

## Shortlist (Pharma Lions)

Cat. No	Entry No	Title	Client	Product	Entrant Company	Country	Agency	Production Company	Medium
<b>A01 (Pharma, Vaccines &amp; Biotech - Black Box)</b>									
A01/13001	20183	WORDS	JANSSEN	REMICADE	McCANN HEALTH Sydney	AUSTRALIA	McCANN HEALTH Sydney	McCANN HEALTH Sydney	Integrated Campaign
<b>A02 (Pharma, Vaccines &amp; Biotech - Branded Communication)</b>									
A02/1001	20184	SKIN	GALDERMA	Galderma Rosacea treatments	McCANN HEALTH Sydney	AUSTRALIA	McCANN HEALTH Sydney	ANDREW GOLDIE PHOTOGRAPHY Sydney	Film: Cinema, TV and Digital Film Content
A02/12002	20040	MS EXPLORER	BIOGEN	TECFIDERA	PEGASUS Brighton	UNITED KINGDOM	PEGASUS Brighton	PROJECTION ARTWORKS London	Use of Technology
A02/12005	20214	TOUCHING DIABETES PATIENTS' LIVES	ASTRAZENECA	AZ DIABETES PORTFOLIO	OGILVY COMMONHEALTH UK London	UNITED KINGDOM	OGILVY COMMONHEALTH UK London		Use of Technology
A02/16001	20036	BAD BARISTA	TEVA UK	DUORESP® SPIROMAX®	DJM PAN UNLIMITED Richmond	UNITED KINGDOM	DJM PAN UNLIMITED Richmond	DJM PAN UNLIMITED Richmond	Film Craft: Script
A02/19003	20035	BAD BARISTA	TEVA UK	DUORESP® SPIROMAX®	DJM PAN UNLIMITED Richmond	UNITED KINGDOM	DJM PAN UNLIMITED Richmond	DJM PAN UNLIMITED Richmond	Film Craft: Cinematography
A02/22002	20301	SLUMS (HOUSING COLONIES) FOR WORMS	GLAXOSMITHKLINE (GSK)	ZENTEL	MEDULLA COMMUNICATIONS Mumbai	INDIA	MEDULLA COMMUNICATIONS Mumbai		Print & Poster Craft: Art Direction
A02/30002	20039	MS EXPLORER	BIOGEN	TECFIDERA	PEGASUS Brighton	UNITED KINGDOM	PEGASUS Brighton	PROJECTION ARTWORKS London	Branded Content: Live Experience
A02/31001	20233	XIFAXAN HE	SALIX PHARMACEUTICALS	XIFAXAN 550MG	CDM NEW YORK	USA	CDM NEW YORK		Digital Craft: Interface & Navigation (UI)
A02/36001	20234	XIFAXAN HE	SALIX PHARMACEUTICALS	XIFAXAN 550MG	CDM NEW YORK	USA	CDM NEW YORK		Digital: Web Platforms
A02/42003	20290	SLUMS (HOUSING COLONIES) FOR WORMS	GLAXOSMITHKLINE (GSK)	ZENTEL	MEDULLA COMMUNICATIONS Mumbai	INDIA	MEDULLA COMMUNICATIONS Mumbai		Standard Print
A02/8005	20518	WELCOME BACK	GSK	PANADOL OSTEO	REP/GREY Bogotá	COLOMBIA	REP/GREY Bogotá	LA OCTAVA Bogotá	Direct and Promo & Activation

