

20

SHORTLIST

Pharma Lions

22

 CANNES LIONS

Title	Brand	Product / Service	Entrant / Idea Creation	Location
A01 (Regulated: Direct to Consumer)				
NOW YOU KNOW	ABBOTT	ABBOTT / FREESTYLE LIBRE	ABBOTT LABORATORIES, Alameda / ANOMALY, New York / ANOMALY, New York	USA
NOW YOU KNOW	ABBOTT	ABBOTT / FREESTYLE LIBRE	ABBOTT LABORATORIES, Alameda / ANOMALY, New York / ANOMALY, New York	USA
NOW YOU KNOW	ABBOTT	ABBOTT / FREESTYLE LIBRE	ABBOTT LABORATORIES, Alameda / ANOMALY, New York / ANOMALY, New York	USA
SCROLL STOPPERS	GENENTECH	HEMLIBRA	21GRAMS, A PART OF REAL CHEMISTRY, New York / GENENTECH, San Francisco	USA
LIVERWATCHI	MIRUM PHARMACEUTICALS	MIRUM PHARMACEUTICALS	MCCANN HEALTH, Parsippany	USA
NOW YOU KNOW	ABBOTT	ABBOTT / FREESTYLE LIBRE	ABBOTT LABORATORIES, Alameda / ANOMALY, New York / ANOMALY, New York	USA
A02 (Regulated: Direct to Patient)				
HOUSE RULES	EVOFEM	PHEXXI	MCCANN HEALTH, Parsippany	USA
FFF	EVOFEM	PHEXXI	MCCANN HEALTH, Parsippany	USA
FF	EVOFEM	PHEXXI	MCCANN HEALTH, Parsippany	USA
THE BIG SNEEZE	ASTRAZENECA	CHILDREN'S FLU VACCINE	21GRAMS, A PART OF REAL CHEMISTRY, New York	USA
HOUSE RULES	EVOFEM	PHEXXI	MCCANN HEALTH, Parsippany	USA
A04 (Non-regulated: Direct to Consumer)				
SCIENCE WILL WIN 2022	PFIZER	PFIZER	GREY, New York / M.J.Z, Los Angeles	USA
A05 (Non-regulated: Direct to Patient)				
I WILL ALWAYS BE ME	DELL TECHNOLOGIES & INTEL	DELL TECHNOLOGIES & INTEL	VMLY&R, New York	USA
B01 (Regulated)				
WARM HANDS	CHUGAI PHARMACEUTICAL CO., LTD	SUPPORT FILM FOR CANCER PATIENTS, THEIR FAMILIES AND THE MEDICAL HEALTHCARE PROFESSIONALS	INSIGHT-I INC., Tokyo / CHUGAI PHARMACEUTICAL CO., LTD., Tokyo	JAPAN
THE UNWEARABLE COLLECTION	BOEHRINGER INGELHEIM	DISEASE AWARENESS	AREA 23, AN IPG HEALTH NETWORK COMPANY, New York	USA
THE UNWEARABLE COLLECTION	BOEHRINGER INGELHEIM	DISEASE AWARENESS	AREA 23, AN IPG HEALTH NETWORK COMPANY, New York	USA
B02 (Non-Regulated)				
6 MINUTES TOGETHER	UNBRANDED (DISEASE AWARENESS COMMUNICATION)	JANSSEN PHARMA	MCCANN HEALTH, Tokyo	JAPAN
LETTERS FOR A LAW	FUNDACIÁ'N EL HÁ%RBOLOGO	FUNDACIÁ'N EL HÁ%RBOLOGO	BBDO CHILE, Huechuraba	CHILE
THE ENVIRONMENTAL ISSUE	UCB PHARMA	UCB PHARMA	MCCANN HEALTH, Parsippany	UNITED KINGDOM
LETTERS FOR A LAW	FUNDACIÁ'N EL HÁ%RBOLOGO	FUNDACIÁ'N EL HÁ%RBOLOGO	BBDO CHILE, Huechuraba	CHILE
C01 (Regulated)				
FLICKERS	NOVARTIS	SPMS	21GRAMS, A PART OF REAL CHEMISTRY, New York	USA
SLOW THE BURN	NOVARTIS	SPMS	21GRAMS, A PART OF REAL CHEMISTRY, New York	USA
C02 (Non-Regulated)				
LETTERS FOR A LAW	FUNDACIÁ'N EL HÁ%RBOLOGO	FUNDACIÁ'N EL HÁ%RBOLOGO	BBDO CHILE, Huechuraba	CHILE
D01 (Regulated)				
EYEDAR	HORIZON THERAPEUTICS	EYEDAR APP FOR THE BLIND	AREA 23, AN IPG HEALTH NETWORK COMPANY, New York	USA
EYEDAR	HORIZON THERAPEUTICS	EYEDAR APP FOR THE BLIND	AREA 23, AN IPG HEALTH NETWORK COMPANY, New York	USA
EYEDAR	HORIZON THERAPEUTICS	EYEDAR APP FOR THE BLIND	AREA 23, AN IPG HEALTH NETWORK COMPANY, New York	USA
EYEDAR	HORIZON THERAPEUTICS	EYEDAR APP FOR THE BLIND	AREA 23, AN IPG HEALTH NETWORK COMPANY, New York	USA
EYEDAR	HORIZON THERAPEUTICS	EYEDAR APP FOR THE BLIND	AREA 23, AN IPG HEALTH NETWORK COMPANY, New York	USA
EYEDAR	HORIZON THERAPEUTICS	EYEDAR APP FOR THE BLIND	AREA 23, AN IPG HEALTH NETWORK COMPANY, New York	USA
D02 (Non-Regulated)				
I WILL ALWAYS BE ME	DELL TECHNOLOGIES & INTEL	DELL TECHNOLOGIES & INTEL	VMLY&R, New York	USA
I WILL ALWAYS BE ME	DELL TECHNOLOGIES & INTEL	DELL TECHNOLOGIES & INTEL	VMLY&R, New York	USA