Paris	FRANCE	Silver Lion	Integrated Campaign
A05/8003	01945	TOUCHABLE INK	THAI SAMSUNG ELECTRONICS / THAI ASSOCIATION OF THE BLIND	TOUCHABLE INK	J. WALTER THOMPSON BANGKOK	THAILAND	Bronze Lion	Direct and Promo & Activation

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A05/8015	02030	SUGAR DETOX	INTERMARCHÉ	INTERMARCHÉ	MARCEL Paris	FRANCE	Silver Lion	Direct and Promo & Activation
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### B01 (Education & Awareness)

B01/1020	01412	PREMONITION	CRUZ ROJA ARGENTINA	FIRST AID COURSES	DHÉLET Y&R LATAM Buenos Aires	ARGENTINA	Silver Lion	Film: Cinema, TV and Digital Film Content
B01/120	01165	EXCEDRIN - THE MIGRAINE EXPERIENCE	GSK CONSUMER HEALTHCARE	EXCEDRIN MIGRAINE	DDB REMEDY London	UNITED KINGDOM	Silver Lion	Use of Technology
B01/120	01923	REWORD	HEADSPACE	REWORD WEB APPLICATON	LEO BURNETT MELBOURNE	AUSTRALIA	Bronze Lion	Use of Technology
B01/140	00270	THINKING OF... (•)(•)	LIFETIME LATIN AMERICA	BREAST CANCER AWARENESS	TOTUMA COMMUNICATIONS & DESIGN Bay Harbor Islands	USA	Bronze Lion	Film Craft: Production Design / Art Direction
B01/150	01091	PARKINSON'S NSW- THE LUCKY ONES	PARKINSON'S NSW	PARKINSON'S DISEASE	J. WALTER THOMPSON Sydney	AUSTRALIA	Bronze Lion	Film Craft: Direction
B01/150	20033	LEARN IT YOUNG	SCOUTS SOUTH AFRICA	SCOUTS SA	VELOCITY FILMS Johannesburg	SOUTH AFRICA	Bronze Lion	Film Craft: Direction
B01/240	01467	OLD AGE	THE SAMARITANS	1	Y&R SHANGHAI	CHINA	Bronze Lion Campaign	Print & Poster Craft: Illustration
B01/240	01469	SCHOOL BULLY	THE SAMARITANS	1	Y&R SHANGHAI	CHINA	Bronze Lion Campaign	Print & Poster Craft: Illustration
B01/240	01473	STUDY STRESS	THE SAMARITANS	1	Y&R SHANGHAI	CHINA	Bronze Lion Campaign	Print & Poster Craft: Illustration
B01/240	01475	TRANSGENDER	THE SAMARITANS	1	Y&R SHANGHAI	CHINA	Bronze Lion Campaign	Print & Poster Craft: Illustration
B01/240	01477	RAT HOME	THE SAMARITANS	1	Y&R SHANGHAI	CHINA	Bronze Lion Campaign	Print & Poster Craft: Illustration
B01/280	30566	MANBOOBS	MACMA	BREAST CANCER AWARENESS	DAVID Buenos Aires	ARGENTINA	Gold Lion	Branded Content: Digital
B01/3015	00331	AUCTIONEER	TOBACCO FREE FLORIDA	ANTI-TOBACCO	ALMA DDB Miami	USA	Bronze Lion	Radio
B01/320	01921	REWORD	HEADSPACE	REWORD WEB APPLICATON	LEO BURNETT MELBOURNE	AUSTRALIA	Bronze Lion	Digital Craft: Jser Experience (UX)
B01/430	01057	DARRYL	CANSA (CANCER ASSOCIATION OF SOUTH AFRICA)	CANSA (CANCER ASSOCIATION OF SOUTH AFRICA)	FCB CAPE TOWN	SOUTH AFRICA	Silver Lion Campaign	Digital: Online Video

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B01/430 16	01058	JABU	CANSA (CANCER ASSOCIATION OF SOUTH AFRICA)	CANSA (CANCER ASSOCIATION OF SOUTH AFRICA)	FCB CAPE TOWN	SOUTH AFRICA	Silver Lion Campaign	Digital: Online Video
B01/430 24	01730	MANBOOBS	MACMA	BREAST CANCER AWARENESS	DAVID Buenos Aires	ARGENTINA	Gold Lion	Digital: Online Video
B01/430 40	31538	KEEP FARTS FUNNY	MEREDITH'S MIRACLES COLON CANCER FOUNDATION	COLON CANCER AWARENESS / HEALTH INSURANCE	FCB CHICAGO	USA	Bronze Lion	Digital: Online Video
B01/8003	00022	PARADISE HILL	IT'S NOT OK	DOMESTIC VIOLENCE AWARENESS	FCB NEW ZEALAND Auckland	NEW ZEALAND	Silver Lion	Direct and Promo & Activation
B01/8032	01482	YOU'RE ACCEPTED	MINUS 18	LGBT YOUTH SUPPORT	GPY&R Melbourne	AUSTRALIA	Bronze Lion	Direct and Promo & Activation
B01/8074	01073	DIPPER CONDOMS	TATA MOTORS	DIPPER CONDOMS	REDIFFUSION Y&R Mumbai	INDIA	Bronze Lion	Direct and Promo & Activation

