

Pharma and Health & Wellness Lions winners!

The 64th annual Cannes Lions Festival of Creativity kicked off on 17 June with the Cannes Pharma and Cannes Health & Wellness Lions award ceremonies, where Y&R SA did SA proud!



Cannes Lions' Healthcare agency of the year: Area23, New York.

Lions Health, now in its fourth year, celebrates creative excellence in health communications, creativity for personal well-being and an inspired approach to consumer healthcare. It comprises work that publically educates, promotes non-prescription products, allows self-diagnosis or facilitates pro-active personal care. As a result, the award ceremonies were preceded by insightful talks from the likes of 'Astronauts, surgeons, agencies and Aesop'.



Lions Health announces programme

2 Jun 2017



Entries into the Health & Wellness Lions totalled 2,245 this year, with 65 Lions awarded. The Grand Prix went to 'Meet Graham' by Clemenger BBDO Melbourne, Australia, for Transport Accident Commission Victoria.

“Graham is the Grand Prix winner! Well deserved [#CannesLions](#) [#LionsHealth](#) [pic.twitter.com/iIZRRd3dmb](#)—
Samantha Carter (@SamCarter27) [June 17, 2017](#)”

The Pharma Lions then, which celebrate creative communications from pharmaceutical clients and services, saw a total of 590 entries with 25 Lions awarded and no Grand Prix on the night.



#CannesLions2017: Pharma and Health & Wellness Lions shortlist

17 Jun 2017



Toasting good health awards

The **Lions Health Grand Prix for Good**, open to Gold Lion-winning entries ineligible for a Grand Prix in their section, was also awarded to 'Immunity Charm' by McCann Health, New Delhi/McCann Worldgroup India, Mumbai, for Ministry of Public Health, Islamic Republic of Afghanistan.

“ Immunity charm bracelet wins Grand Prix for Good. Such a simple yet brilliant idea [#CannesLions #LionsHealth pic.twitter.com/aKQDOScDHJ](#)— Samantha Carter (@SamCarter27) [June 17, 2017](#) ”

The **Healthcare Agency of the Year** was awarded to Area 23, New York; second to Medulla Communications, Mumbai; and third to McCann Health, New Delhi.

The **Healthcare Network of the Year** went to McCann Health; second to FCB Health; and third to The CDM Group.

In addition, the pneumonia awareness campaign “Not available in your country” was announced as the winner of the 2017 **Young Lions Health Award**. Created by art directors Giulia Marchi and Giovanni Santoni at Sudler International Milan, WPP Health & Wellness, Italy, it was one of 64 entries. This year’s competition was held in partnership with Unicef and ‘la Caixa’ Banking Foundation. Participants were required to submit a creative, multi-channel campaign to be launched on World Pneumonia Day, 12 November.

View the full tables of winning work below:

Health and Wellness Lions winners

Entrant	Title	Client	Product	Award
CLEMINGER BBDO MELBOURNE	MEET GRAHAM	TRANSPORT ACCIDENT COMMISSION VICTORIA	TRANSPORT ACCIDENT COMMISSION VICTORIA	Grand Prix
MULLENLOWE SINGAPORE	BRIDEZILLA	UNILEVER (CLEAR)	CLEAR ANTI-DANDRUFF SHAMPOO	Gold Lion Campaign
MULLENLOWE SINGAPORE	BULLISH BOSS	UNILEVER (CLEAR)	CLEAR ANTI-DANDRUFF SHAMPOO	Gold Lion Campaign
COLENZO BBDO, Auckland	MILK SLAMS	FONTERRA	ANCHOR	Gold Lion
AMMBDO, London	BLOOD	SCA	LIBRESSE/BODYFORM	Gold Lion
CLEMINGER BBDO MELBOURNE	MEET GRAHAM	TRANSPORT ACCIDENT COMMISSION VICTORIA	TRANSPORT ACCIDENT COMMISSION VICTORIA	Gold Lion
Y&R SOUTH AFRICA, Cape Town	CHASING THE DRAGON	SURF Shack	SURF Shack SURFING SCHOOL/OUTREACH PROGRAMME	Gold Lion
FCB, Toronto	DOWN SYNDROME ANSWERS	CANADIAN DOWN SYNDROME SOCIETY	HEALTH AWARENESS	Gold Lion
MEMAC OGILVY & MATHER, Dubai	POTATOES ON MARS	CIP - THE INTERNATIONAL POTATO CENTER	POTATOES ON MARS	Gold Lion
COSSETTE, Toronto / SICKKIDS FOUNDATION, Toronto	SICKKIDS VS - UNDENIABLE	SICKKIDS FOUNDATION	SICKKIDS FOUNDATION	Gold Lion
THE MARTIN AGENCY, Richmond	THE WORLD'S BIGGEST ASSHOLE	DONATE LIFE	ORGAN DONATION	Gold Lion