## A03 (Pharma, Vaccines & Biotech - Unbranded Communicatoin)

## Shortlist (Pharma Lions)

A03/12001	20271	PEE AGAINST THE LUTS WRONG DIAGNOSIS	ASTELLAS FARMA BRASIL	PRODUCT LINE FOR UROLOGY	TRIUNFO SUDLER BRASIL Campinas	BRAZIL	TRIUNFO SUDLER BRASIL Campinas	Use of Technology	
A03/16001	20012	SLAM POETRY - DANIEL	NOVARTIS	XOLAIR	PUBLICIS LIFE BRANDS RESOLUTE London	UNITED KINGDOM	PUBLICIS LIFE BRANDS RESOLUTE London	WRIGGLES & ROBINS London	Film Craft: Script
A03/22004	20109	"SUZANNE"	INSMED	NTM DISEASE AWARENESS	AREA 23 AN FCB HEALTH COMPANY New York	USA	AREA 23 AN FCB HEALTH COMPANY New York		Print & Poster Craft: Art Direction
A03/24002	20097	"DONNA"	INSMED	NTM DISEASE AWARENESS	AREA 23 AN FCB HEALTH COMPANY New York	USA	AREA 23 AN FCB HEALTH COMPANY New York		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 York		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 York		Print & Poster Craft: Illustration
A03/37002	20078	A THOUSAND WORDS ABOUT NTM	INSMED	NTM DISEASE AWARENESS	AREA 23 AN FCB HEALTH COMPANY New York	USA	AREA 23 AN FCB HEALTH COMPANY New York		Integrated Digital Campaign
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		Ambient Outdoor

## A04 (Devices & Diagnostics)

A04/25001	20176	BOTTICELLI FOR GALDERMA, RESTYLANE SILK	GALDERMA, RESTYLANE SILK	RESTYLANE SILK	TBWA WORLDHEALTH New York	USA	TBWA WORLDHEALTH H New York		Print & Poster Craft: Photography
A04/25003	20179	LEMPICKA FOR GALDERMA, RESTYLANE SILK	GALDERMA, RESTYLANE SILK	RESTYLANE SILK	TBWA WORLDHEALTH New York	USA	TBWA WORLDHEALTH H New York		Print & Poster Craft: Photography

## A05 (Veterinary)

A05/24001	20247	STILL ROCKIN' ON	BOEHRINGER INGLEHEIM	METACAM	OGILVY COMMONHEALTH AUSTRALIA Sydney	AUSTRALIA	OGILVY COMMONHEALTH AUSTRALIA Sydney		Print & Poster Craft: Illustration
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## A06 (Education & Awareness)

A06/12003	20375	TON-TON VOICE SUMO	GERIATRIC HEALTH SERVICES FACILITY HITORIZAWA	REHABILITATION SERVICE	DENTSU INC Tokyo	JAPAN	DENTSU INC Tokyo	TAIYO KIKAKU Tokyo	Use of Technology
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## Shortlist (Pharma Lions)

A06/12006	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		Use of Technology
A06/13001	20500	LAST WORDS	INDIAN ASSOCIATION OF PALLIATIVE CARE (IAPC)	PALLIATIVE CARE (END-OF-LIFE CARE)	MEDULLA COMMUNICATIONS Mumbai	INDIA	MEDULLA COMMUNICATIONS Mumbai	A NINETEEN FILMS Mumbai	Integrated Campaign
A06/14002	20202	PAIN MONSTER CAMPAIGN	TEVA	BECOM MEDICAL EDUCATION PROGRAM	McCANN HEALTHCARE Clichy	FRANCE	McCANN HEALTHCARE Clichy	McCANN HEALTHCARE Clichy	Film Craft: Production Design / Art Direction
A06/15001	20506	LAST WORDS	INDIAN ASSOCIATION OF PALLIATIVE CARE (IAPC)	PALLIATIVE CARE (END-OF-LIFE CARE)	MEDULLA COMMUNICATIONS Mumbai	INDIA	MEDULLA COMMUNICATIONS Mumbai	A NINETEEN FILMS Mumbai	Film Craft: Direction
A06/16002	20016	SLAM POETRY - DANIEL	NOVARTIS	XOLAIR	PUBLICIS LIFE BRANDS RESOLUTE London	UNITED KINGDOM	PUBLICIS LIFE BRANDS RESOLUTE London	WRIGGLES & ROBINS London	Film Craft: Script
A06/35001	20501	LAST WORDS	INDIAN ASSOCIATION OF PALLIATIVE CARE (IAPC)	PALLIATIVE CARE (END-OF-LIFE CARE)	MEDULLA COMMUNICATIONS Mumbai	INDIA	MEDULLA COMMUNICATIONS Mumbai	A NINETEEN FILMS Mumbai	Digital: Social
A06/37001	20502	LAST WORDS	INDIAN ASSOCIATION OF PALLIATIVE CARE (IAPC)	PALLIATIVE CARE (END-OF-LIFE CARE)	MEDULLA COMMUNICATIONS Mumbai	INDIA	MEDULLA COMMUNICATIONS Mumbai	A NINETEEN FILMS Mumbai	Integrated Digital Campaign
A06/43001	20504	LAST WORDS	INDIAN ASSOCIATION OF PALLIATIVE CARE (IAPC)	PALLIATIVE CARE (END-OF-LIFE CARE)	MEDULLA COMMUNICATIONS Mumbai	INDIA	MEDULLA COMMUNICATIONS Mumbai	A NINETEEN FILMS Mumbai	Digital: Online Video
A06/8002	20514	THIS BIKE HAS MS	MS AUSTRALIA	MS	GREY MELBOURNE	AUSTRALIA	GREY MELBOURNE	GREY MELBOURNE / GLASSCASE PRODUCTIONS Melbourne / RISK SOUND Melbourne	Direct and Promo & Activation

