

2020/2021 SHORTLIST

Pharma Lions

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| Medium | Title | Brand | Product/Service | Entrant Company | Country |
|---|--|--|---|---|----------------|
| A01 (Regulated: Direct to Consumer) | | | | | |
| BRANDED CONTENT & ENTERTAINMENT: DIGITAL & SOCIAL | VAGINA APPRECIATION DAY | ANNOVERA | ANNOVERA | MCCANN NEW YORK | USA |
| DIGITAL: SOCIAL & INFLUENCER | VAGINA APPRECIATION DAY | ANNOVERA | ANNOVERA | MCCANN NEW YORK | USA |
| A02 (Regulated: Direct to Patient) | | | | | |
| FILM CRAFT: DIRECTION | THE NUMBER | GREENVALLEY | PRODUCT:971(A MEDICINE FOR ALZHEIMER DISEASE) | MCCANN HEALTH SHANGHAI | CHINA |
| FILM CRAFT: ANIMATION / VISUAL EFFECTS | CHANTIX CAMPING | PFIZER | CHANTIX | VMLY&R NEW YORK | USA |
| RADIO & AUDIO | NOT ANOTHER SAD SONG | PFIZER | PRISTIQ | MCCANN HEALTH HONG KONG | HONG KONG |
| PRINT & PUBLISHING: COLLATERAL | PARKINSON'S CARDS TO HEROES | NEUROCRINE | PARKINSON'S CARDS TO HEROES | AREA 23, AN FCB HEALTH NETWORK COMPANY NEW YORK | USA |
| A03 (Regulated: Healthcare Professional) | | | | | |
| FILM CRAFT: DIRECTION | THE EVENTFUL LIFE OF ROSEMARIE | CURAVIVA SWITZERLAND, SPITEX SWITZERLAND, ODASANTÉ | N/A | ROOF STUDIO NEW YORK | USA |
| FILM CRAFT: ANIMATION / VISUAL EFFECTS | EDWARDS STORKS | EDWARDS INSPIRIS RESILIA | EDWARDS INSPIRIS RESILIA | VCCP HEALTH LONDON | UNITED KINGDOM |
| FILM CRAFT: ANIMATION / VISUAL EFFECTS | FINDING LIGHT | NOVARTIS | LUXTURNA | WEBER SHANDWICK LONDON | UNITED KINGDOM |
| FILM CRAFT: ANIMATION / VISUAL EFFECTS | THE EVENTFUL LIFE OF ROSEMARIE | CURAVIVA SWITZERLAND, SPITEX SWITZERLAND, ODASANTÉ | N/A | ROOF STUDIO NEW YORK | USA |
| PRODUCT INNOVATION | THE PRESCRIPTION PAPER PILL BOTTLE | TIKKUN OLAM MAKERS: TOM | THE PRESCRIPTION PAPER PILL BOTTLE | SAATCHI & SAATCHI WELLNESS NEW YORK | USA |
| A04 (Non-regulated: Direct to Consumer) | | | | | |
| FILM: CINEMA, TV AND DIGITAL FILM CONTENT | TEVA HAIRSPRAY | TEVA PHARMACEUTICAL | TEVA PHARMACEUTICAL | VCCP HEALTH LONDON | UNITED KINGDOM |
| A06 (Non-regulated: Healthcare Professional) | | | | | |
| INDUSTRY CRAFT: ART DIRECTION | THE CO2 INHALER | ASTRAZENECA | THE CO2 INHALER | MCCANN HEALTH NEW YORK | USA |
| PR | CVRM PATIENT PATHWAYS | CVRM | CVRM | EDELMAN BERLIN | GERMANY |
| B01 (Regulated) | | | | | |
| USE OF TECHNOLOGY | MOZART 80 | PFIZER | PFIZER | F5 SHANGHAI | CHINA |
