

2020/2021 SHORTLIST

# Health & Wellness Lions



Medium	Title	Brand	Product/Service	Entrant Company	Country
<b>A01 (OTC Oral Medicines)</b>					
FILM: CINEMA, TV AND DIGITAL FILM CONTENT	LOVE STORY	VIATRIS	VIAGRA CONNECT	VMLY&R LONDON	UNITED KINGDOM
INTEGRATED CAMPAIGN	A RESPONSIBILITY DOSE	SAVANT PHARM	FABOGESIC IBUPROFENO	PUBLICIS BUENOS AIRES BUENOS AIRES	ARGENTINA
<b>A02 (OTC Applications)</b>					
PRODUCT INNOVATION	DEGREE INCLUSIVE	UNILEVER	DEGREE INCLUSIVE DEODORANT	WUNDERMAN THOMPSON BUENOS AIRES	ARGENTINA
BRAND EXPERIENCE & ACTIVATION	HACKWASHING	HINDUSTAN UNILEVER	LIFEBUOY	GEOMETRY ENCOMPASS MUMBAI	INDIA
INTEGRATED CAMPAIGN	BECO. #STEALOURSTAFF.	BECO	BECO	TBWALONDON LONDON	UNITED KINGDOM
DIRECT	30SOAP	DREAMS INC.	SOAP	TBWAHAKUHODO INC. TOKYO	JAPAN
PR	DEGREE INCLUSIVE	UNILEVER	DEGREE INCLUSIVE DEODORANT	WUNDERMAN THOMPSON BUENOS AIRES	ARGENTINA
<b>A03 (OTC Products / Devices)</b>					
FILM CRAFT: DIRECTION	#WOMBPAINSTORIES	LIBRESSE	ESSITY	CHELSEA PICTURES LOS ANGELES	USA
DIGITAL: SOCIAL & INFLUENCER	DUREX EVERY DAY	DUREX	CONDOMS	HAVAS MIDDLE EAST DUBAI	UNITED ARAB EMIRATES
PRINT & PUBLISHING: COLLATERAL	THE TAMPON BOOK: A BOOK AGAINST TAX DISCRIMINATION	THE FEMALE COMPANY	THE TAMPON BOOK	SCHOLZ & FRIENDS BERLIN	GERMANY
CREATIVE DATA: DATA VISUALISATION	PUBLICLY TRADED	LIFESTYLES HEALTHCARE	LIFESTYLES CONDOMS	FCB/SIX TORONTO	CANADA
PRODUCT INNOVATION	LIGHT FOR HOPE	SC JOHNSON	BAYGON	ENERGY BBDO CHICAGO	USA
DIRECT	MOTHER BLANKET	VIVIR ASSOCIATION + AMBATO'S CANTONAL HUMAN RIGHTS PROTECTION COUNCIL	CHRONIC UNDERNOURISHMENT PREVENTION TOOL	OGILVY COLOMBIA BOGOTÁ	COLOMBIA
PR	THE TAMPON BOOK: A BOOK AGAINST TAX DISCRIMINATION	THE FEMALE COMPANY	THE TAMPON BOOK	SCHOLZ & FRIENDS BERLIN	GERMANY
<b>A04 (Nutraceuticals)</b>					
MOBILE	VOICE DOODLER	WYETH	ILLUMA, WYETH	OGILVY SHANGHAI	CHINA
<b>A05 (Health &amp; Wellness Tech)</b>					
MOBILE	GMR: PLAY CONNECTED	ADIDAS X FIFA	GMR TECHNOLOGY	DDB LONDON	UNITED KINGDOM
FILM CRAFT: DIRECTION	IT ALREADY DOES THAT	APPLE	APPLE WATCH SERIES 6	MJZ LOS ANGELES	USA
FILM CRAFT: CINEMATOGRAPHY	IT ALREADY DOES THAT	APPLE	APPLE WATCH SERIES 6	MJZ LOS ANGELES	USA
BRANDED CONTENT & ENTERTAINMENT: DIGITAL & SOCIAL	THE DANCE AWAKENING	NIKE	AUTHENTIC FEET	AKQA SÃO PAULO	BRAZIL