## A07 (Business to Business)

A07/1001	20548	HEALTHCARE AT HOME	HEALTHCARE AT HOME	HEALTHCARE AT HOME	LANGLAND Windsor	UNITED KINGDOM	LANGLAND Windsor		Film: Cinema, TV and Digital Film Content
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## Shortlist (Pharma Lions)

A07/13002	20589	HEALTHCARE AT HOME	HEALTHCARE AT HOME	HEALTHCARE AT HOME	LANGLAND Windsor	UNITED KINGDOM	LANGLAND Windsor		Integrated Campaign
A07/15001	20550	HEALTHCARE AT HOME	HEALTHCARE AT HOME	HEALTHCARE AT HOME	LANGLAND Windsor	UNITED KINGDOM	LANGLAND Windsor		Film Craft: Direction
A07/19001	20549	HEALTHCARE AT HOME	HEALTHCARE AT HOME	HEALTHCARE AT HOME	LANGLAND Windsor	UNITED KINGDOM	LANGLAND Windsor		Film Craft: Cinematography
A07/41001	20539	HEALTHCARE AT HOME	HEALTHCARE AT HOME	HEALTHCARE AT HOME	LANGLAND Windsor	UNITED KINGDOM	LANGLAND Windsor		Print Collateral

### B01 (Pharma, Vaccines & Biotech - Black Box)

B01/18002	20147	PRADAXA REDFISH	BEORINGHER INGELHEIM	PRADAXA	GSW New York	USA	GSW New York	PASSION PICTURES London	Film Craft: Animation / Visual Effects
B01/43001	20519	MYSTERY VOLLEYBALL	GSK	VOLTAREN	SAATCHI & SAATCHI SWITZERLAND Geneva	SWITZERLAND	SAATCHI & SAATCHI SWITZERLAND Geneva	PRODIGIOUS London	Digital: Online Video

### B02 (Pharma, Vaccines & Biotech - Branded Communication)

B02/22001	10525	STUDENT	PFIZER CORPORATION HONGKONG	XALATAN	McCANN HEALTH Hong Kong	HONG KONG	McCANN HEALTH Hong Kong		Print & Poster Craft: Art Direction
B02/22002	10526	PAINTER	PFIZER CORPORATION HONGKONG	XALATAN	McCANN HEALTH Hong Kong	HONG KONG	McCANN HEALTH Hong Kong		Print & Poster Craft: Art Direction
B02/22003	10527	GAMEBOY	PFIZER CORPORATION HONGKONG	XALATAN	McCANN HEALTH Hong Kong	HONG KONG	McCANN HEALTH Hong Kong		Print & Poster Craft: Art Direction
B02/22009	20604	GAUCHER: VOLCANO	SHIRE USA	CLINICAL STUDY	LANGLAND Windsor	UNITED KINGDOM	LANGLAND Windsor		Print & Poster Craft: Art Direction
B02/22010	20605	GAUCHER: WASP	SHIRE USA	CLINICAL STUDY	LANGLAND Windsor	UNITED KINGDOM	LANGLAND Windsor		Print & Poster Craft: Art Direction
B02/22011	20606	GAUCHER: DRAGON	SHIRE USA	CLINICAL STUDY	LANGLAND Windsor	UNITED KINGDOM	LANGLAND Windsor		Print & Poster Craft: Art Direction
B02/24001	20261	STUDENT	PFIZER CORPORATION HONGKONG	XALATAN	McCANN HEALTH Hong Kong	HONG KONG	McCANN HEALTH Hong Kong		Print & Poster Craft: Illustration
B02/24002	20264	PAINTER	PFIZER CORPORATION HONGKONG	XALATAN	McCANN HEALTH Hong Kong	HONG KONG	McCANN HEALTH Hong Kong		Print & Poster Craft: Illustration