| FILM CRAFT: USE OF MUSIC / SOUND DESIGN | BEAUTIFUL DREAMER | PFIZER | PAF | TRACYLOCKE BRASIL SÃO PAULO | BRAZIL |
| FILM CRAFT: CINEMATOGRAPHY | THE TWO LIVES OF SARA | ROCHE | MS DISEASE TREATMENT | OTTO PRODUCTION HELSINKI | FINLAND |
| FILM CRAFT: CINEMATOGRAPHY | BEAUTIFUL DREAMER | PFIZER | PAF | TRACYLOCKE BRASIL SÃO PAULO | BRAZIL |
| INDUSTRY CRAFT: ART DIRECTION | THE UNBEARABLE ITCH_TEDDY01 | MIRUM PHARMACEUTICALS | MIRUM PHARMACEUTICALS | MCCANN HEALTH NEW JERSEY | USA |
| INDUSTRY CRAFT: ART DIRECTION | THE UNBEARABLE ITCH_TEDDY02 | MIRUM PHARMACEUTICALS | MIRUM PHARMACEUTICALS | MCCANN HEALTH NEW JERSEY | USA |
| INDUSTRY CRAFT: ART DIRECTION | THE UNBEARABLE ITCH_TEDDY03 | MIRUM PHARMACEUTICALS | MIRUM PHARMACEUTICALS | MCCANN HEALTH NEW JERSEY | USA |
| BRANDED CONTENT & ENTERTAINMENT: FILM, TV AND ONLINE FILM CONTENT | A MYSTERY TO ME | ARGENX | DISEASE AWARENESS | CLOSERLOOK CHICAGO | USA |
| BRANDED CONTENT & ENTERTAINMENT: LIVE EXPERIENCE | BLOODLESS BATTLE | GENENTECH | GENENTECH | 21GRAMS NEW YORK | USA |
| BRAND EXPERIENCE & ACTIVATION | BLOODLESS BATTLE | GENENTECH | GENENTECH | 21GRAMS NEW YORK | USA |
| B02 (Non-Regulated) | | | | | |
| BRANDED CONTENT & ENTERTAINMENT: DIGITAL & SOCIAL | DON'T LET HAEMOPHILIA RUIN YOUR LOVE LIFE | ROCHE | HEMLIBRA | HAVAS LYNX MANCHESTER | UNITED KINGDOM |
| FILM: CINEMA, TV AND DIGITAL FILM CONTENT | TEVA HAIRSPRAY | TEVA PHARMACEUTICAL | TEVA PHARMACEUTICAL | VCCP HEALTH LONDON | UNITED KINGDOM |
| C01 (Regulated) | | | | | |
| FILM CRAFT: PRODUCTION DESIGN / ART DIRECTION | TRAPPED | INSMED INCORPORATED | N/A | AREA 23, AN FCB HEALTH NETWORK COMPANY NEW YORK | USA |
| FILM CRAFT: USE OF MUSIC / SOUND DESIGN | TRAPPED | INSMED INCORPORATED | N/A | AREA 23, AN FCB HEALTH NETWORK COMPANY NEW YORK | USA |
| FILM CRAFT: ANIMATION / VISUAL EFFECTS | TRAPPED | INSMED INCORPORATED | N/A | AREA 23, AN FCB HEALTH NETWORK COMPANY NEW YORK | USA |
| FILM CRAFT: ANIMATION / VISUAL EFFECTS | UNBREAKABLE | INSMED INCORPORATED | N/A | AREA 23, AN FCB HEALTH NETWORK COMPANY NEW YORK | USA |
| INDUSTRY CRAFT: ILLUSTRATION | FIGHTING FOR WORDS – THE FIRST POSTERS TO HELP TREAT APHASIA – "SHEEP" | CONSTANT THERAPY | CONSTANT THERAPY | AREA 23, AN FCB HEALTH NETWORK COMPANY NEW YORK | USA |
