

# 2019 - SHORTLIST

Category Sub category	Agency	Title	Advertiser	Brand	Country	Region
Animal Health Film	McCANN Health Brasil	1 minute 46 seconds	McCANN Health	Hospital Leforte	Brazil	South / Central / Latin America
Awareness, Fundraising & Advocacy Activation	Republica Havas	Broken Crayons	Republica Havas	Amigos For Kids	United States	North America
Awareness, Fundraising & Advocacy Activation	Triunfo Sudler Brasil (Sudler & Hennessey Group)	Pee Parade	Astellas Farma Brasil	Astellas Farma Brasil	Brazil	South / Central / Latin America
Awareness, Fundraising & Advocacy Best Use of Media	Cossette	SickKids VS: #10YearChall enge	Cossette	SickKids Foundation	Canada	North America
Awareness, Fundraising & Advocacy Campaign	Cossette	SickKids VS: Crews	Cossette	SickKids Foundation	Canada	North America
Awareness, Fundraising & Advocacy Campaign	Cossette	SickKids VS - All In	Cossette	SickKids Foundation	Canada	North America
Awareness, Fundraising & Advocacy Campaign	Meta - The creative agency	Sinais do Coração	Sociedade Portuguesa de Cardiologia	Sociedade Portuguesa de Cardiologia	Portugal	Western Europe
Awareness, Fundraising & Advocacy Craft	Havas Lynx Group	New Mindset	United for Global Mental Health	Mental Health Awareness	United Kingdom	Western Europe
Awareness, Fundraising & Advocacy Craft	Lucan	FAST Heroes	Angels	FAST 112	South Africa	Africa
Awareness, Fundraising & Advocacy Craft	Saatchi & Saatchi Wellness	The Thrown Out Flag	Saatchi & Saatchi Wellness	Out Not Down, LGBTQ Youth Resources & Services	United States	North America

# 2019 - SHORTLIST

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Awareness, Fundraising & Advocacy Digital	Cossette	SickKids VS: #10YearChallenge	Cossette	SickKids Foundation	Canada	North America
Awareness, Fundraising & Advocacy Digital	Cossette	Family Tree	Cossette	SickKids Foundation	Canada	North America
Awareness, Fundraising & Advocacy Digital	Länge Leve kommunikati on	The Test	Region Kronoberg	The Health Department of Kronoberg	Sweden	Western Europe
Awareness, Fundraising & Advocacy Direct	Cossette	SickKids VS: #10YearChallenge	Cossette	SickKids Foundation	Canada	North America
Awareness, Fundraising & Advocacy Effectiveness	GROW COMUNICA CIÓN SA	Dexpresionis mo. From spot to the line	LABORATO RIOS SERVIER	Enzude y Valdoxan	Spain	Western Europe
Awareness, Fundraising & Advocacy Film	Cossette	SickKids VS - All In	Cossette	SickKids Foundation	Canada	North America
Awareness, Fundraising & Advocacy Film	Cossette	SickKids VS: Crews	Cossette	SickKids Foundation	Canada	North America
Awareness, Fundraising & Advocacy Film	Havas Lynx Group	Tame Your Migraine	Novartis	Unbranded Patient Activation Campaign	United Kingdom	Western Europe
Awareness, Fundraising & Advocacy Film	Länge Leve kommunikati on	The Test	Region Kronoberg	The Health Department of Kronoberg	Sweden	Western Europe
Awareness, Fundraising & Advocacy Film	Lucan	FAST Heroes 112	Angels	FAST	South Africa	Africa
Awareness, Fundraising & Advocacy Outdoor	Caetsu Publicidade, SA	Chronic Pain Awareness - Fado (fate)	Caetsu Advertising Agency	Grünenthal	Portugal	Western Europe

# 20\_19 - SHORTLIST

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Awareness, Fundraising & Advocacy Outdoor	Saatchi & Saatchi Wellness	The Thrown Out Flag	Out Not Down, LGBTQ Youth Resources & Services	Out Not Down, LGBTQ Youth Resources & Services	United States	North America
Awareness, Fundraising & Advocacy Outdoor	Triunfo Sudler Brasil (Sudler & Hennessey Group)	Pee Parade	Astellas Farma Brasil	Astellas Farma Brasil	Brazil	South / Central / Latin America
Awareness, Fundraising & Advocacy Print	Sudler International Milan & Zurich, part of WPP Health Practice International	GSK Pertussis Awareness Campaign	Sudler International Milano  Zürich, part of WPP Health Practice International	Boostrix	Italy	Western Europe
Awareness, Fundraising & Advocacy Public Relations	Grupo United Creative	Campaign for the month of Palliative Care	Grupo United Creative	Associação Portuguesa de Cuidados Paliativos	Portugal	Western Europe
Awareness, Fundraising & Advocacy Radio	Cossette	Air Time	Cossette	SickKids Foundation	Canada	North America
Beauty & Lifestyle Design	Dentsu One (Bangkok)	Clean Light Hand Soap	Bangkok Treasures Co.,Ltd.	Zantiis	Thailand	South and Southeast Asia
Corporate Image & Insurance Activation	UP Partner SA	Bial Involve us all	Up Partner SA	Bial	Portugal	Western Europe
Corporate Image & Insurance Craft	McCANN Health Brasil	1 minute 46 seconds	McCANN Health Brazil	Hospital Leforte	Brazil	South / Central / Latin America
Device & Diagnostics Branded Content	Fingerpaint	Take Back Your Territory	Celularity	UltraMIST®	United States	North America

