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SHORTLIST

Health & Wellness Lions

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 CANNES LIONS

Title	Brand	Product / Service	Entrant / Idea Creation	Location
A01 (OTC Oral Medicines)				
THE WISDOM OF THE EAST	5 TAKABB	5 TAKABB ANTI-COUGH PILL & SPRAY	PHENOMENA CO., Bangkok	THAILAND
THE TINY POCKET	BAYER	ASPIRIN	ALMAPBBDO, São Paulo / ENERGY BBDO, Chicago	BRAZIL
ANCESTRAL TRANSLATION	FASTFARMA	FASTFARMA	PARADAISS DDB, Guayaquil	ECUADOR
SMALLEST FIRST AID KIT	BAYER ASPIRIN	BAYER ASPIRIN	ENERGY BBDO, Chicago / BBDO MEXICO, Mexico City	USA
A02 (OTC Applications)				
SEE MY SKIN	VASELINE	VASELINE	EDELMAN, New York	USA
THE DISSOLVING BOTTLE	THE NATURALE MARKET	THE DISSOLVING BOTTLE	BBDO GUERRERO, Makati City	THE PHILIPPINES
A03 (OTC Products / Devices)				
RECLAIM YOUR VOICE	GSK POLIDENT	POLIDENT RECLAIM YOUR VOICE	GREY, London	UNITED KINGDOM
DIGNITY TO FLOW	JOHNSON & JOHNSON	SEMPRE LIVREÁ® AND CAREFREEÁ®	WUNDERMAN THOMPSON, Sao Paulo	BRAZIL
THE MISSING CHAPTER	P&G WHISPER	WHISPER SANITARY PADS	LEO BURNETT, Mumbai	INDIA
LOVING TOUCH	NIVEA	PREMATURE BABY	PUBLICIS ONE TOUCH, Hamburg	GERMANY
THE KILLER PACK	MAXX FLASH	MAXX FLASH MOSQUITO REPELLENT COIL	VMLY&R, Mumbai	INDIA
PALATE CARE DISPENSER	OPERATION SMILE COLOMBIA	NON-MANDATORY MEDICAL DEVICE	WUNDERMAN THOMPSON, Bogotá	COLOMBIA
TULIPÁN MOOD SAVERS	TULIPÁN	TULIPÁN	BBDO ARGENTINA, Buenos Aires	ARGENTINA
RECLAIM YOUR VOICE	GSK POLIDENT	POLIDENT RECLAIM YOUR VOICE	GREY, London	UNITED KINGDOM
A04 (Nutraceuticals)				
MEMORY TEST	SUPRADYN	SUPRADYN MULTIVITAMIN	MULLENLOWE LONDON, London / MULLENLOWE ISTANBUL, Istanbul	UNITED KINGDOM
FAITHLESS X OTO: THE DROP OFF	OTO CBD	OTO SLEEP DROPS	THE ROMANS, London	UNITED KINGDOM
A05 (Health & Wellness Tech)				
STAYBL	DEUTSCHE PARKINSON VEREINIGUNG E.V. (GERMAN PARKINSON ASSOCIATION)	BROWSER-APP FOR PEOPLE WITH PARKINSON'S DISEASE	HAVAS MEDIA, New York / HAVAS GERMANY, Düsseldorf	USA
STAYBL	DEUTSCHE PARKINSON VEREINIGUNG E.V. (GERMAN PARKINSON ASSOCIATION)	BROWSER-APP FOR PEOPLE WITH PARKINSON'S DISEASE	HAVAS MEDIA, New York / HAVAS GERMANY, Düsseldorf	USA
PROJECT CONVEY	COX COMMUNICATIONS	DIGITAL CABLE TELEVISION PROVIDER, TELECOMMUNICATIONS AND HOME AUTOMATION SERVICES	180LA / COX COMMUNICATIONS, Atlanta	USA
