

# Health & Wellness and Pharma Lions winners!

The 66th annual Cannes Lions Festival of Creativity kicked off on 17 June, with the 2019 Cannes Health & Wellness and Pharma Lions announced during the Health award track ceremony.



The #Cannes Lions 2019 Health & Wellness and Pharma Grand Prix winners: McCann Tel Aviv, Craft London and UM Tel Aviv, for IKEA 'ThisAbles' and McCann Health Shanghai, for GSK GlaxoSmithKline's 'Breath of Life' respectively.

Winners of the Cannes Lions' Health track were announced and the Cannes Lions' opening award ceremony held at the Palais on Monday, 17 June from 7pm.

Lions Health, now in its fifth year, recognises outstanding creative communications in the healthcare sector.

“ Congratulations to [@mccann\\_health](https://twitter.com/mccann_health) Shanghai, you've won the [#CannesLions](https://twitter.com/CannesLions) Healthcare Agency of the Year!! [pic.twitter.com/yIY5ilnp9R](https://pic.twitter.com/yIY5ilnp9R)— Cannes Lions (@Cannes\_Lions) [June 17, 2019](https://twitter.com/Cannes_Lions/status/1136111111) ”

The Health & Wellness Lions celebrate creativity for personal well-being. This is exceptionally engaging work, which promotes non-prescription products, publically educates to allow self-diagnosis or facilitates pro-active personal care. Shaheed Peera, executive creative director of Publicis LifeBrands, Publicis Resolute and Real Science global is the Health & Wellness Lions jury president. Peera commented:

“ “The world can be a cruel and heartless place at times. The Grand Prix demonstrated how brands can help normalise the everyday for the most marginalised in society.” ”

Applauding creativity for personal wellbeing, a total of 1,186 entries from 52 countries were submitted with 33 Lions being awarded: 1 Grand Prix, 5 Gold, 10 Silver and 17 Bronze Lions.

“ Healthcare Network of the Year goes to... [@McCann](https://twitter.com/McCann) Health! Huge congratulations to the team for this achievement! [#CannesLions](https://twitter.com/CannesLions) [pic.twitter.com/ftgGUmfU5K](https://pic.twitter.com/ftgGUmfU5K)— Cannes Lions (@Cannes\_Lions) [June 17, 2019](https://twitter.com/Cannes_Lions/status/1136111111) ”

Hailing creative communications from pharmaceutical clients and services surrounding this highly-regulated industry, honouring work that has supported in facilitating diagnosis, disease mitigation or illness management. Of the 363 entries

from 23 countries, 11 were awarded with Lions – 1 Grand Prix, 2 Gold, 3 Silver and 5 Bronze Lions.

Robin Shapiro, global president of TBWA\WorldHealth global is the Pharma Lions jury president and commented:

“ COPD is one of the top three causes of death in China and it's terribly underdiagnosed and undertreated. Breath of Life combines Chinese blowart, creative data visualisation, and mobile technology into one irresistibly engaging diagnostic tool. This is highly personalised health engagement with scalable human impact and is the essence of life changing creativity which is what Cannes Lions Health is all about. ”

## Healthy wins

This year, the Health & Wellness Grand Prix went to **McCann** Tel Aviv, Craft London and UM Tel Aviv, for IKEA 'ThisAbles'.

The furniture retailer created add-ons for existing products to make them more accessible for people with disabilities.

The Pharma Grand Prix, not awarded in 2018, went to **McCann Health** Shanghai, for GSK GlaxoSmithKline's 'Breath of Life':

“ Congratulations to [@mccann\\_health](#), Shanghai... Your Breath of Life campaign for [@GSK](#) has won the Pharma Grand Prix at [#CannesLions pic.twitter.com/YHFWsBOXnR](#)— Cannes Lions (@Cannes\_Lions) [June 17, 2019](#) ”

It's a diagnostic tool for COPD for pharmaceutical company GSK Glaxosmithkline.

Cannes Lions Healthcare Network of the Year went to: 1st Place McCann Health; 2nd Place FCB Health; 3rd Place Havas Health & You

Cannes Lions Healthcare Agency of the Year was awarded to: 1st Place McCann Health, Shanghai; 2nd Place Area 23, An FCB Health Network Company, New York; and 3rd Place Havas Lynx, Manchester.