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Device & Diagnostics Craft	FCB Health Network	See Sound	Area 23, An FCB Health Network Company	Wavio	United States	North America
Device & Diagnostics Digital	Fingerpaint	Take Back Your Territory	Celularity	UltraMIST®	United States	North America
Device & Diagnostics Direct	FCB Health Network	The REAL INHALERS	FCB Health New York, An FCB Health Network Company	Boehringer Ingelheim Pharmaceuticals, Inc.	United States	North America
Device & Diagnostics Film	Fingerpaint	Take Back Your Territory	Celularity	UltraMIST®	United States	North America
Over-the-Counter - Products, Services & Devices Design	Caetsu Publicidade, SA	Inspirom Packaging	Caetsu Advertising Agency	Inspirom	Portugal	Western Europe
Pharmaceuticals Activation	Fingerpaint	Nature Calls	Avadel Pharmaceuticals	N/A	United States	North America
Pharmaceuticals Activation	Triunfo Sudler Brasil (Sudler & Hennessey Group)	Pee Parade	Astellas Farma Brasil	Astellas Farma Brasil	Brazil	South / Central / Latin America
Pharmaceuticals Best Use of Media	Havas Lynx Group	See Below	Sanofi Genzyme + Regeneron	Dupixent	United Kingdom	Western Europe
Pharmaceuticals Best Use of Media	Sudler International Milan & Zurich, part of WPP Health Practice International	Alfasigma/ Rifamixin: Theremin Engaging Activity	Sudler International Milano Zürich, part of WPP Health Practice International	Rifamixin	Italy	Western Europe
Pharmaceuticals Campaign	Entreprise de communication Tank inc.	Shingles Doesn't Care Integrated Campaign	Tank	Shingrix	Canada	North America
Pharmaceuticals Campaign	Grey	24 Hours	Grey and Tank	Bexsero	United States	North America



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Pharmaceuticals Campaign	GROW COMUNICACIÓN SA	Dexpresionis mo. From spot to the line	LABORATORIOS SERVIER	Enzude y Valdoxan	Spain	Western Europe
Pharmaceuticals Craft	ARTILIGENCE PVT. LTD.	Life Shattered	Janssen Immunology	Janssen Immunology	India	South and Southeast Asia
Pharmaceuticals Craft	Havas Lynx Group	Journal of Me	Eli Lilly	Psoriasis Awareness & Support	United Kingdom	Western Europe
Pharmaceuticals Craft	Havas Lynx Group	Tame Your Migraine	Novartis	Unbranded Patient Activation Campaign	United Kingdom	Western Europe
Pharmaceuticals Design	Fingerpaint	Nature Calls	Avadel Pharmaceuticals	N/A	United States	North America
Pharmaceuticals Design	Fingerpaint	All I Hear is Hunger	Rhythm Pharmaceuticals	N/A	United States	North America
Pharmaceuticals Design	Havas Lynx Group	Journal of Me	Eli Lilly	Psoriasis Awareness & Support	United Kingdom	Western Europe
Pharmaceuticals Digital	FCB Health Network	Heavy Times	FCB Health New York	Spiriva Respimat	United States	North America
Pharmaceuticals Digital	Fingerpaint	Nature Calls	Avadel Pharmaceuticals	N/A	United States	North America
Pharmaceuticals Digital	Fingerpaint	All I Hear is Hunger	Rhythm Pharmaceuticals	N/A	United States	North America
Pharmaceuticals Digital	Havas Lynx Group	The A.I.dentity	BERG Health	A.I Corporate Branding	United Kingdom	Western Europe
Pharmaceuticals Direct	Sudler International Milan & Zurich, part of WPP Health Practice International	GSK/Infanrix Hexa: Thank You Doctor	Sudler International Milano Zürich, part of WPP Health Practice International	Infanrix Hexa	Italy	Western Europe
Pharmaceuticals Events	Havas Lynx Group	See Below	Sanofi Genzyme + Regeneron	Dupixent	United Kingdom	Western Europe