GREY GERMANY, Düsseldorf	OPEN YOUR EYES - MAI	TERRE DES FEMMES	FGM	Gold Lion Campaign
GREY GERMANY, Düsseldorf	OPEN YOUR EYES - ISATOU	TERRE DES FEMMES	FGM	Gold Lion Campaign
GREY GERMANY, Düsseldorf	OPEN YOUR EYES - BINTA	TERRE DES FEMMES	FGM	Gold Lion Campaign
GREY GERMANY, Düsseldorf	OPEN YOUR EYES - FATOU	TERRE DES FEMMES	FGM	Gold Lion Campaign
GREY GERMANY, Düsseldorf	OPEN YOUR EYES - FADHUMO	TERRE DES FEMMES	FGM	Gold Lion Campaign
PUBLICIS, New York	I'M MOVING TO CANADA	DOCTORS OF THE WORLD	CHARITY	Gold Lion
COSSETTE, Toronto / SICKKIDS FOUNDATION, Toronto	SICKKIDS VS	SICKKIDS FOUNDATION	SICKKIDS FOUNDATION	Gold Lion
GREY NEW YORK / PROCTER & GAMBLE, Boston	HANDLE WITH CARE	PROCTER & GAMBLE	GILLETTE	Gold Lion
McCANN NEW YORK	TV DOCTORS OF AMERICA	CIGNA	HEALTH INSURANCE	Gold Lion
AMMBDO, London	ONE BREATH	J & J	NICORETTE	Silver Lion
ENERGY BBDO, Chicago	ASPIRIN "HEROSMITHS"	BAYER CONSUMER HEALTH	ASPIRIN MEDICATION	Silver Lion
ENERGY BBDO, Chicago	ASPIRIN "HEROSMITHS"	BAYER CONSUMER HEALTH	ASPIRIN MEDICATION	Silver Lion
RED FUSE COMMUNICATIONS, Hong Kong	STOP THE PAIN - MASKED GOTHIC GIRLS	COLGATE-PALMOLIVE	COLGATE-PALMOLIVE - SENSITIVE	Silver Lion Campaign
RED FUSE COMMUNICATIONS, Hong Kong	STOP THE PAIN - EVIL MANGA GIRLS	COLGATE-PALMOLIVE	COLGATE-PALMOLIVE - SENSITIVE	Silver Lion Campaign
RED FUSE COMMUNICATIONS, Hong Kong	STOP THE PAIN - VODOO GIRLS	COLGATE PALMOLIVE SENSITIVE	COLGATE PALMOLIVE SENSITIVE	Silver Lion Campaign
GREY NEW YORK / PROCTER & GAMBLE, Boston	HANDLE WITH CARE	PROCTER & GAMBLE	GILLETTE	Silver Lion
McCANN WORLDGROUP, Bangkok	CAPTURE	VERENA INTERNATIONAL CO., LTD.	SURE	Silver Lion
CHE PROXIMITY, Sydney	THE HEARING TEST IN DISGUISE	COCHLEAR	COCHLEAR HEARING IMPLANT	Silver Lion
CLEMENGER BBDO MELBOURNE	MEET GRAHAM	TRANSPORT ACCIDENT COMMISSION VICTORIA	TRANSPORT ACCIDENT COMMISSION VICTORIA	Silver Lion
BBDO NEW YORK	EVAN	SANDY HOOK PROMISE	SANDY HOOK PROMISE	Silver Lion
FCB, Toronto	DOWN SYNDROME ANSWERS	CANADIAN DOWN SYNDROME SOCIETY	HEALTH AWARENESS	Silver Lion
FCB, Toronto	DOWN SYNDROME ANSWERS	CANADIAN DOWN SYNDROME SOCIETY	HEALTH AWARENESS	Silver Lion
AREA 23, New York	THE TRAFFICKING EXAM	POLARIS	THE ANTI-TRAFFICKING EXAM & OTOSCOPE	Silver Lion
COSSETTE, Toronto / SICKKIDS FOUNDATION, Toronto	SICKKIDS VS - MOMSTRONG	SICKKIDS FOUNDATION	SICKKIDS FOUNDATION	Silver Lion
TBWA/PARIS, Paris	HALLOWEEN	BURNS & SMILES	BURN VICTIMS ORGANIZATION	Silver Lion
COSSETTE, Toronto / SICKKIDS FOUNDATION, Toronto	SICKKIDS VS	SICKKIDS FOUNDATION	SICKKIDS FOUNDATION	Silver Lion
THE MARTIN AGENCY, Richmond	THE WORLD'S BIGGEST ASSHOLE	DONATE LIFE	ORGAN DONATION	Silver Lion
GREY NEW YORK / PROCTER & GAMBLE, Boston	HANDLE WITH CARE	PROCTER & GAMBLE	GILLETTE	Silver Lion
FCB WARSAW	SMART BELL	AXA INSURANCE	SMARTBIKE INSURANCE	Silver Lion
CLEMENGER BBDO MELBOURNE	MEET GRAHAM	TRANSPORT ACCIDENT COMMISSION VICTORIA	TRANSPORT ACCIDENT COMMISSION VICTORIA	Silver Lion
CLEMENGER BBDO MELBOURNE	MEET GRAHAM	TRANSPORT ACCIDENT COMMISSION VICTORIA	TRANSPORT ACCIDENT COMMISSION VICTORIA	Silver Lion
PUBLICIS MEXICO, Mexico City	IPAIN	LIOMONT	ANALGEN FORTE	Bronze Lion Campaign
PUBLICIS MEXICO, Mexico City	HIGH SCHOOL	LIOMONT	ANALGEN FORTE	Bronze Lion Campaign
WEBER SHANDWICK, New York	THE DEBATE HEADACHE	GSK CONSUMER HEALTHCARE, EXCEDRIN	EXCEDRIN EXTRA STRENGTH	Bronze Lion