TOUGH TURBAN	PPAFF HARLEY-DAVIDSON	PPAFF HARLEY-DAVIDSON	ZULU ALPHA KILO, Toronto	CANADA
B01 (Brand-led Education & Awareness)				
NIKESYNC	NIKE	NIKESYNC APP	R/GA, London	UNITED KINGDOM
TOXIC INFLUENCE	DOVE UNILEVER	GLOBAL PERSONAL CARE BRAND	OGILVY, London	UNITED KINGDOM
KETTLEBELL	DOCMORRIS	DOCMORRIS	JUNG VON MATT/SAGA, Hamburg / SUNE SORENSEN, Los Angeles	USA
DIGNITY TO FLOW	JOHNSON & JOHNSON	SEMPRE LIVREÁ® AND CAREFREEÁ®	WUNDERMAN THOMPSON, Sao Paulo	BRAZIL
POSTPARTUM UNDER PRESSURE	UNILEVER	BABY DOVE	DARK KITCHEN CREATIVES, Sao Paulo	BRAZIL
THE BATTLE INSIDE	CRIS CANCER FOUNDATION	CANCER NGO	CHEIL WORLDWIDE, Madrid	SPAIN
MASKED GROOMING	TELEFÓNICA	MOVISTAR	DHELET VMLY&R, Buenos Aires	ARGENTINA
REVERSE SELFIE	DOVE UNILEVER	GLOBAL PERSONAL CARE BRAND	OGILVY, London	UNITED KINGDOM
FIRST AID FOR HUMANITY	BNP PARIBAS & THE POLISH RED CROSS	FIRST AID FOR HUMANITY	VMLY&R POLAND, Warsaw	POLAND
HEALTH CONSTELLATION	PFIZER	PFIZER HEALTH EDUCATION	F5, Shanghai	CHINA
ISABELLE	DOVE UNILEVER	GLOBAL PERSONAL CARE BRAND	OGILVY, London	UNITED KINGDOM
FIRST AID FOR HUMANITY	BNP PARIBAS & THE POLISH RED CROSS	FIRST AID FOR HUMANITY	VMLY&R POLAND, Warsaw	POLAND
TASTE THERAPY KIT	KNORR	KNORR	MULLENLOWE SINGAPORE, Singapore	SINGAPORE
ADELI	UNIPADS	UNIPADS REUSABLE SANITARY PADS	VMLY&R, Mumbai	INDIA
MACHINE-GUN MOUTH	BATTLEFIELDS MOBILE INDIA	GAMING	DDB MUDRA, Mumbai	INDIA
FIRST AID FOR HUMANITY	BNP PARIBAS & THE POLISH RED CROSS	FIRST AID FOR HUMANITY	VMLY&R POLAND, Warsaw	POLAND
POSTPARTUM UNDER PRESSURE	UNILEVER	BABY DOVE	DARK KITCHEN CREATIVES, Sao Paulo	BRAZIL
THE NIGHT IS YOUNG	HEINEKEN	HEINEKEN	PUBLICIS ITALY, Milan	ITALY
TOXIC INFLUENCE	DOVE UNILEVER	GLOBAL PERSONAL CARE BRAND	OGILVY, London	UNITED KINGDOM
POSTPARTUM UNDER PRESSURE	UNILEVER	BABY DOVE	DARK KITCHEN CREATIVES, Sao Paulo	BRAZIL
THE NIGHT IS YOUNG	HEINEKEN	HEINEKEN	PUBLICIS ITALY, Milan	ITALY
REVERSE SELFIE	DOVE UNILEVER	GLOBAL PERSONAL CARE BRAND	OGILVY, London	UNITED KINGDOM
FIRST AID FOR HUMANITY	BNP PARIBAS & THE POLISH RED CROSS	FIRST AID FOR HUMANITY	VMLY&R POLAND, Warsaw	POLAND
VIOLET MONTH	AVON	AVON	WUNDERMAN THOMPSON, Sao Paulo	BRAZIL
THE NIGHT IS YOUNG	HEINEKEN	HEINEKEN	PUBLICIS ITALY, Milan	ITALY
THE TINY POCKET	BAYER	ASPIRIN	ALMAPBBDO, São Paulo / ENERGY BBDO, Chicago	BRAZIL
THE MISSING CHAPTER	P&G WHISPER	WHISPER SANITARY PADS	LEO BURNETT, Mumbai	INDIA