No **Lions Health Grand Prix for Good** was awarded. Rajesh Mirchandani, Chief Communications Officer, United Nations, explained: “This tells us that doing good is not the preserve of charities or the public sector anymore, companies are embracing the Sustainable Development Goals, and it’s time to think about maybe recalibrating this award so charities and brands embracing social responsibility alike are eligible.”

No SA work was awarded in the Health track. View the full tables of winning work below:

## 2019 Cannes Health & Wellness Lions winners

Award	Entrant / Idea Creation	Client	Product	Title	Country
Grand Prix	McCANN, Tel Aviv	IKEA	IKEA THISABLES	THISABLES	ISRAEL
Gold Lion	AMBBDO, London	ESSITY	LIBRESSE/BODYFORM	VIVA LA VULVA	UNITED KINGDOM
Gold Lion	McCANN, Tel Aviv	IKEA	IKEA THISABLES	THISABLES	ISRAEL
Gold Lion	FCB INFERNO, London	HUAWEI	HUAWEI BRAND	STORYSIGN	UNITED KINGDOM
Gold Lion	McCANN, Tel Aviv	IKEA	IKEA THISABLES	THISABLES	ISRAEL
Gold Lion	McCANN PARIS	PURINA	PURINA VETERINARY DIETS	STREET-VET	FRANCE
Silver Lion	AMBBDO, London	ESSITY	LIBRESSE/BODYFORM	VIVA LA VULVA	UNITED KINGDOM
Silver Lion	UITCH ISCRATCH, Copenhagen	NEW LIVES	ANTI TRAFFICKING	VOICELESS WOMEN	DENMARK
Silver Lion	CIRCUS GREY PERU, Lima	PERUMAN MINISTRY OF HEALTH	PERUMAN MINISTRY OF HEALTH	THE LIFE SAVING SOAP OPERAS	PERU
Silver Lion	BBDO NEW YORK	MONICA LEWINSKY	ANTI-BULLYING	#DEFYTHE NAME	USA
Silver Lion	THJNK, Zürich	PRO INFIRMIS	PRO INFIRMIS	WE ARE ALL EQUAL. AND NO ONE IS MORE EQUAL THAN ANYONE ELSE.	SWITZERLAND
Silver Lion	UM STUDIOS, New York	JOHNSON & JOHNSON	JOHNSON & JOHNSON	5B	USA
Silver Lion	McCANN HEALTH, São Paulo	HOSPITAL LEFORTE	HEALTH SERVICES FOR FÓRMULA 1	1 MINUTE 46 SECONDS	BRAZIL
Silver Lion	VMLY&R BRAZIL, São Paulo	FACULDADE DE ODONTOLOGIA	SERVICES	TOOTH FAIRY'S ADDRESS	BRAZIL
Silver Lion	McCANN PARIS	PURINA	PURINA VETERINARY DIETS	STREET-VET	FRANCE
Silver Lion	McCANN PARIS	PURINA	PURINA VETERINARY DIETS	STREET-VET	FRANCE
Bronze Lion	SAATCHI & SAATCHI SWITZERLAND, Lausanne	GSK	VOLTAREN	PAIN IS DRAMA	SWITZERLAND
Bronze Lion	SANTO, Buenos Aires	PORTA HNOS	BIALCOHOL	NASTIEST TEST	ARGENTINA
Bronze Lion	MJZ, Los Angeles / MEKANISM, New York	MEDMEN	CANNABIS	NEW NORMAL	USA
Bronze Lion	PONCE, Buenos Aires	NESTLE WATERS	GLACIAR	PINCH	ARGENTINA
Bronze Lion	CHEIL PENGTAI, Beijing / CHEIL WORLDWIDE HONG KONG	SAMSUNG	CORPORATE SOCIAL RESPONSIBILITY PROJECT (CPR)	BACK2LIFE	CHINA
Bronze Lion	VMLY&R BRAZIL, São Paulo / Y&R SAO PAULO	MINISTERIO PUBLICO AND ABAP	INSTITUTIONAL	NEXT MINUTE LAW	BRAZIL
Bronze Lion	TBWA INDIA, Mumbai	NEUROGEN BRAIN AND SPINE INSTITUTE	KIT	ONE MINDFUL MIND	INDIA
Bronze Lion	AFRICA, São Paulo	ESPN	INSTITUTIONAL	LEGS TO FLY	BRAZIL

