

20

WINNERS

Health & Wellness Lions

22

CANNES LIONS

Title	Brand	Product / Service	Entrant / Idea Creation	Location	Prize	Award
A01 (OTC Oral Medicines)						
THE WISDOM OF THE EAST	5 TAKABB	5 TAKABB ANTI-COUGH PILL & SPRAY	PHENOMENA CO., Bangkok	THAILAND	BRONZE LION	BRONZE LION
THE TINY POCKET	BAYER	ASPIRIN	ALMAPBDDO, São Paulo / ENERGY BBDO, Chicago	BRAZIL	BRONZE LION	BRONZE LION
A02 (OTC Applications)						
SEE MY SKIN	VASELINE	VASELINE	EDELMAN, New York	USA	BRONZE LION	BRONZE LION
A03 (OTC Products / Devices)						
THE MISSING CHAPTER	P&G WHISPER	WHISPER SANITARY PADS	LEO BURNETT, Mumbai	INDIA	SILVER LION	SILVER LION
THE KILLER PACK	MAXX FLASH	MAXX FLASH MOSQUITO REPELLENT COIL	VMLY&R, Mumbai	INDIA	GRAND PRIX	GRAND PRIX
A04 (Nutraceuticals)						
MEMORY TEST	SUPRADYN	SUPRADYN MULTIVITAMIN	MULLENLOWE LONDON, London / MULLENLOWE ISTANBUL, Istanbul	UNITED KINGDOM	BRONZE LION	BRONZE LION
A05 (Health & Wellness Tech)						
STAYBL	DEUTSCHE PARKINSON VEREINIGUNG E.V. (GERMAN PARKINSON ASSOCIATION)	BROWSER-APP FOR PEOPLE WITH PARKINSON'S DISEASE	HAVAS, New York / HAVAS GERMANY, Düsseldorf	USA	SILVER LION	SILVER LION
STAYBL	DEUTSCHE PARKINSON VEREINIGUNG E.V. (GERMAN PARKINSON ASSOCIATION)	BROWSER-APP FOR PEOPLE WITH PARKINSON'S DISEASE	HAVAS, New York / HAVAS GERMANY, Düsseldorf	USA	GOLD LION	GOLD LION
PROJECT CONVEY	COX COMMUNICATIONS	DIGITAL CABLE TELEVISION PROVIDER, TELECOMMUNICATIONS AND HOME AUTOMATION SERVICES	COX COMMUNICATIONS, Atlanta / 180LA,	USA	GOLD LION	GOLD LION
TOUGH TURBAN	PFSAFF HARLEY-DAVIDSON	PFSAFF HARLEY-DAVIDSON	ZULU ALPHA KILO, Toronto	CANADA	GOLD LION	GOLD LION
B01 (Brand-led Education & Awareness)						
NIKESYNC	NIKE	NIKESYNC APP	R/GA, London	UNITED KINGDOM	SILVER LION	SILVER LION
TOXIC INFLUENCE	DOVE UNILEVER	GLOBAL PERSONAL CARE BRAND	OGILVY, London	UNITED KINGDOM	BRONZE LION	BRONZE LION
DIGNITY TO FLOW	JOHNSON & JOHNSON	SEMPRE LIVRE® AND CAREFREE®	WUNDERMAN THOMPSON, Sao Paulo	BRAZIL	BRONZE LION	BRONZE LION
THE BATTLE INSIDE	CRIS CANCER FOUNDATION	CANCER NGO	CHEIL WORLDWIDE, Madrid	SPAIN	BRONZE LION	BRONZE LION
FIRST AID FOR HUMANITY	BNP PARIBAS & THE POLISH RED CROSS	FIRST AID FOR HUMANITY	VMLY&R POLAND, Warsaw	POLAND	BRONZE LION	BRONZE LION
ADELI	UNIPADS	UNIPADS REUSABLE SANITARY PADS	VMLY&R, Mumbai	INDIA	SILVER LION	SILVER LION
POSTPARTUM UNDER PRESSURE	UNILEVER	BABY DOVE	DARK KITCHEN CREATIVES, Sao Paulo	BRAZIL	BRONZE LION	BRONZE LION
THE NIGHT IS YOUNG	HEINEKEN	HEINEKEN	PUBLICIS ITALY, Milan	ITALY	GOLD LION	GOLD LION