RADIO & AUDIO	RADIO RECLINER	BRIDGE SENIOR LIVING	BRIDGE SENIOR LIVING	LUCKIE DULUTH	USA
DIGITAL CRAFT: USER EXPERIENCE (UX)	VERBAL SPONTANEITY – PERSONALITY RETENTION (PETER 2.0)	THE SCOTT-MORGAN FOUNDATION	A PROJECT BETWEEN THE SCOTT-MORGAN FOUNDATION/INTEL/OPTIMIZE3D/EMBODY DIGITAL/CEREPROC. SET OUT TO RE-REDESIGN THE NEXT GENERATION OF THE ACAT OPEN-SOURCE ASSISTIVE SOFTWARE FOR MND SUFFERERS.S	FJORD, PART OF ACCENTURE INTERACTIVE LONDON	UNITED KINGDOM
DIGITAL: PLATFORMS	RIGHT TO AN APPOINTMENT	RESERVO	RIGHT TO AN APPOINTMENT	RESERVO SANTIAGO	CHILE
CREATIVE DATA: CREATIVE DATA ENHANCEMENT	SAYLISTS	WARNER MUSIC GROUP	PLAYLISTS	ROTHCO, PART OF ACCENTURE INTERACTIVE DUBLIN	IRELAND
CREATIVE DATA: DATA VISUALISATION	SAYLISTS	WARNER MUSIC GROUP	PLAYLISTS	ROTHCO, PART OF ACCENTURE INTERACTIVE DUBLIN	IRELAND
PRODUCT INNOVATION	PELUSHIRTS	HUGGIES	KIMBERLY-CLARK PUERTO RICO	DE LA CRUZ & ASSOCIATES GUAYNABO	PUERTO RICO
BRAND EXPERIENCE & ACTIVATION	LET WHAT'S INSIDE OUT	CALM/TOPSHOP	CALM/TOPSHOP	HAVAS LONDON	UNITED KINGDOM
BRAND EXPERIENCE & ACTIVATION	PROJECT UNDERSTOOD	GOOGLE AI AND CANADIAN DOWN SYNDROME SOCIETY	GOOGLE VOICE ASSISTANT	FCB CANADA TORONTO	CANADA
<b>B01 (Brand-led Education &amp; Awareness)</b>					
USE OF TECHNOLOGY	VOLVO LIVESAVER	VOLVO	AED (AUTOMATED EXTERNAL DEFIBRILLATOR)	OGILVY   SOCIAL LAB AMSTERDAM	THE NETHERLANDS
FILM CRAFT: PRODUCTION DESIGN / ART DIRECTION	#WOMBPAINSTORIES	ESSITY	BODYFORM/LIBRESSE	AMV BBDO LONDON	UNITED KINGDOM
FILM CRAFT: USE OF MUSIC / SOUND DESIGN	#WOMBPAINSTORIES	ESSITY	BODYFORM/LIBRESSE	AMV BBDO LONDON	UNITED KINGDOM
FILM CRAFT: ANIMATION / VISUAL EFFECTS	#WOMBSTORIES	LIBRESSE & BODYFORM	LIBRESSE & BODYFORM	FRAMESTORE LONDON	UNITED KINGDOM
INDUSTRY CRAFT: ART DIRECTION	#WOMBPAINSTORIES	ESSITY	BODYFORM/LIBRESSE	AMV BBDO LONDON	UNITED KINGDOM
BRANDED CONTENT & ENTERTAINMENT: DIGITAL & SOCIAL	THE GREAT STIGMA CLEARANCE	JET (EDCON)	JET BREAST CANCER AWARENESS	JOE PUBLIC UNITED JOHANNESBURG	SOUTH AFRICA
BRANDED CONTENT & ENTERTAINMENT: FILM, TV AND ONLINE FILM CONTENT	#WOMBPAINSTORIES	ESSITY	BODYFORM/LIBRESSE	AMV BBDO LONDON	UNITED KINGDOM
RADIO & AUDIO	BETTER DAYS	ONE MEDICAL	ONE MEDICAL	GOODBY SILVERSTEIN & PARTNERS SAN FRANCISCO	USA