## Shortlist (Pharma Lions)

B02/24003	20265	GAMEBOY	PFIZER CORPORATION HONGKONG	XALATAN	McCANN HEALTH Hong Kong	HONG KONG	McCANN HEALTH Hong Kong		Print & Poster Craft: Illustration
B02/24005	11687	WASP	SHIRE USA	CLINICAL STUDY	LANGLAND Windsor	UNITED KINGDOM	LANGLAND Windsor		Print & Poster Craft: Illustration

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

B03/22003	20086	THE SILENT ERA.	BAYER	PROSTATE CANCER EDUCATION	AREA 23 AN FCB HEALTH COMPANY New York	USA	AREA 23 AN FCB HEALTH COMPANY New York		Print & Poster Craft: Art Direction
B03/30001	20292	ADHD SYMPTOM STAMPS	JOHNSON & JOHNSON	CONCERTA	MEDULLA COMMUNICATIONS Mumbai	INDIA	MEDULLA COMMUNICATIONS Mumbai	MEDULLA COMMUNICATIONS Mumbai	Branded Content: Live Experience
B03/38001	20554	ANTI-RIVAL VACCINE	BANDSPORTS	CORPORATE IMAGE	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo	HUNGRY MAN São Paulo / JAMUTE AUDIO Curitiba	Ambient Outdoor
B03/43001	20026	THE CODE WORD	BAYER	CANESTEN	J. WALTER THOMPSON HONG KONG	HONG KONG	J. WALTER THOMPSON HONG KONG	J. WALTER THOMPSON HONG KONG	Digital: Online Video
B03/8001	20025	THE CODE WORD	BAYER	CANESTEN	J. WALTER THOMPSON HONG KONG	HONG KONG	J. WALTER THOMPSON HONG KONG	J. WALTER THOMPSON HONG KONG	Direct and Promo & Activation
B03/8002	20293	ADHD SYMPTOM STAMPS	JOHNSON & JOHNSON	CONCERTA	MEDULLA COMMUNICATIONS Mumbai	INDIA	MEDULLA COMMUNICATIONS Mumbai	MEDULLA COMMUNICATIONS Mumbai	Direct and Promo & Activation

## B04 (Devices & Diagnostics)

B04/1001	20526	BREATHLESS CHOIR	PHILIPS	SIMPLYGO MINI	OGILVY & MATHER LONDON	UNITED KINGDOM	OGILVY & MATHER LONDON	TOOL Santa Monica / UNIVERSAL PRODUCTION PARTNERS Prague	Film: Cinema, TV and Digital Film Content
B04/1002	20386	NOTHING IMPRISONS YOU MORE THAN A KIDNEY DISEASE	KIDNEY FOUNDATION	KIDNEY FOUNDATION	DDB & TRIBAL WORLDWIDE AMSTERDAM	THE NETHERLANDS	DDB & TRIBAL WORLDWIDE AMSTERDAM	MEDIAMONKS Amsterdam	Film: Cinema, TV and Digital Film Content
B04/15001	20527	BREATHLESS CHOIR	PHILIPS	SIMPLYGO MINI	OGILVY & MATHER LONDON	UNITED KINGDOM	OGILVY & MATHER LONDON	TOOL Santa Monica / UNIVERSAL PRODUCTION PARTNERS Prague	Film Craft: Direction