REVERSE SELFIE	DOVE UNILEVER	GLOBAL PERSONAL CARE BRAND	OGILVY, London	UNITED KINGDOM
"VAX THAT THANG UP"	BLK ÁE AFFINITY APP FOR MATCH GROUP	A DATING APP SPECIFICALLY FOR BLACK DATERS	MAJORITY, Atlanta	USA
I DONT REMEMBER	ALMA	ALMA	HOY, Buenos Aires	ARGENTINA
THE NIGHT IS YOUNG	HEINEKEN	HEINEKEN	PUBLICIS ITALY, Milan	ITALY
B02 (Non-profit / Foundation-led Education & Awareness)				
THE MICROPEDIA OF MICROAGGRESSIONS	BLACK BUSINESS AND PROFESSIONAL ASSOCIATION, ET AL.	THE MICROPEDIA OF MICROAGGRESSIONS	ZULU ALPHA KILO, Toronto	CANADA

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SHORTLIST

Health & Wellness Lions

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CANNES LIONS

Title	Brand	Product / Service	Entrant / Idea Creation	Location
GUN SURVIVOR REVIEWS	GUNS DOWN AMERICA	NON-PROFIT COMBATING GUN VIOLENCE	ENERGY BBDO, Chicago	USA
BEHIND THE PACK	ACTION CONTRE LE TABAC	FIGHT AGAINST TOBACCO	TBWA, Paris	FRANCE
FINGER PUPPETS	LALCEC	LALCEC	GREY ARGENTINA, Buenos Aires	ARGENTINA
DAY AFTER DAY	WHITE RIBBON	PSA	BENSIMON BYRNE, Toronto	CANADA
TEENAGE DREAM	SANDY HOOK PROMISE	SANDY HOOK PROMISE GUN VIOLENCE PREVENTION NON-PROFIT	BBDO, New York	USA
LIL SUGARÁE* MASTER OF DISGUISE	HIP-HOP PUBLIC HEALTH (HHPH)	HEALTH AWARENESS CAMPAIGN	AREA 23, AN IPG HEALTH NETWORK COMPANY, New York	USA
FINGER PUPPETS	LALCEC	LALCEC	GREY ARGENTINA, Buenos Aires	ARGENTINA
EAT A SWEDE	SWEDISH FOOD FEDERATION	EAT A SWEDE	MCCANN, Stockholm	SWEDEN
FINGER PUPPETS	LALCEC	LALCEC	GREY ARGENTINA, Buenos Aires	ARGENTINA
TEENAGE DREAM	SANDY HOOK PROMISE	SANDY HOOK PROMISE GUN VIOLENCE PREVENTION NON-PROFIT	BBDO, New York	USA
FINGER PUPPETS	LALCEC	LALCEC	GREY ARGENTINA, Buenos Aires	ARGENTINA
LIL SUGARÁE* MASTER OF DISGUISE	HIP-HOP PUBLIC HEALTH (HHPH)	HEALTH AWARENESS CAMPAIGN	AREA 23, AN IPG HEALTH NETWORK COMPANY, New York	USA
HELMET HAS ALWAYS BEEN A GOOD IDEA	DANISH ROAD SAFETY COUNCIL	BIKE HELMET AWARENESS	&CO. / NOA, Copenhagen	SWEDEN
FINGER PUPPETS	LALCEC	LALCEC	GREY ARGENTINA, Buenos Aires	ARGENTINA
EAT A SWEDE	SWEDISH FOOD FEDERATION	EAT A SWEDE	MCCANN, Stockholm	SWEDEN
THRIVE BY FIVE	THE MINDEROO FOUNDATION	THRIVE BY FIVE INITIATIVE	M&C SAATCHI, Sydney / THE MINDEROO FOUNDATION, Perth	AUSTRALIA
WALL FOR WOMEN	YWCA METRO VANCOUVER	YWCA METRO VANCOUVER	RETHINK, Toronto	CANADA