DIGITAL: SOCIAL & INFLUENCER	THE BREAD EXAM	SPINNEYS AND THE LEBANESE BREAST CANCER FOUNDATION	SPINNEYS FLOUR	MCCANN PARIS	FRANCE
OUTDOOR: AMBIENT	UNTOUCHABLES.	EVA CLINIC	EVA CLINIC	LEO BURNETT MEXICO CITY	MEXICO

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CREATIVE DATA: USE OF REAL-TIME DATA	SOCIAL BULLETS	STAND FOR THE SILENT/KAZOO	CYBERBULLYING AWARENESS	AREA 23, AN FCB HEALTH NETWORK COMPANY NEW YORK	USA
CREATIVE DATA: CREATIVE DATA COLLECTION & RESEARCH	#WOMBPAINSTORIES	ESSITY	BODYFORM/LIBRESSE	AMV BBDO LONDON	UNITED KINGDOM
PRODUCT INNOVATION	SELF-TIMING SOAP	DELIVEROO / LUSH	SELF-TIMING SOAP	AND US DUBAI	UNITED ARAB EMIRATES
FILM: CINEMA, TV AND DIGITAL FILM CONTENT	COURAGE IS BEAUTIFUL	DOVE	DOVE MASTERBRAND	OGILVY LONDON	UNITED KINGDOM
INTEGRATED CAMPAIGN	#WOMBPAINSTORIES	ESSITY	BODYFORM/LIBRESSE	AMV BBDO LONDON	UNITED KINGDOM
DIRECT	H FOR HANDWASHING	LIFEBUOY	HANDWASHING EDUCATION	LOWE LINTAS MUMBAI	INDIA
DIRECT	THE BREAD EXAM	SPINNEYS AND THE LEBANESE BREAST CANCER FOUNDATION	SPINNEYS FLOUR	MCCANN PARIS	FRANCE
PR	RADIO RECLINER	BRIDGE SENIOR LIVING	BRIDGE SENIOR LIVING	LUCKIE DULUTH	USA
PR	THE PUBLIC SERVICE BANGER	NZ GOVERNMENT	NZ GOVERNMENT	COLENZO BBDO AUCKLAND	NEW ZEALAND
<b>B02 (Non-profit / Foundation-led Education &amp; Awareness)</b>					
FILM CRAFT: PRODUCTION DESIGN / ART DIRECTION	SKINDEEP	EMPOWHER NY	MENTAL HEALTH AWARENESS	THE BLOC NEW YORK	USA
FILM CRAFT: DIRECTION	MACMILLAN - WHATEVER IT TAKES	MACMILLAN	MACMILLAN CHARITY	ICONOCLAST LONDON	UNITED KINGDOM
FILM CRAFT: DIRECTION	THE EPIDEMIC	MONICA LEWINSKY	MONICA LEWINSKY	BBDO NEW YORK	USA
FILM CRAFT: SCRIPT	STOP VEO - THE WORDS I WON'T SAY	STOP VEO	CHILD PROTECTION ORGANIZATION	PUBLICIS CONSEIL PARIS	FRANCE
INDUSTRY CRAFT: ART DIRECTION	ABCS OF SURVIVAL	NATIONAL BLACK CHILD DEVELOPMENT INSTITUTE	NON PROFIT	THE BLOC NEW YORK	USA
INDUSTRY CRAFT: COPYWRITING	ANDI GOES	N/A	DYSLEXIA AWARENESS	HAVAS LYNX MANCHESTER	UNITED KINGDOM
INDUSTRY CRAFT: ILLUSTRATION	SKINDEEP	EMPOWHER NY	MENTAL HEALTH AWARENESS	THE BLOC NEW YORK	USA
INDUSTRY CRAFT: TYPOGRAPHY	THE MELANOMA TYPEFACE	MELANOMA NZ	MELANOMA NZ	TBWA/AUCKLAND AUCKLAND	NEW ZEALAND
RADIO & AUDIO	AUTISMNZ - TODDLER DRIVING TEST	AUTISMNZ - TODDLER DRIVING TEST	EARLY DETECTION OF AUTISM	DDB NEW ZEALAND AUCKLAND	NEW ZEALAND