FCB, Lisbon	DISCLAIMER	BEIERSDORF PORTUGAL	HARMONY CONDOMS	Bronze Lion
Y&R SOUTH AFRICA, Cape Town	COLLECTION OF POOPHEMSIMS	GUI LING YUAN FANG	HERBAL TEA	Bronze Lion
J. WALTER THOMPSON, London	GRAVITY LIGHT	SHELL	SHELL	Bronze Lion
LEO BURNETT SYDNEY	POCKET PATROL	SAMSUNG AUSTRALIA	SAMSUNG POCKET PATROL	Bronze Lion
MARURI GREY, Guayaquil	TALK TO ME	PANASONIC	PANASONIC COMMA SPEAKERS	Bronze Lion
Y&R SOUTH AFRICA, Cape Town	EVERYBODY KNOWS	WESTERN CAPE GOVERNMENT	ROAD SAFETY	Bronze Lion
REVOLVER/WILL O'ROURKE, Sydney / CHE PROXIMITY, Sydney	THE HEARING TEST IN DISGUISE	COCHLEAR	COCHLEAR HEARING IMPLANT	Bronze Lion
FURLINED, Los Angeles / THE MARTIN AGENCY, Richmond	THE WORLD'S BIGGEST ASSHOLE	DONATE LIFE	NON-PROFIT ORGAN DONATION PSA	Bronze Lion
TAPROOT DENTSU, Mumbai	ADIDAS ODDS	ADIDAS	ADIDAS SHOE	Bronze Lion
FCB INFERNO, London	THIS GIRL CAN - PHENOMENAL WOMEN	SPORT ENGLAND	SPORT ENGLAND	Bronze Lion
AMMBDO, London	BLOOD	SCA	LIBRESSE/BODYFORM	Bronze Lion
IMPACT BBDO, Dubai	DOG	SYDLEXIA	DYSLEXIA CORRECTING FACILITY	Bronze Lion Campaign
IMPACT BBDO, Dubai	FOX	SYDLEXIA	DYSLEXIA CORRECTING FACILITY	Bronze Lion Campaign
IMPACT BBDO, Dubai	DINOSAUR	SYDLEXIA	DYSLEXIA CORRECTING FACILITY	Bronze Lion Campaign
IMPACT BBDO, Dubai	RABBIT	SYDLEXIA	DYSLEXIA CORRECTING FACILITY	Bronze Lion Campaign
CLEMENGER BBDO MELBOURNE	MEET GRAHAM	TRANSPORT ACCIDENT COMMISSION VICTORIA	TRANSPORT ACCIDENT COMMISSION VICTORIA	Bronze Lion
HAKUHODO INC., Tokyo	MISHEARD FONT	PANASONIC	HEARING AID	Bronze Lion
McCANN HEALTH, New Delhi / McCANN WORLDGROUP INDIA, Mumbai	IMMUNITY CHARM	MINISTRY OF PUBLIC HEALTH, ISLAMIC REPUBLIC OF AFGHANISTAN	IMMUNITY CHARM	Bronze Lion
McCANN MELBOURNE	YMCA PLAYNASIUM	YMCA	PLAYNASIUM	Bronze Lion
THE CLASSIC PARTNERSHIP ADVERTISING, Dubai	FOOTNOTE FOR THE BREAST	MEDCARE WOMEN & CHILDREN HOSPITAL	HEALTHCARE	Bronze Lion
LITTLE GEORGE (KETCHUM), São Paulo	AMAZON WARRIORS SAFE COLLECTION	ANANSE	BOOK COLLECTION	Bronze Lion
VML, Kansas City	WELCOME TO MY NEIGHBORHOOD	YOUTH AMBASSADORS	NON-PROFIT ORGANIZATION	Bronze Lion
GREY GERMANY, Düsseldorf	OPEN YOUR EYES - ISATOU	TERRE DES FEMMES	FGM	Bronze Lion Campaign
GREY GERMANY, Düsseldorf	OPEN YOUR EYES - BINTA	TERRE DES FEMMES	FGM	Bronze Lion Campaign
GREY GERMANY, Düsseldorf	OPEN YOUR EYES - MAI	TERRE DES FEMMES	FGM	Bronze Lion Campaign
GREY GERMANY, Düsseldorf	OPEN YOUR EYES - FATOU	TERRE DES FEMMES	FGM	Bronze Lion Campaign
GREY GERMANY, Düsseldorf	OPEN YOUR EYES - FADHUMO	TERRE DES FEMMES	FGM	Bronze Lion Campaign
DENTSU INC., Tokyo	SECOND LIFE TOYS	GREEN RIBBON PROJECT COMMITTEE	ORGAN TRANSPLANT	Bronze Lion
RAYA, Santiago	LAST CALL	CORPORACIÓN DEL TRANSPLANTE	INSTITUCIONAL	Bronze Lion
McCANN TOKYO	STILL LIFE	THE END ALS ASSOCIATION	END ALS	Bronze Lion
LES GAULOIS, Paris	PORCELAIN BONES	AMGEN	AWARENESS MESSAGE	Bronze Lion
OGILVY & MATHER MUMBAI	SAVLON HEALTHY HANDS CHALK STICKS	ITC SAVLON	SAVLON HEALTHY HANDS CHALK STICKS	Bronze Lion
LG2 TORONTO	GIVE-A-CARE	RETHINK BREAST CANCER	RETHINK BREAST CANCER	Bronze Lion
ALMAPBBDO, São Paulo	IRIS & THULA	MARS PET	WHISKAS	Bronze Lion
OGILVY & MATHER AFRICA, Nairobi	MOST ELIGIBLE BACHELOR	OL PEJETA CONSERVANCY	WILDLIFE CONSERVATION	Bronze Lion