COLOURS OF PRIDE	FONDATION A%MERGENCE	FONDATION A%MERGENCE	RETHINK, Toronto	CANADA
THE MINDSETS PAPER	CANADIAN DOWN SYNDROME SOCIETY	CANADIAN DOWN SYNDROME SOCIETY	FCB CANADA, Toronto	CANADA
PILL-ID	PILL-ID	PILL-ID	HEREZIE, Paris	FRANCE
MOSBLOCK	AKASH DIGITAL TV	PRODUCT	GREY BANGLADESH, Dhaka	BANGLADESH
UNFORGETTABLES	SIDACTION	SIDACTION	THE GOOD COMPANY, Paris 5 ^{ème}	FRANCE
THE ART OF SELF EXAMINATION	MACMA	BREAST CANCER PREVENTION	DAVID, Buenos Aires	ARGENTINA
DAY AFTER DAY	WHITE RIBBON	PSA	BENSIMON BYRNE, Toronto	CANADA
EAT A SWEDE	SWEDISH FOOD FEDERATION	EAT A SWEDE	MCCANN, Stockholm	SWEDEN
AHEAD OF TIME	BREAST CANCER FOUNDATION	BREAST CANCER AWARENESS	DDB, Singapore	SINGAPORE
LIL SUGARÁE* MASTER OF DISGUISE	HIP-HOP PUBLIC HEALTH (HHPH)	HEALTH AWARENESS CAMPAIGN	AREA 23, AN IPG HEALTH NETWORK COMPANY, New York	USA
#TOGETHERAGAINSTCORONA	ALL #TOGETHERAGAINSTCORONA	ALL #TOGETHERAGAINSTCORONA	ANTONI HOLDING GMBH, Berlin	GERMANY
THE LEAGUE AMONG ALL LEAGUES	THE LEAGUE AGAINST CANCER	NATIONAL FUNDRAISING CAMPAIGN	VMLY&R, Lima	PERU
MORNING AFTER ISLAND	GRUPO ESTRATEGIGO GE PAE	WOMEN RIGHTS	OGILVY HONDURAS, Tegucigalpa	HONDURAS
B03 (Fundraising & Advocacy)				
NONFUNGIBLE TESTICLES	MOVEMBER	MOVEMBER NFT	MRM, New York	USA
NONFUNGIBLE TESTICLES	MOVEMBER	MOVEMBER NFT	MRM, New York	USA
NONFUNGIBLE TESTICLES	MOVEMBER	MOVEMBER NFT	MRM, New York	USA
DISEASE DILEMMAS	GARVAN INSTITUTE OF MEDICAL RESEARCH	GARVAN INSTITUTE OF MEDICAL RESEARCH	DENTSU CREATIVE, Sydney	AUSTRALIA
BRING BACK LOCKDOWN	CHANGE THE REF	CHANGE THE REF	OGILVY, New York	USA
JUST THE TWO OF US	COORDOWN	WORLD DOWN SYNDROME DAY	SMALL, New York	USA
MORNING AFTER ISLAND	GRUPO ESTRATEGIGO GE PAE	WOMEN RIGHTS	OGILVY HONDURAS, Tegucigalpa	HONDURAS
DISEASE DILEMMAS	GARVAN INSTITUTE OF MEDICAL RESEARCH	GARVAN INSTITUTE OF MEDICAL RESEARCH	DENTSU CREATIVE, Sydney	AUSTRALIA
PALATE CARE DISPENSER	OPERATION SMILE COLOMBIA	NON-MANDATORY MEDICAL DEVICE	WUNDERMAN THOMPSON, Bogotá	COLOMBIA
JUST THE TWO OF US	COORDOWN	WORLD DOWN SYNDROME DAY	SMALL, New York	USA
GROWN-UP PROBLEMS	KIDS HELP PHONE	NON-PROFIT	MCCANN CANADA, Toronto	CANADA
DISEASE DILEMMAS	GARVAN INSTITUTE OF MEDICAL RESEARCH	GARVAN INSTITUTE OF MEDICAL RESEARCH	DENTSU CREATIVE, Sydney	AUSTRALIA