RADIO & AUDIO	LOST TAPES OF THE 27 CLUB	OVER THE BRIDGE	OVER THE BRIDGE	RETHINK VANCOUVER	CANADA
RADIO & AUDIO	ALEXA'S BURNOUT	BRAZILIAN ASSOCIATION OF PSYCHIATRY	INSTITUTIONAL	AFRICA DDB SÃO PAULO	BRAZIL
DIGITAL: PLATFORMS	THE UNFINISHED VOTES	CHANGE THE REF	CHANGE THE REF	MCCANN HEALTH NEW YORK	USA
DIGITAL: SOCIAL & INFLUENCER	THE UNFINISHED VOTES	CHANGE THE REF	CHANGE THE REF	MCCANN HEALTH NEW YORK	USA
DIGITAL: SOCIAL & INFLUENCER	SIGNAL FOR HELP	CANADIAN WOMEN'S FOUNDATION	SIGNAL	JUNIPER PARK/TBWA TORONTO	CANADA
DIGITAL: SOCIAL & INFLUENCER	BACK TO SCHOOL ESSENTIALS	SANDY HOOK PROMISE	SANDY HOOK PROMISE	BBDO NEW YORK	USA
OUTDOOR: AMBIENT	JUST A WALL	INNOCENCE EN DANGER	CHILD PROTECTION	ROSA PARIS	FRANCE
OUTDOOR: AMBIENT	THE ANTI-LOOK	JOHANNITER	JOHANNITER	SCHOLZ & FRIENDS BERLIN	GERMANY
OUTDOOR: AMBIENT	THE PUNISHING SIGNAL	MUMBAI POLICE	SERVICE	FCB INTERFACE MUMBAI	INDIA
OUTDOOR: STANDARD	THE INEVITABLE NEWS	THE INEVITABLE NEWS	THE INEVITABLE NEWS	AREA 23, AN FCB HEALTH NETWORK COMPANY NEW YORK	USA
PRINT & PUBLISHING: STANDARD	THE INEVITABLE NEWS	THE INEVITABLE NEWS	THE INEVITABLE NEWS	AREA 23, AN FCB HEALTH NETWORK COMPANY NEW YORK	USA
CREATIVE DATA: CREATIVE DATA ENHANCEMENT	422 LIFESAVING FACEBOOK FILMS	RED CROSS	FIRST AID	TRY REKLAME OSLO	NORWAY
CREATIVE DATA: USE OF REAL-TIME DATA	BLOOD BEACON	TAIPEI BLOOD CENTER	BLOOD DONATION	WUNDERMAN THOMPSON TAIPEI	TAIWAN
CREATIVE DATA: DATA VISUALISATION	ADDRESSPOLLUTION.ORG	(COPI) CENTRAL OFFICE FOR PUBLIC INTEREST	ADDRESSPOLLUTION.ORG	AMV BBDO LONDON	UNITED KINGDOM
CREATIVE DATA: DATA VISUALISATION	YOUR PLASTIC DIET	WWF	WWF	GREY MALAYSIA PETALING JAYA	MALAYSIA
CREATIVE DATA: DATA VISUALISATION	PRINTED BY PARKINSON'S	CHARITÉ BERLIN UNIVERSITY HOSPITAL	PARKINSON'S AWARENESS	INNOCEAN WORLDWIDE EUROPE BERLIN	GERMANY
BRAND EXPERIENCE & ACTIVATION	UNDERCOVER AVATAR	ASSOCIATION L'ENFANT BLEU	ENFANT BLEU	HAVAS SPORTS & ENTERTAINMENT PARIS	FRANCE
BRAND EXPERIENCE & ACTIVATION	83 FUTURES	DONATE LIFE	ORGAN DONATION	THE MARTIN AGENCY RICHMOND	USA
BRAND EXPERIENCE & ACTIVATION	THE PUNISHING SIGNAL	MUMBAI POLICE	SERVICE	FCB INTERFACE MUMBAI	INDIA
FILM: CINEMA, TV AND DIGITAL FILM CONTENT	THE CALL	EMPOWHER NY	WOMEN EQUALITY	THE BLOC NEW YORK	USA