## Shortlist (Pharma Lions)

B04/17001	20528	BREATHLESS CHOIR	PHILIPS	SIMPLYGO MINI	OGILVY & MATHER LONDON	UNITED KINGDOM	OGILVY & MATHER LONDON	TOOL Santa Monica / UNIVERSAL PRODUCTION PARTNERS Prague	Film Craft: Use of Music / Sound Design
B04/28001	20521	BREATHLESS CHOIR	PHILIPS	SIMPLYGO MINI	OGILVY & MATHER LONDON	UNITED KINGDOM	OGILVY & MATHER LONDON	TOOL Santa Monica / UNIVERSAL PRODUCTION PARTNERS Prague	Branded Content: Digital
B04/43001	20525	BREATHLESS CHOIR	PHILIPS	SIMPLYGO MINI	OGILVY & MATHER LONDON	UNITED KINGDOM	OGILVY & MATHER LONDON	TOOL Santa Monica / UNIVERSAL PRODUCTION PARTNERS Prague	Digital: Online Video
B04/8001	11628	ON THE GO	DENNIS LUSTICO	ON THE GO	CAMPAIGNS & GREY Makati City	THE PHILIPPINES	CAMPAIGNS & GREY Makati City		Direct and Promo & Activation
B04/9001	20522	BREATHLESS CHOIR	PHILIPS	SIMPLYGO MINI	OGILVY & MATHER LONDON	UNITED KINGDOM	OGILVY & MATHER LONDON	TOOL Santa Monica / UNIVERSAL PRODUCTION PARTNERS Prague	PR

## B05 (Veterinary)

B05/13001	20246	STILL GOING STRONG	BOEHRINGER INGLEHEIM	METACAM	OGILVY COMMONHEALTH AUSTRALIA Sydney	AUSTRALIA	OGILVY COMMONHEALTH AUSTRALIA Sydney		Integrated Campaign
B05/14001	20169	CAMOUFLAGE	MERIAL	HEARTGARD@PLU S	SAATCHI & SAATCHI WELLNESS New York	USA	SAATCHI & SAATCHI WELLNESS New York	COMPANY FILMS Los Angeles	Film Craft: Production Design / Art Direction
B05/24001	20248	STILL ROCKIN' ON	BOEHRINGER INGLEHEIM	METACAM	OGILVY COMMONHEALTH AUSTRALIA Sydney	AUSTRALIA	OGILVY COMMONHEALTH AUSTRALIA Sydney		Print & Poster Craft: Illustration

## B06 (Education & Awareness)

B06/1005	20032	MOTHER'S LIPSTICK	CHUGAI PHARMACEUTICAL CO.	DISORDER EDUCATION ACTIVITY	DENTSU YOUNG & RUBICAM Tokyo	JAPAN	DENTSU YOUNG & RUBICAM Tokyo		Film: Cinema, TV and Digital Film Content
B06/12002	20574	BRAINBAND	SAMSUNG AUSTRALIA	SAMSUNG BRAINBAND	LEO BURNETT SYDNEY Sydney	AUSTRALIA	LEO BURNETT SYDNEY Sydney	THE POOL COLLECTIVE Sydney / WE LOVE JAM Sydney	Use of Technology
B06/12003	10905	BE LIVE	PHIZER	LYRICA	SUDLER & HENNESSEY New York	USA	SUDLER & HENNESSEY New York		Use of Technology
B06/12004	20452	EYESCARE	WEEK OF SIGHT	HEALTH CARE	FAMOUS BRUSSELS	BELGIUM	FAMOUS BRUSSELS	FAMOUS BRUSSELS	Use of Technology