Pharma Lions winners

Entrant	Title	Client	Product	Award
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McCANN HEALTH, New Delhi / McCANN WORLDGROUP INDIA, Mumbai	IMMUNITY CHARM	MINISTRY OF PUBLIC HEALTH, ISLAMIC REPUBLIC OF AFGHANISTAN	IMMUNITY CHARM	Gold Lion
McCANN HEALTH, New Delhi / McCANN WORLDGROUP INDIA, Mumbai	IMMUNITY CHARM	MINISTRY OF PUBLIC HEALTH, ISLAMIC REPUBLIC OF AFGHANISTAN	IMMUNITY CHARM	Gold Lion
McCANN HEALTH, New Delhi / McCANN WORLDGROUP INDIA, Mumbai	IMMUNITY CHARM	MINISTRY OF PUBLIC HEALTH, ISLAMIC REPUBLIC OF AFGHANISTAN	IMMUNITY CHARM	Gold Lion
AREA 23, New York	THE TRAFFICKING EXAM	POLARIS	THE ANTI- TRAFFICKING EXAM & OTOSCOPE	Gold Lion
McCANN HEALTH, New Delhi / McCANN WORLDGROUP INDIA, Mumbai	IMMUNITY CHARM	MINISTRY OF PUBLIC HEALTH, ISLAMIC REPUBLIC OF AFGHANISTAN	IMMUNITY CHARM	Gold Lion
OGILVY BRASIL, São Paulo	VR VACCINE	HERMES PARDINI	DIAGNOSIS LAB	Gold Lion
MEDULLA COMMUNICATIONS, Mumbai	LAST LAUGH	INDIAN ASSOCIATION OF PALLIATIVE CARE (IAPC)	PALLIATIVE CARE	Silver Lion
MEDULLA COMMUNICATIONS, Mumbai	LAST LAUGH	INDIAN ASSOCIATION OF PALLIATIVE CARE (IAPC)	PALLIATIVE CARE	Silver Lion
McCANN HEALTH, New Delhi / McCANN WORLDGROUP INDIA, Mumbai	IMMUNITY CHARM	MINISTRY OF PUBLIC HEALTH, ISLAMIC REPUBLIC OF AFGHANISTAN	IMMUNITY CHARM	Silver Lion
McCANN HEALTH, New Delhi / McCANN WORLDGROUP INDIA, Mumbai	IMMUNITY CHARM	MINISTRY OF PUBLIC HEALTH, ISLAMIC REPUBLIC OF AFGHANISTAN	IMMUNITY CHARM	Silver Lion
McCANN HEALTH, New Delhi / McCANN WORLDGROUP INDIA, Mumbai	IMMUNITY CHARM	MINISTRY OF PUBLIC HEALTH, ISLAMIC REPUBLIC OF AFGHANISTAN	IMMUNITY CHARM	Silver Lion
F5, Shanghai	KNOW YOU AGAIN	BAIDU	AI GLASSES	Silver Lion
J. WALTER THOMPSON, New York	THE FIN	NORTHWELL HEALTH	TBD	Silver Lion
OGILVY BRASIL, São Paulo	VR VACCINE	HERMES PARDINI	DIAGNOSIS LAB	Silver Lion
McCANN HEALTH, New Delhi / McCANN WORLDGROUP INDIA, Mumbai	IMMUNITY CHARM	MINISTRY OF PUBLIC HEALTH, ISLAMIC REPUBLIC OF AFGHANISTAN	IMMUNITY CHARM	Silver Lion