FILM: CINEMA, TV AND DIGITAL FILM CONTENT	WHATEVER IT TAKES	MACMILLAN CANCER SUPPORT	MACMILLAN CANCER SUPPORT	AMV BBDO LONDON	UNITED KINGDOM
FILM: CINEMA, TV AND DIGITAL FILM CONTENT	FACE A L'INCESTE - TWO MONSTERS IN MY STORY	FACE A L'INCESTE	CHILD PROTECTION CAMPAIGN	PUBLICIS CONSEIL PARIS	FRANCE
FILM: CINEMA, TV AND DIGITAL FILM CONTENT	STOP VEO - THE WORDS I WON'T SAY	STOP VEO	CHILD PROTECTION ORGANIZATION	PUBLICIS CONSEIL PARIS	FRANCE
FILM: CINEMA, TV AND DIGITAL FILM CONTENT	BACK TO SCHOOL ESSENTIALS	SANDY HOOK PROMISE	SANDY HOOK PROMISE	BBDO NEW YORK	USA
INTEGRATED CAMPAIGN	SICKKIDS AIRBNB	SICKKIDS FOUNDATION	SICKKIDS FOUNDATION	NO FIXED ADDRESS TORONTO	CANADA
DIRECT	MOTHER BLANKET	VIVIR ASSOCIATION + AMBATO'S CANTONAL HUMAN RIGHTS PROTECTION COUNCIL	CHRONIC UNDERNOURISHMENT PREVENTION TOOL	OGILVY COLOMBIA BOGOTÁ	COLOMBIA
DIRECT	NO DOUCHE BAG	VÄTTRAFIK, PUBLIC TRANSPORT	VÄTTRAFIK, PUBLIC TRANSPORT	FORSMAN & BODENFORS GOTHENBURG	SWEDEN

2020/2021 SHORTLIST

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**CANNES LIONS**

DIRECT	THE INEVITABLE NEWS	THE INEVITABLE NEWS	THE INEVITABLE NEWS	AREA 23, AN FCB HEALTH NETWORK COMPANY NEW YORK	USA
PR	SPERM POSITIVE: THE WORLD'S FIRST HIV-POSITIVE SPERM BANK	NEW ZEALAND AIDS FOUNDATION, BODY POSITIVE INC., POSITIVE WOMEN INC.	HIV AWARENESS	DDB NEW ZEALAND AUCKLAND	NEW ZEALAND
PR	THE INEVITABLE NEWS	THE INEVITABLE NEWS	THE INEVITABLE NEWS	AREA 23, AN FCB HEALTH NETWORK COMPANY NEW YORK	USA
PR	THE PUNISHING SIGNAL	MUMBAI POLICE	SERVICE	FCB INTERFACE MUMBAI	INDIA
PR	BACK TO SCHOOL ESSENTIALS	SANDY HOOK PROMISE	SANDY HOOK PROMISE	BBDO NEW YORK	USA
PR	THE CALL	EMPOWHER NY	WOMEN EQUALITY	THE BLOC NEW YORK	USA
<b>B03 (Fundraising &amp; Advocacy)</b>					
FILM CRAFT: USE OF MUSIC / SOUND DESIGN	DANTE'S HEARTBEATS	THE HEARTCHILD FOUNDATION	RESEARCH/SUPPORT	ABBY PRIEST STOCKHOLM	SWEDEN
FILM CRAFT: USE OF MUSIC / SOUND DESIGN	THE HIRING CHAIN	COORDOWN	THE HIRING CHAIN	INDIANA PRODUCTION COMPANY MILAN	ITALY
FILM CRAFT: CINEMATOGRAPHY	#ENDVIOLENCE "MORE THAN A MARK"	UNICEF DEUTSCHLAND	CHILD RIGHTS	BBDO DÜSSELDORF	GERMANY
BRANDED CONTENT & ENTERTAINMENT: FILM, TV AND ONLINE FILM CONTENT	FACE A L'INCESTE - TWO MONSTERS IN MY STORY	FACE A L'INCESTE	CHILD PROTECTION CAMPAIGN	PUBLICIS CONSEIL PARIS	FRANCE