| INDUSTRY CRAFT: ILLUSTRATION | FIGHTING FOR WORDS – THE FIRST POSTERS TO HELP TREAT APHASIA – "TREE" | CONSTANT THERAPY | CONSTANT THERAPY | AREA 23, AN FCB HEALTH NETWORK COMPANY NEW YORK | USA |
| BRAND EXPERIENCE & ACTIVATION | BREAKING DEPRESSION | JANSSEN EMEA | BREAKING DEPRESSION | LANGLAND LONDON | UNITED KINGDOM |

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|---|-------------------------|---------------------|---------------------|---|----------------|
| FILM: CINEMA, TV AND DIGITAL FILM CONTENT | UNBREAKABLE | INSMED INCORPORATED | N/A | AREA 23, AN FCB HEALTH NETWORK COMPANY NEW YORK | USA |
| INTEGRATED CAMPAIGN | BREAKING DEPRESSION | JANSSEN EMEA | BREAKING DEPRESSION | LANGLAND LONDON | UNITED KINGDOM |
| C02 (Non-Regulated) | | | | | |
| INDUSTRY CRAFT: ART DIRECTION | IDVERSE | IDVERSE | IDVERSE | HAVAS HEALTH & YOU SAO PAULO | BRAZIL |
| D01 (Regulated) | | | | | |
| MOBILE | SICK BEATS | WOOJER | WOOJER | AREA 23, AN FCB HEALTH NETWORK COMPANY NEW YORK | USA |
| USE OF TECHNOLOGY | SICK BEATS | WOOJER | WOOJER | AREA 23, AN FCB HEALTH NETWORK COMPANY NEW YORK | USA |
| FILM CRAFT: ANIMATION / VISUAL EFFECTS | WHERE BABIES COME FROM | GENEA | GENEA FERTILITY/IVF | CHE PROXIMITY SYDNEY | AUSTRALIA |
| BRANDED CONTENT & ENTERTAINMENT: DIGITAL & SOCIAL | VAGINA APPRECIATION DAY | ANNOVERA | ANNOVERA | MCCANN NEW YORK | USA |
| BRANDED CONTENT & ENTERTAINMENT: LIVE EXPERIENCE | BLOODLESS BATTLE | GENENTECH | GENENTECH | 21GRAMS NEW YORK | USA |
| DIGITAL CRAFT: USER EXPERIENCE (UX) | SICK BEATS | WOOJER | WOOJER | AREA 23, AN FCB HEALTH NETWORK COMPANY NEW YORK | USA |
| CREATIVE DATA: CREATIVE DATA ENHANCEMENT | SICK BEATS | WOOJER | WOOJER | AREA 23, AN FCB HEALTH NETWORK COMPANY NEW YORK | USA |
| PRODUCT INNOVATION | SICK BEATS | WOOJER | WOOJER | AREA 23, AN FCB HEALTH NETWORK COMPANY NEW YORK | USA |
| BRAND EXPERIENCE & ACTIVATION | SICK BEATS | WOOJER | WOOJER | AREA 23, AN FCB HEALTH NETWORK COMPANY NEW YORK | USA |
| FILM: CINEMA, TV AND DIGITAL FILM CONTENT | WHERE BABIES COME FROM | GENEA | GENEA FERTILITY/IVF | CHE PROXIMITY SYDNEY | AUSTRALIA |
| INTEGRATED CAMPAIGN | WHERE BABIES COME FROM | GENEA | GENEA FERTILITY/IVF | CHE PROXIMITY SYDNEY | AUSTRALIA |
| DIRECT | WHERE BABIES COME FROM | GENEA | GENEA FERTILITY/IVF | CHE PROXIMITY SYDNEY | AUSTRALIA |
| D02 (Non-Regulated) | | | | | |
| MOBILE | TALLK | SAMSUNG | SAMSUNG APP | SAMSUNG ELECTRONICS IBERIA MADRID | SPAIN |