

## Winners (Pharma Lions)

Cat. No	Entry No	Title	Client	Product	Entrant Company	Country	Agency	Prize	Medium
<b><u>A02 (Pharma, Vaccines &amp; Biotech - Branded Communication)</u></b>									
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	DUORESP® SPIROMAX®	DJM PAN UNLIMITED Richmond	UNITED KINGDOM	DJM PAN UNLIMITED Richmond	Silver Lion	Film Craft: Script
A02/19003	20035	BAD BARISTA	TEVA UK	DUORESP® 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
<b><u>A03 (Pharma, Vaccines &amp; Biotech - Unbranded Communicatoin)</u></b>									
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 Campaign	Bronze Lion	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 Campaign	Bronze Lion	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 Campaign	Bronze Lion	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
<b><u>A05 (Veterinary)</u></b>									
A05/24001	20247	STILL ROCKIN' ON	BOEHRINGER INGLEHEIM	METACAM	OGILVY COMMONHEALTH AUSTRALIA Sydney	AUSTRALIA	OGILVY COMMONHEALTH	Bronze Lion	Print & Poster Craft: Illustration
<b><u>A06 (Education &amp; Awareness)</u></b>									

## **Winners (Pharma Lions)**

A06/1200 3	20375	TON-TON VOICE SUMO	GERIATRIC HEALTH SERVICES FACILITY HITORIZAWA	REHABILITATION SERVICE	DENTSU INC Tokyo	JAPAN	DENTSU INC Tokyo	Bronze Lion	Use of Technology
A06/1200 6	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
A06/1300 1	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
A06/1600 2	20016	SLAM POETRY - DANIEL	NOVARTIS	XOLAIR	PUBLICIS LIFE BRANDS RESOLUTE London	UNITED KINGDOM	PUBLICIS LIFE BRANDS RESOLUTE London	Bronze Lion	Film Craft: Script
A06/3500 1	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
A06/4300 1	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
A07/1300 2	20589	HEALTHCARE AT HOME	HEALTHCARE AT HOME	HEALTHCARE AT HOME	LANGLAND Windsor	UNITED KINGDOM	LANGLAND Windsor	Silver Lion	Integrated Campaign
A07/1500 1	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)**

B02/2200 9	20604	GAUCHER: VOLCANO	SHIRE USA	CLINICAL STUDY	LANGLAND Windsor	UNITED KINGDOM	LANGLAND Windsor	Bronze Lion Campaign	Print & Poster Craft: Art Direction
B02/2201 0	20605	GAUCHER: WASP	SHIRE USA	CLINICAL STUDY	LANGLAND Windsor	UNITED KINGDOM	LANGLAND Windsor	Bronze Lion Campaign	Print & Poster Craft: Art Direction
B02/2201 1	20606	GAUCHER: DRAGON	SHIRE USA	CLINICAL STUDY	LANGLAND Windsor	UNITED KINGDOM	LANGLAND Windsor	Bronze Lion Campaign	Print & Poster Craft: Art Direction

## **Winners (Pharma Lions)**

B02/2400 1	20261	STUDENT	PFIZER CORPORATION HONGKONG	XALATAN	McCANN HEALTH Hong Kong	HONG KONG	McCANN HEALTH Hong Kong	Gold Lion Campaign	Print & Poster Craft: Illustration
B02/2400 2	20264	PAINTER	PFIZER CORPORATION HONGKONG	XALATAN	McCANN HEALTH Hong Kong	HONG KONG	McCANN HEALTH Hong Kong	Gold Lion Campaign	Print & Poster Craft: Illustration
B02/2400 3	20265	GAMEBOY	PFIZER CORPORATION HONGKONG	XALATAN	McCANN HEALTH Hong Kong	HONG KONG	McCANN HEALTH Hong Kong	Gold Lion Campaign	Print & Poster Craft: Illustration
B02/2400 5	11687	WASP	SHIRE USA	CLINICAL STUDY	LANGLAND Windsor	UNITED KINGDOM	LANGLAND Windsor	Bronze Lion	Print & Poster Craft: Illustration

## **B03 (Pharma, Vaccines & Biotech - Unbranded Communicatoin)**

B03/3000 1	20292	ADHD SYMPTOM STAMPS	JOHNSON & JOHNSON	CONCERTA	MEDULLA COMMUNICATIONS Mumbai	INDIA	MEDULLA COMMUNICATIONS Mumbai	Bronze Lion	Branded Content: Live Experience
B03/3800 1	20554	ANTI-RIVAL VACCINE	BANDSPORTS	CORPORATE IMAGE	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo	Silver Lion	Ambient Outdoor
B03/4300 1	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
B04/1500 1	20527	BREATHLESS CHOIR	PHILIPS	SIMPLYGO MINI	OGILVY & MATHER LONDON	UNITED KINGDOM	OGILVY & MATHER LONDON	Silver Lion	Film Craft: Direction
B04/1700 1	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)**

B05/1300 1	20246	STILL GOING STRONG	BOEHRINGER INGLEHEIM	METACAM	OGILVY COMMONHEALTH AUSTRALIA Sydney	AUSTRALIA	OGILVY COMMONHEALTH	Bronze Lion	Integrated Campaign
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## **Winners (Pharma Lions)**

B05/2400 1	20248	STILL ROCKIN' ON	BOEHRINGER INGLEHEIM	METACAM	OGILVY COMMONHEALTH AUSTRALIA Sydney	AUSTRALIA	OGILVY COMMONHEALTH	Bronze Lion	Print & Poster Craft: Illustration
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## **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
B06/1200 4	20452	EYESCARE	WEEK OF SIGHT	HEALTH CARE	FAMOUS BRUSSELS	BELGIUM	FAMOUS BRUSSELS	Bronze Lion	Use of Technology
B06/1300 3	20258	JJ-MAN	A. MENARINI HONG KONG	PRILIGY	McCANN HEALTH Hong Kong	HONG KONG	McCANN HEALTH Hong Kong	Bronze Lion	Integrated Campaign
B06/3800 2	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)**

B07/2800 3	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)**

C01/1200 1	20440	PARKINSOUNDS	TEVA NEUROSCIENCE	INSTITUTIONAL	HAVAS LIFE Sao Paulo	BRAZIL	HAVAS LIFE Sao Paulo	Silver Lion	Use of Technology
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## **C02 (Branded Utilities)**

C02/1100 5	11789	THE COLOR ALPHABET	COLORADD	-	McCANN WORLDGROUP MADRID	SPAIN	McCANN WORLDGROUP MADRID	Silver Lion	Mobile
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## Winners (Pharma Lions)

C02/1200 4	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)

C03/1200 2	20581	BRAINBAND	SAMSUNG AUSTRALIA	SAMSUNG BRAINBAND	LEO BURNETT SYDNEY Sydney	AUSTRALIA	LEO BURNETT SYDNEY Sydney	Silver Lion	Use of Technology
C03/1200 4	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**