OUTDOOR: AMBIENT	DANTE'S REFUGEES PANEL	MSF	MEDICAL HUMANITARIAN CARE	ARTPLAN RIO DE JANEIRO	BRAZIL
PRINT & PUBLISHING: COLLATERAL	THE TAMPON BOOK: A BOOK AGAINST TAX DISCRIMINATION	THE FEMALE COMPANY	THE TAMPON BOOK	SCHOLZ & FRIENDS BERLIN	GERMANY
BRAND EXPERIENCE & ACTIVATION	BLOOD UNITY	DONNER SANG COMPTER	DONNER SANG COMPTER	FP7 MCCANN DUBAI	UNITED ARAB EMIRATES
FILM: CINEMA, TV AND DIGITAL FILM CONTENT	SICKKIDS MOMS VS: HARD DAYS	SICKKIDS FOUNDATION	GET BETTER GIFTS	COSSETTE TORONTO	CANADA
FILM: CINEMA, TV AND DIGITAL FILM CONTENT	THE HIRING CHAIN	COORDOWN	THE HIRING CHAIN	INDIANA PRODUCTION COMPANY MILAN	ITALY
INTEGRATED CAMPAIGN	CURING HOMESICKNESS	SYDNEY CHILDREN'S HOSPITALS FOUNDATION (SCHF)	MUM'S SAUSE	CHE PROXIMITY MELBOURNE	AUSTRALIA
PR	CURING HOMESICKNESS	SYDNEY CHILDREN'S HOSPITALS FOUNDATION (SCHF)	MUM'S SAUSE	CHE PROXIMITY MELBOURNE	AUSTRALIA
PR	BLOOD UNITY	DONNER SANG COMPTER	DONNER SANG COMPTER	FP7 MCCANN DUBAI	UNITED ARAB EMIRATES
PR	THE HIRING CHAIN	COORDOWN	THE HIRING CHAIN	SMALL NEW YORK	USA
PR	ABOLISH PARAGRAPH 219A	TERRE DES FEMMES	WOMEN'S RIGHTS	GREY HAMBURG HAMBURG	GERMANY
<b>C01 (Corporate Image &amp; Communication)</b>					
FILM CRAFT: DIRECTION	INSTANT DOCTOR	TRIBUTE	NATIONAL DOCTOR'S DAY	THE BLOC NEW YORK	USA
FILM CRAFT: CINEMATOGRAPHY	INSTANT DOCTOR	TRIBUTE	NATIONAL DOCTOR'S DAY	THE BLOC NEW YORK	USA
DIGITAL: SOCIAL & INFLUENCER	THE BREAD EXAM	SPINNEYS AND THE LEBANESE BREAST CANCER FOUNDATION	SPINNEYS FLOUR	MCCANN PARIS	FRANCE
OUTDOOR: AMBIENT	UNFORGETTABLE LIGHTS	TELEFÓNICA	MOVISTAR	VMLY&R SANTIAGO	CHILE
PRINT & PUBLISHING: COLLATERAL	THE TAMPON BOOK: A BOOK AGAINST TAX DISCRIMINATION	THE FEMALE COMPANY	THE TAMPON BOOK	SCHOLZ & FRIENDS BERLIN	GERMANY
BRAND EXPERIENCE & ACTIVATION	UNFORGETTABLE LIGHTS	TELEFÓNICA	MOVISTAR	VMLY&R SANTIAGO	CHILE
INTEGRATED CAMPAIGN	BECO. #STEALOURSTAFF.	BECO	BECO	TBWA/LONDON LONDON	UNITED KINGDOM
PR	SPERM POSITIVE: THE WORLD'S FIRST HIV-POSITIVE SPERM BANK	NEW ZEALAND AIDS FOUNDATION, BODY POSITIVE INC., POSITIVE WOMEN INC.	HIV AWARENESS	DDB NEW ZEALAND AUCKLAND	NEW ZEALAND
PR	THE TAMPON BOOK: A BOOK AGAINST TAX DISCRIMINATION	THE FEMALE COMPANY	THE TAMPON BOOK	SCHOLZ & FRIENDS BERLIN	GERMANY
PR	THE BREAD EXAM	SPINNEYS AND THE LEBANESE BREAST CANCER FOUNDATION	SPINNEYS FLOUR	MCCANN PARIS	FRANCE