## Shortlist (Pharma Lions)

B06/13003	20258	JJ-MAN	A. MENARINI HONG KONG	PRILIGY	McCANN HEALTH Hong Kong	HONG KONG	McCANN HEALTH Hong Kong		Integrated Campaign
B06/18002	10582	DOGS LIFE	NOVARTIS	'LIFE IS CALLING' PATIENT INITIATIVE	MAKE BELIEVE UK London	UNITED KINGDOM	MAKE BELIEVE UK London	MAKE BELIEVE UK London	Film Craft: Animation / Visual Effects
B06/30001	20556	IMPOSSIBLE HANDS	ROCHE	AWARENESS ABOUT RHEUMATOID ARTHRITIS	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo	BOSSANOVA FILMS Sao Paulo / LUCHA LIBRE AUDIO Sao Paulo	Branded Content: Live Experience
B06/38001	20555	ANTI-RIVAL VACCINE	BANDSPORTS	CORPORATE IMAGE	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo	HUNGRY MAN São Paulo / JAMUTE AUDIO Curitiba	Ambient Outdoor
B06/38002	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	HS AD Seoul	Ambient Outdoor
B06/38003	11722	THE BIG ADVENTURES OF LITTLE SKIVOLO	UNITED THERAPEUTICS ONCOLOGY	N/A	NEON New York	USA	NEON New York		Ambient Outdoor
B06/39002	20515	THIS BIKE HAS MS	MS AUSTRALIA	MS	GREY MELBOURNE	AUSTRALIA	GREY MELBOURNE	GREY MELBOURNE / GLASSCASE PRODUCTIONS Melbourne / RISK SOUND Melbourne	Integrated Outdoor Campaign
B06/43001	20483	TEARS FROM THE HEART	PORTUGUESE ASSOCIATION OF CARDIOLOGY	HIGH BLOOD PRESSURE PREVENTION	FCB Lisbon	PORTUGAL	FCB Lisbon	BRO Lisbon	Digital: Online Video
B06/8001	20181	CONNECT PEN & NOTEBOOK	OTSUKA PHARMACEUTICAL CO.	EDUCATION OF CRANIAL NERVE DISEASE	TOPPAN PRINTING Tokyo	JAPAN	TOPPAN PRINTING Tokyo	TOPPAN PRINTING Tokyo	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		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	HS AD Seoul	PR
B06/9008	20573	BRAINBAND	SAMSUNG AUSTRALIA	SAMSUNG BRAINBAND	LEO BURNETT SYDNEY Sydney	AUSTRALIA	LEO BURNETT SYDNEY Sydney	THE POOL COLLECTIVE Sydney / WE LOVE JAM Sydney	PR

## Shortlist (Pharma Lions)

B06/9010	20408	BREAST CANCER: A STORY HALF TOLD	PFIZER ONCOLOGY	IBRANCE (PALBOCICLIB)	Y&R San Francisco	USA	Y&R NEW YORK		PR
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## B07 (Corporate Image & Communication)

B07/1001	20530	BREATHLESS CHOIR	PHILIPS	SIMPLYGO MINI	OGILVY & MATHER LONDON	UNITED KINGDOM	OGILVY & MATHER LONDON	TOOL Santa Monica / UNIVERSAL PRODUCTION PARTNERS Prague	Film: Cinema, TV and Digital Film Content
B07/15001	20531	BREATHLESS CHOIR	PHILIPS	SIMPLYGO MINI	OGILVY & MATHER LONDON	UNITED KINGDOM	OGILVY & MATHER LONDON	TOOL Santa Monica / UNIVERSAL PRODUCTION PARTNERS Prague	Film Craft: Direction
B07/17001	20532	BREATHLESS CHOIR	PHILIPS	SIMPLYGO MINI	OGILVY & MATHER LONDON	UNITED KINGDOM	OGILVY & MATHER LONDON	TOOL Santa Monica / UNIVERSAL PRODUCTION PARTNERS Prague	Film Craft: Use of Music / Sound Design
B07/28003	20523	BREATHLESS CHOIR	PHILIPS	SIMPLYGO MINI	OGILVY & MATHER LONDON	UNITED KINGDOM	OGILVY & MATHER LONDON	TOOL Santa Monica / UNIVERSAL PRODUCTION PARTNERS Prague	Branded Content: Digital
B07/43002	20529	BREATHLESS CHOIR	PHILIPS	SIMPLYGO MINI	OGILVY & MATHER LONDON	UNITED KINGDOM	OGILVY & MATHER LONDON	TOOL Santa Monica / UNIVERSAL PRODUCTION PARTNERS Prague	Digital: Online Video
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		Direct and Promo & Activation
B07/9002	20524	BREATHLESS CHOIR	PHILIPS	SIMPLYGO MINI	OGILVY & MATHER LONDON	UNITED KINGDOM	OGILVY & MATHER LONDON	TOOL Santa Monica / UNIVERSAL PRODUCTION PARTNERS Prague	PR