REVERSE SELFIE	DOVE UNILEVER	GLOBAL PERSONAL CARE BRAND	OGILVY, London	UNITED KINGDOM	SILVER LION	SILVER LION
"VAX THAT THANG UP"	BLK - AFFINITY APP FOR MATCH GROUP	A DATING APP SPECIFICALLY FOR BLACK DATERS	MAJORITY, Atlanta	USA	BRONZE LION	BRONZE LION
I DON'T REMEMBER	ALMA	ALMA	HOY, Buenos Aires	ARGENTINA	SILVER LION	SILVER LION
B02 (Non-profit / Foundation-led Education & Awareness)						
THE MICROPIEDIA OF MICROAGGRESSIONS	BLACK BUSINESS AND PROFESSIONAL ASSOCIATION, ET AL.	THE MICROPIEDIA OF MICROAGGRESSIONS	ZULU ALPHA KILO, Toronto	CANADA	BRONZE LION	BRONZE LION
GUN SURVIVOR REVIEWS	GUNS DOWN AMERICA	NON-PROFIT COMBATING GUN VIOLENCE	ENERGY BBDO, Chicago	USA	BRONZE LION	BRONZE LION
TEENAGE DREAM	SANDY HOOK PROMISE	SANDY HOOK PROMISE GUN VIOLENCE PREVENTION NON-PROFIT	BBDO, New York	USA	SILVER LION	SILVER LION
FINGER PUPPETS	LALCEC	LALCEC	GREY ARGENTINA, Buenos Aires	ARGENTINA	BRONZE LION	BRONZE LION
EAT A SWEDE	SWEDISH FOOD FEDERATION	EAT A SWEDE	MCCANN, Stockholm	SWEDEN	SILVER LION	SILVER LION
LIL SUGAR— MASTER OF DISGUISE	HIP-HOP PUBLIC HEALTH (HHPH)	HEALTH AWARENESS CAMPAIGN	AREA 23, AN IPG HEALTH NETWORK COMPANY, New York	USA	GOLD LION	GOLD LION
THE MINDSETS PAPER	CANADIAN DOWN SYNDROME SOCIETY	CANADIAN DOWN SYNDROME SOCIETY	FCB CANADA, Toronto	CANADA	BRONZE LION	BRONZE LION
PILL-ID	PILL-ID	PILL-ID	HEREZIE, Paris	FRANCE	BRONZE LION	BRONZE LION
LIL SUGAR— MASTER OF DISGUISE	HIP-HOP PUBLIC HEALTH (HHPH)	HEALTH AWARENESS CAMPAIGN	AREA 23, AN IPG HEALTH NETWORK COMPANY, New York	USA	SILVER LION	SILVER LION
MORNING AFTER ISLAND	GRUPO ESTRATEGICO GE PAE	WOMEN RIGHTS	OGILVY HONDURAS, Tegucigalpa	HONDURAS	GOLD LION	GOLD LION
B03 (Fundraising & Advocacy)						
NONFUNGIBLE TESTICLES	MOVEMBER	MOVEMBER NFT	MRM, New York	USA	SILVER LION	SILVER LION
JUST THE TWO OF US	COORDOWN	WORLD DOWN SYNDROME DAY	SMALL, New York	USA	BRONZE LION	BRONZE LION
DAVID'S UNUSABLES	MOTOR NEURONE DISEASE ASSOCIATION NZ	CHARITY	SPECIAL, Auckland	NEW ZEALAND	GOLD LION	GOLD LION
LITTLE HEADHUNTERS POWERED BY LINKEDIN	THE FOUNDATION K.I.D.S.	THE FOUNDATION K.I.D.S.	PUBLICIS WORLDWIDE POLAND, Warszawa	POLAND	BRONZE LION	BRONZE LION
DISEASE DILEMMAS	GARVAN INSTITUTE OF MEDICAL RESEARCH	GARVAN INSTITUTE OF MEDICAL RESEARCH	DENTSU CREATIVE, Sydney	AUSTRALIA	BRONZE LION	BRONZE LION
C01 (Corporate Image & Communication)						
THE VIRTUAL NODULE	AMARO	FASHION, BEAUTY, WELLNES, DECOR	VMLY&R BRAZIL, São Paulo	BRAZIL	SILVER LION	SILVER LION
C03 (Insurance)						
THE LEGACY OF TOMIII11	FUNDACIÓN NUESTROS HIJOS	FUNDACIÓN NUESTROS HIJOS	BBDO CHILE, Huechuraba	CHILE	BRONZE LION	BRONZE LION