<b>C02 (Health Services &amp; Facilities)</b>					
USE OF TECHNOLOGY	ODS	WASHINGTON HEIGHTS CORNER PROJECT	PUBLIC HEALTH FACILITY	THE BLOC NEW YORK	USA
USE OF TECHNOLOGY	UNTOUCHABLES.	EVA CLINIC	EVA CLINIC	LEO BURNETT MEXICO CITY	MEXICO
FILM CRAFT: DIRECTION	SICKKIDS VS. THIS IS WHY	SICKKIDS FOUNDATION	SICKKIDS FOUNDATION	COSSETTE TORONTO	CANADA
FILM CRAFT: USE OF MUSIC / SOUND DESIGN	SICKKIDS VS. THIS IS WHY	SICKKIDS FOUNDATION	SICKKIDS FOUNDATION	COSSETTE TORONTO	CANADA
BRANDED CONTENT & ENTERTAINMENT: DIGITAL & SOCIAL	SICKKIDS VS. THIS IS WHY	SICKKIDS FOUNDATION	SICKKIDS FOUNDATION	COSSETTE TORONTO	CANADA
BRANDED CONTENT & ENTERTAINMENT: FILM, TV AND ONLINE FILM CONTENT	SICKKIDS VS. THIS IS WHY	SICKKIDS FOUNDATION	SICKKIDS FOUNDATION	COSSETTE TORONTO	CANADA
BRANDED CONTENT & ENTERTAINMENT: FILM, TV AND ONLINE FILM CONTENT	TAKE CARE	DOCMORRIS	DOCMORRIS	DOCMORRIS - DIE APOTHEKE. HEERLEN	THE NETHERLANDS
PRODUCT INNOVATION	ODS	WASHINGTON HEIGHTS CORNER PROJECT	PUBLIC HEALTH FACILITY	THE BLOC NEW YORK	USA
BRAND EXPERIENCE & ACTIVATION	NOT ANOTHER SECOND	WATERMARK RETIREMENT COMMUNITIES & SAGE USA	WATERMARK RETIREMENT COMMUNITIES	RXM CREATIVE NEW YORK	USA
PR	SPERM POSITIVE: THE WORLD'S FIRST HIV-POSITIVE SPERM BANK	NEW ZEALAND AIDS FOUNDATION, BODY POSITIVE INC., POSITIVE WOMEN INC.	HIV AWARENESS	DDB NEW ZEALAND AUCKLAND	NEW ZEALAND

2020/2021 SHORTLIST

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C03 (Insurance)					
CREATIVE DATA: USE OF REAL-TIME DATA	WARNING SPOTS	AAMI	AAMI	OGILVY AUSTRALIA MELBOURNE	AUSTRALIA
CREATIVE DATA: DATA VISUALISATION	STRESS PORTRAITS	CIGNA	CIGNA STRESS CARE	MCCANN HONG KONG	HONG KONG
D01 (Animal Health)					
BRAND EXPERIENCE & ACTIVATION	ADOPTA UN PERRO NEGRO	FUNDACIÓN GARRAS Y PATAS, FUNDACIÓN CALLEJEROS BUSCAN HOGAR, FUNDACIÓN CHILE MES	FUNDACIONES DE PERROS	LA FAMILIA SANTIAGO	CHILE
FILM: CINEMA, TV AND DIGITAL FILM CONTENT	THIEF	PETCO	ANIMAL WELLNESS	DROGA5, PART OF ACCENTURE INTERACTIVE NEW YORK	USA
FILM: CINEMA, TV AND DIGITAL FILM CONTENT	TWINS	PETCO	ANIMAL WELLNESS	DROGA5, PART OF ACCENTURE INTERACTIVE NEW YORK	USA
FILM: CINEMA, TV AND DIGITAL FILM CONTENT	12 YEARS OLD	PETCO	ANIMAL WELLNESS	DROGA5, PART OF ACCENTURE INTERACTIVE NEW YORK	USA