# 20\_ SHORTLIST

## 19

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Pharmaceuticals Film	FCB Health Network	Check Your Sweat	FCB Health New York, An FCB Health Network Company	QBREXZA	United States	North America
Pharmaceuticals Film	Fingerpaint	Nature Calls	Avadel Pharmaceuticals	N/A	United States	North America
Pharmaceuticals Film	Fingerpaint	All I Hear is Hunger	Rhythm Pharmaceuticals	N/A	United States	North America
Pharmaceuticals Film	Havas Lynx Group	U=U=	ViiV Healthcare	HIV Awareness	United Kingdom	Western Europe
Pharmaceuticals Innovation	FCB Health Network	Get Up Alarm Clock	Area 23, An FCB Health Network Company	Lartruvo	United States	North America
Pharmaceuticals Mobile	Fingerpaint	Nature Calls	Avadel Pharmaceuticals	N/A	United States	North America
Pharmaceuticals Mobile	Havas Lynx Group	Maxbot	Teva	DuoResp Spiromax	United Kingdom	Western Europe
Pharmaceuticals Outdoor	Havas Lynx Group	See Below	Sanofi Genzyme + Regeneron	Dupixent	United Kingdom	Western Europe
Pharmaceuticals Outdoor	Triunfo Sudler Brasil (Sudler & Hennessey Group)	Pee Parade	Astellas Farma Brasil	Astellas Farma Brasil	Brazil	South / Central / Latin America
Pharmaceuticals Print	Biolumina	The Kisqali Rethink Metastatic Breast Cancer Campaign	Novartis	Kisqali	United States	North America
Pharmaceuticals Print	FCB Health Network	"NO DEFENSE" Campaign	Area 23, An FCB Health Network Company	ARIKAYCE® (amikacin liposome inhalation suspension)	United States	North America
Pharmaceuticals Print	Fingerpaint	Nature Calls	Avadel Pharmaceuticals	N/A	United States	North America
Pharmaceuticals Print	Fingerpaint	All I Hear is Hunger	Rhythm Pharmaceuticals	N/A	United States	North America

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Pharmaceuticals Print	Havas Lynx Group	The Compelling Evidence of Pompe	Sanofi Genzyme	Unbranded disease awareness – Pompe	United Kingdom	Western Europe
Products & Devices Branded Content	Fingerpaint	Take Back Your Territory	Celularity	UltraMIST®	United States	North America
Products & Devices Design	Dentsu One (Bangkok)	Clean Light Hand Soap	Bangkok Treasures Co.,Ltd.	Zantiis	Thailand	South and Southeast Asia
Products & Devices Digital	Fingerpaint	Take Back Your Territory	Celularity	UltraMIST®	United States	North America
Products & Devices Digital	GROW COMUNICACIÓN SA	Celgene. Ipad	CELGENE S.L.	Revlimid	Spain	Western Europe
Products & Devices Film	Fingerpaint	Take Back Your Territory	Celularity	UltraMIST®	United States	North America
Tech Branded Content	Fingerpaint	Take Back Your Territory	Celularity	UltraMIST®	United States	North America
Tech Digital	Fingerpaint	Take Back Your Territory	Celularity	UltraMIST®	United States	North America
Tech Digital	Fingerpaint	Take Back Your Territory	Celularity	UltraMIST®	United States	North America
Tech Mobile	Havas Lynx Group	Maxbot	Teva	DuoResp Spiromax	United Kingdom	Western Europe
Wellness Activation	Triunfo Sudler Brasil (Sudler & Hennessey Group)	Pee Parade	Astellas Farma Brasil	Astellas Farma Brasil	Brazil	South / Central / Latin America
Wellness Branded Content	Volcanum Creative Lab	Meu Lindo Reflexo	Criciúma Shopping	Criciúma Shopping	Brazil	South / Central / Latin America
Wellness Craft	Havas Lynx Group	New Mindset	United for Global Mental Health	Mental Health Awareness	United Kingdom	Western Europe

# 20\_ SHORTLIST

## 19

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Wellness Film	FCB Health Network	One Word	Area 23, An FCB Health Network Company	Constant Therapy	United States	North America
Wellness Outdoor	Triunfo Sudler Brasil (Sudler & Hennessey Group)	Pee Parade	Astellas Farma Brasil	Astellas Farma Brasil	Brazil	South / Central / Latin America
Wellness Radio	Havas Lynx Group	LuvDub	Heart UK	Cardiovascul ar Disease Awareness	United Kingdom	Western Europe