## **B02 (Clinics, Hospitals, Retail & Facilities)**

B02/110 01	00550	HOW IS YOUR BODY PERFORMING	BUPA	HEALTH TEST	WCRS London	UNITED KINGDOM	Bronze Lion	Mobile
B02/120 01	00219	DREAM ADVENTURES	EXPEDIA	TRAVEL	180LA Santa Monica	USA	Bronze Lion	Use of Technology
B02/300 01	00218	DREAM ADVENTURES	EXPEDIA	TRAVEL	180LA Santa Monica	USA	Bronze Lion	Branded Content: Live Experience
B02/8003	00487	SURGEON TRYOUTS	KURASHIKI CENTRAL HOSPITAL	RECRUITMENT	TBWA\HAKUHODO Tokyo	JAPAN	Gold Lion	Direct and Promo & Activation
B02/9002	00488	SURGEON TRYOUTS	KURASHIKI CENTRAL HOSPITAL	RECRUITMENT	TBWA\HAKUHODO Tokyo	JAPAN	Silver Lion	PR

## **B03 (Insurance)**

B03/1003	00192	DELIVERY	UNITEDHEALTHCARE	HEALTH INSURANCE/CLAIM APP	LEO BURNETT CHICAGO	USA	Bronze Lion	Film: Cinema, TV and Digital Film Content
B03/130 01	00441	WAYS IN CAMPAIGN	UNITEDHEALTHCARE	UNITEDHEALTHCARE BRAND	LEO BURNETT CHICAGO	USA	Gold Lion	Integrated Campaign

## Winners (Health and Wellness Lions)

### B04 (Fundraising & Advocacy)

B04/130 03	00774	PROJECT LITERACY	PEARSON	PROJECT LITERACY	FCB INFERNO London	UNITED KINGDOM	Grand Prix	Integrated Campaign
B04/280 06	02006	LUIS' DREAM	DORMIMUNDO / APEC	MATTRESS / THE ASSOCIATION TO AVOID BLINDNESS IN MEXICO	OGILVY & MATHER Mexico City	MEXICO	Bronze Lion	Film: Cinema, TV and Digital Film Content
B04/350 01	00276	MISSING TYPE	NHS BLOOD AND TRANSPLANT	NATIONAL BLOOD WEEK	ENGINE London	UNITED KINGDOM	Gold Lion	Digital: Social
B04/430 01	00775	PROJECT LITERACY	PEARSON	PROJECT LITERACY	FCB INFERNO London	UNITED KINGDOM	Gold Lion	Digital: Online Video
B04/430 07	01740	HOW DO YOU SEE ME	COORDOWN	COORDOWN	SAATCHI & SAATCHI New York	USA	Bronze Lion	Digital: Online Video
B04/9010	01752	LADYBALLS	OVARIAN CANCER CANADA	PUBLIC AWARENESS - OVARIAN CANCER	GREY CANADA Toronto	CANADA	Silver Lion	PR
B04/9025	01587	THIS BIKE HAS MS	MS AUSTRALIA	MS	GREY MELBOURNE	AUSTRALIA	Silver Lion	PR

### B05 (Other)

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

C01/801 3	00709	#LEYDEMIERDA (#SHITLAW)	TERRITORIO DE ZAGUATES	ANIMAL SHELTER	GARNIER BBDO COMUNIDAD San José	COSTA RICA	Silver Lion	Direct and Promo & Activation
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### D01 (Corporate Image & Communication)

D01/100 4	01670	BREATHLESS CHOIR	PHILIPS	SIMPLYGO MINI	OGILVY & MATHER LONDON	UNITED KINGDOM	Gold Lion	Film: Cinema, TV and Digital Film Content
D01/170 01	01672	BREATHLESS CHOIR	PHILIPS	SIMPLYGO MINI	OGILVY & MATHER LONDON	UNITED KINGDOM	Gold Lion	Film Craft: Use of Music / Sound Design
D01/280 05	00341	GE PODCAST THEATRE PRESENTS THE MESSAGE	GE	GE	BBDO New York	USA	Bronze Lion	Branded Content: Digital
D01/280 09	01533	COLOR FOR THE COLORBLIND	VALSPAR / ENCHROMA	PAINT	FCB CHICAGO	USA	Gold Lion	Branded Content: Digital

## Winners (Health and Wellness Lions)

D01/902 1	01541	COLOR FOR THE COLORBLIND	VALSPAR / ENCHROMA	PAIN	FCB CHICAGO	USA	Silver Lion	PR
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**Total Entries:**                      **52**