Bronze Lion	LOS QUILTROS, Santiago	JOYERÍA AURUS	JOYERÍA AURUS	PRICELESS JEWELRY	CHILE
Bronze Lion	McCANN LONDON	BREEZOMETER / BRITISH LUNG FOUNDATION / WORLD HEALTH ORGANIZATION	BREEZOMETER / BRITISH LUNG FOUNDATION / WORLD HEALTH ORGANIZATION	TOXIC TOBY	UNITED KINGDOM
Bronze Lion	BENSIMON BYRNE, Toronto	WHITE RIBBON	WHITE RIBBON CAMPAIGN	BOYS DON'T CRY	CANADA
Bronze Lion	McCANN HEALTH NEW YORK	SHATTERPROOF	SHATTERPROOF	#HOPESTEMS	USA
Bronze Lion Campaign	McCANN BRISTOL	REFUGE	DOMESTIC ABUSE SUPPORT AND AWARENESS	REMEMBERING MY FATHER	UNITED KINGDOM
Bronze Lion Campaign	McCANN BRISTOL	REFUGE	DOMESTIC ABUSE SUPPORT AND AWARENESS	MISTLETOE	UNITED KINGDOM
Bronze Lion Campaign	McCANN BRISTOL	REFUGE	DOMESTIC ABUSE SUPPORT AND AWARENESS	CHRISTMAS EVE	UNITED KINGDOM
Bronze Lion	BENSIMON BYRNE, Toronto / NARRATIVE, Toronto	CASEY HOUSE	HIV/AIDS AWARENESS	THE HEALING HOUSE	CANADA
Bronze Lion	IMPACT BBDO, Dubai	WASTE MANAGEMENT COALITION	WASTE MANAGEMENT	THE TOXIC FLAG	UNITED ARAB EMIRATES
Bronze Lion	TRY REKLAME, Oslo	DNB	ANIMAL INSURANCE	THE ANIMALS' OWN EMERGENCY NUMBER	NORWAY
Bronze Lion	AFRICA, São Paulo	AMPARA ANIMAL NGO	INSTITUTIONAL	LIFE PRINT	BRAZIL

## 2019 Cannes Pharma Lions winners

Award	Entrant / Idea Creation	Client	Product	Title	Country
Grand Prix	McCANN HEALTH, Shanghai	GSK GLAXOSMITHKLINE	CHRONIC OBSTRUCTIVE PULMONARY DISEASE AWARENESS (COPD)	BREATH OF LIFE	CHINA
Gold Lion	AREA23, AN FCB HEALTH NETWORK COMPANY, New York	THE LEARNING CORP	CONSTANT THERAPY	ONE WORD	USA
Gold Lion	McCANN HEALTH, Shanghai	GSK GLAXOSMITHKLINE	CHRONIC OBSTRUCTIVE PULMONARY DISEASE AWARENESS (COPD)	BREATH OF LIFE	CHINA
Silver Lion	HAVAS LYNX, Manchester	ViV Healthcare	HIV Awareness	U=U=	UNITED KINGDOM
Silver Lion	HARLEY & COMPANY, New York	MIV HEALTHCARE	HIV/AIDS MEDICATION	AS MUCH AS I CAN	USA
Silver Lion	AREA23, AN FCB HEALTH NETWORK COMPANY, New York	ELI LILLY AND COMPANY	LARTRUVO (OLARATUMAB)	GET UP ALARM CLOCK	USA
Bronze Lion	AREA23, AN FCB HEALTH NETWORK COMPANY, New York	THE LEARNING CORP	CONSTANT THERAPY	ONE WORD	USA
Bronze Lion	EDELMAN, Toronto	OSTEOPOROSIS CANADA IN PARTNERSHIP WITH AMGEN CANADA	OSTEOPOROSIS	BÜBL FASHION	CANADA
Bronze Lion	MATTER UNLIMITED, New York	MERCK FOR MOTHERS	MATERNAL HEALTHCARE	REVERSE	USA
Bronze Lion	OGILVY, São Paulo	HERMES PARDINI	VACCINES	THE UFOLOGIST	BRAZIL
Bronze Lion	LANGLAND, Windsor	BAYER	SMARTREAD	SMARTREAD	UNITED KINGDOM

Here's a reminder of the [#CannesLions2019 Health & Wellness and Pharma](#) Lions shortlists in full:



#CannesLions2019: Health & Wellness and Pharma shortlists

16 Jun 2019



*The Cannes Lions Festival of Creativity runs from 17 to 21 June 2019, with Cinemark – now known as Ster-Kinekor Sales – the local representatives of Cannes Lions for SA. Visit our [Cannes Lions special section](#) for the latest updates!*

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