## C01 (Patient to HCP Communications)

C01/12001	20440	PARKINSOUNDS	TEVA NEUROSCIENCE	INSTITUTIONAL	HAVAS LIFE Sao Paulo	BRAZIL	HAVAS LIFE Sao Paulo		Use of Technology
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## C02 (Branded Utilities)

C02/11005	11789	THE COLOR ALPHABET	COLORADD	-	McCANN WORLDGROUP MADRID	SPAIN	McCANN WORLDGROUP MADRID	ANTIESTATICO Madrid	Mobile
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## Shortlist (Pharma Lions)

C02/12004	20376	REFUNBLITATIO N CLINIC	GERIATRIC HEALTH SERVICES FACILITY HITORIZAWA	REHABILITATION SERVICE	DENTSU INC Tokyo	JAPAN	DENTSU INC Tokyo	DENTSU INC Tokyo / TAIYO KIKAKU Tokyo	Use of Technology
C02/8004	20516	THIS BIKE HAS MS	MS AUSTRALIA	MS	GREY MELBOURNE	AUSTRALIA	GREY MELBOURNE	GREY MELBOURNE / GLASSCASE PRODUCTIONS Melbourne / RISK SOUND Melbourne	Direct and Promo & Activation
C02/9003	20517	THIS BIKE HAS MS	MS AUSTRALIA	MS	GREY MELBOURNE	AUSTRALIA	GREY MELBOURNE	GREY MELBOURNE / GLASSCASE PRODUCTIONS Melbourne / RISK SOUND Melbourne	PR
<b>C03 (HCP Devices &amp; Diagnostics)</b>									
C03/11001	11911	SEA HERO QUEST	DEUTSCHE TELEKOM	DEUTSCHE TELEKOM	SAATCHI & SAATCHI London	UNITED KINGDOM	SAATCHI & SAATCHI London	BUF Paris / GRAND CENTRAL SOUND STUDIOS London / UNIT MEDIA London	Mobile
C03/11002	20580	BRAINBAND	SAMSUNG AUSTRALIA	SAMSUNG BRAINBAND	LEO BURNETT SYDNEY Sydney	AUSTRALIA	LEO BURNETT SYDNEY Sydney	THE POOL COLLECTIVE Sydney / WE LOVE JAM Sydney	Mobile
C03/12002	20581	BRAINBAND	SAMSUNG AUSTRALIA	SAMSUNG BRAINBAND	LEO BURNETT SYDNEY Sydney	AUSTRALIA	LEO BURNETT SYDNEY Sydney	THE POOL COLLECTIVE Sydney / WE LOVE JAM Sydney	Use of Technology
C03/12004	20441	PARKINSOUNDS	TEVA NEUROSCIENCE	INSTITUTIONAL	HAVAS LIFE Sao Paulo	BRAZIL	HAVAS LIFE Sao Paulo		Use of Technology
C03/28001	11892	SEA HERO QUEST	DEUTSCHE TELEKOM	DEUTSCHE TELEKOM	SAATCHI & SAATCHI London	UNITED KINGDOM	SAATCHI & SAATCHI London	BUF Paris / GRAND CENTRAL SOUND STUDIOS London / UNIT MEDIA London	Branded Content: Digital
C03/8001	11891	SEA HERO QUEST	DEUTSCHE TELEKOM	DEUTSCHE TELEKOM	SAATCHI & SAATCHI London	UNITED KINGDOM	SAATCHI & SAATCHI London	BUF Paris / GRAND CENTRAL SOUND STUDIOS London / UNIT MEDIA London	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		Direct and Promo & Activation

Total Entries:

103