DAVID'S UNUSABLES	MOTOR NEURONE DISEASE ASSOCIATION NZ	CHARITY	SPECIAL, Auckland	NEW ZEALAND
LITTLE HEADHUNTERS POWERED BY LINKEDIN	THE FOUNDATION K.I.D.S.	THE FOUNDATION K.I.D.S.	PUBLICIS WORLDWIDE POLAND, Warszawa	POLAND
NONFUNGIBLE TESTICLES	MOVEMBER	MOVEMBER NFT	MRM, New York	USA
DISEASE DILEMMAS	GARVAN INSTITUTE OF MEDICAL RESEARCH	GARVAN INSTITUTE OF MEDICAL RESEARCH	DENTSU CREATIVE, Sydney	AUSTRALIA
C01 (Corporate Image & Communication)				
LITTLE HEADHUNTERS POWERED BY LINKEDIN	THE FOUNDATION K.I.D.S.	THE FOUNDATION K.I.D.S.	PUBLICIS WORLDWIDE POLAND, Warszawa	POLAND
THE VIRTUAL NODULE	AMARO	FASHION, BEAUTY, WELLNES, DECOR	VMLY&R, SÁo Paulo	BRAZIL
KETTLEBELL	DOCMORRIS	DOCMORRIS	JUNG VON MATT/SAGA, Hamburg / SUNE SORENSEN, Los Angeles	USA
FREEDOM GRAMS	AROYA	AROYA	SERVICEPLAN GERMANY, Munich	GERMANY
DESPAIR NO MORE	TENA	TENA	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
NORTHWELL NURSE CHOIR	NORTHWELL HEALTH	HEALTHCARE SERVICES	NORTHWELL HEALTH, New York	USA
MALNUTRITION LABELS	DOLE SUNSHINE COMPANY	DOLE SUNSHINE COMPANY	L&C, New York	USA
BYE BYE LULLABY	FATER	PAMPERS	SAATCHI & SAATCHI, Milan	ITALY
DESPAIR NO MORE	TENA	TENA	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
FREEDOM GRAMS	AROYA	AROYA	SERVICEPLAN GERMANY, Munich	GERMANY
NORTHWELL NURSE CHOIR	NORTHWELL HEALTH	HEALTHCARE SERVICES	NORTHWELL HEALTH, New York	USA
DESPAIR NO MORE	TENA	TENA	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
C02 (Health Services & Facilities)				
UNSILENCE THE CONVERSATION	PARENT AND INFANT LOSS (PAIL) NETWORK	SUNNYBROOK HOSPITAL	NFA HEALTH, Toronto	CANADA

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Title	Brand	Product / Service	Entrant / Idea Creation	Location
HOPELINE19	FRONTLINE19	HOPELINE19	ADAM&VEDDB, London	UNITED KINGDOM
UNSILENCE THE CONVERSATION	PARENT AND INFANT LOSS (PAIL) NETWORK	SUNNYBROOK HOSPITAL	NFA HEALTH, Toronto	CANADA
C03 (Insurance)				
THE WORKOUT DEAL	CATTOLICA ASSICURAZIONI	ACTIVE BENESSERE	SAATCHI & SAATCHI, Milan	ITALY
THE LEGACY OF TOMIII11	FUNDACIÁ'N NUESTROS HIJOS	FUNDACIÁ'N NUESTROS HIJOS	BBDO CHILE, Huechuraba	CHILE
D01 (Animal Health)				
VILLAINS LOVE CATS	BOEHRINGER INGELHEIM	FRONTLINE	ALMAPBDO, SÁo Paulo	BRAZIL
PET INTERNS	RESCATAME FUNTATION	PET ADOPTION	VIMLY&R COMMERCE, Bogotá / RESCATAME FOUNDATION, La Calera / RESCATAME FOUNDATION, La Calera	COLOMBIA