McCANN HEALTH, New York	SPLIT SECOND	BOEHRINGER INGELHEIM	PRADAXA	Bronze Lion
AREA 23, New York	ALIEN	MOLLIE BIGGANE MELANOMA FOUNDATION	MELANOMA AWARENESS	Bronze Lion
AREA 23, New York	MAP #1	MIRACLE FLIGHTS	INSTITUTIONAL	Bronze Lion Campaign
AREA 23, New York	MAP #2	MIRACLE FLIGHTS	INSTITUTIONAL	Bronze Lion Campaign
MATTER UNLIMITED, New York	"PUSH"	MERCK	MERCK FOR MOTHERS	Bronze Lion
CDMLONDON	THE RECORD PLAYER WITH TYPE 2 DIABETES	ASCENSIA DIABETES CARE	BLOOD GLUCOSE MONITOR	Bronze Lion Campaign
CDMLONDON	THE VHS TAPE WITH TYPE 1 DIABETES	ASCENSIA DIABETES CARE	BLOOD GLUCOSE MONITOR	Bronze Lion Campaign
CDMLONDON	THE INSTANT CAMERA WITH TYPE 2 DIABETES	ASCENSIA DIABETES CARE	BLOOD GLUCOSE MONITOR	Bronze Lion Campaign
LANGLAND, Windsor	AVIATION	ROCHE	CLINICAL TRIAL	Bronze Lion
FLOCK, Mexico City	TALKING HANDS THERAPY	MEXICAN FOUNDATION FOR RHEUMATIC PATIENTS	ARTHRITIS THERAPY	Bronze Lion
LEO BURNETT MÉXICO, Mexico City	PHANTOM LIMB THERAPY	SAMSUNG	SAMSUNG GEAR VR	Bronze Lion
PROLAMY&R, Santiago	SIGN THERAPY	ME NUEVO FOUNDATION, SORDOS CHILENOS FOUNDATION	SIGN THERAPY	Bronze Lion
Y&R ITALIA, Milan	CHAT YOURSELF	ITALIA LONGEVA - ITALIAN NETWORK DEDICATED TO AGING, CREATED BY THE MINISTRY OF	CHAT YOURSELF	Bronze Lion



Congrats to all of tonight's winners and shortlisters in the Health & Wellness and Pharma Lions!

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A post shared by Cannes Lions (@cannes_lions) on Jun 17, 2017 at 12:03pm PDT

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The Festival of Creativity runs from 17-24 June 2017, with Cinemark the official local representative for the Cannes Lions International Festival of Creativity.



#CannesLions2017: Cinemark brings SA all the creative magic

Leigh Andrews 14 Jun 2017



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