2020/2021 WINNERS

# Pharma Lions

CANNES LIONS

| Medium | Title | Brand | Product/Service | Entrant Company | Location | Prize |
|---|---|---|---|---|---|---|
| **A01 (Regulated: Direct to Consumer)** | | | | | | |
| DIGITAL: SOCIAL & INFLUENCER | VAGINA APPRECIATION DAY | ANNOVERA | ANNOVERA | MCCANN NEW YORK | USA | SILVER LION |
| **A02 (Regulated: Direct to Patient)** | | | | | | |
| FILM CRAFT: DIRECTION | THE NUMBER | GREENVALLEY | PRODUCT:971(A MEDICINE FOR ALZHEIMER DISEASE) | MCCANN HEALTH SHANGHAI | CHINA | SILVER LION |
| FILM CRAFT: ANIMATION / VISUAL EFFECTS | CHANTIX CAMPING | PFIZER | CHANTIX | VMLY&R NEW YORK | USA | BRONZE LION |
| **A03 (Regulated: Healthcare Professional)** | | | | | | |
| FILM CRAFT: ANIMATION / VISUAL EFFECTS | EDWARDS STORKS | EDWARDS INSPIRIS RESILIA | EDWARDS INSPIRIS RESILIA | VCCP HEALTH LONDON | UNITED KINGDOM | BRONZE LION |
| FILM CRAFT: ANIMATION / VISUAL EFFECTS | THE EVENTFUL LIFE OF ROSEMARIE | CURAVIVA SWITZERLAND, SPITEX SWITZERLAND, ODASANTÉ | LONG-TERM-CARE.CH | ROOF STUDIO NEW YORK | USA | BRONZE LION |
| **A04 (Non-regulated: Direct to Consumer)** | | | | | | |
| FILM: CINEMA, TV AND DIGITAL FILM CONTENT | TEVA HAIRSPRAY | TEVA PHARMACEUTICAL | TEVA PHARMACEUTICAL | VCCP HEALTH LONDON | UNITED KINGDOM | GOLD LION |
| **B01 (Regulated)** | | | | | | |
| USE OF TECHNOLOGY | MOZART 80 | PFIZER | PFIZER | F5 SHANGHAI | CHINA | BRONZE LION |
| FILM CRAFT: CINEMATOGRAPHY | BEAUTIFUL DREAMER | PFIZER | PAF | TRACYLOCKE BRASIL SÃO PAULO | BRAZIL | BRONZE LION |
| BRANDED CONTENT & ENTERTAINMENT: FILM, TV AND ONLINE FILM CONTENT | A MYSTERY TO ME | ARGENX | DISEASE AWARENESS | CLOSERLOOK CHICAGO | USA | BRONZE LION |
| BRANDED CONTENT & ENTERTAINMENT: LIVE EXPERIENCE | BLOODLESS BATTLE | GENENTECH | GENENTECH | 21GRAMS, A PART OF REAL CHEMISTRY NEW YORK | USA | SILVER LION |
| **B02 (Non-Regulated)** | | | | | | |
| FILM: CINEMA, TV AND DIGITAL FILM CONTENT | TEVA HAIRSPRAY | TEVA PHARMACEUTICAL | TEVA PHARMACEUTICAL | VCCP HEALTH LONDON | UNITED KINGDOM | SILVER LION |
| **C01 (Regulated)** | | | | | | |
| FILM CRAFT: ANIMATION / VISUAL EFFECTS | TRAPPED | INSMED INCORPORATED | N/A | AREA 23, AN FCB HEALTH NETWORK COMPANY NEW YORK | USA | SILVER LION |
| FILM CRAFT: ANIMATION / VISUAL EFFECTS | UNBREAKABLE | INSMED INCORPORATED | N/A | AREA 23, AN FCB HEALTH NETWORK COMPANY NEW YORK | USA | SILVER LION |
| 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 | BRONZE LION |
| INTEGRATED CAMPAIGN | BREAKING DEPRESSION | JANSSEN EMEA | BREAKING DEPRESSION | LANGLAND LONDON | UNITED KINGDOM | BRONZE LION |
| **C02 (Non-Regulated)** | | | | | | |
| INDUSTRY CRAFT: ART DIRECTION | IDVERSE | IDVERSE | IDVERSE | HAVAS HEALTH & YOU SAO PAULO | BRAZIL | SILVER LION |
| **D01 (Regulated)** | | | | | | |
| USE OF TECHNOLOGY | SICK BEATS | WOOJER | WOOJER | AREA 23, AN FCB HEALTH NETWORK COMPANY NEW YORK | USA | GRAND PRIX |
| DIGITAL CRAFT: USER EXPERIENCE (UX) | SICK BEATS | WOOJER | WOOJER | AREA 23, AN FCB HEALTH NETWORK COMPANY NEW YORK | USA | BRONZE LION |
| PRODUCT INNOVATION | SICK BEATS | WOOJER | WOOJER | AREA 23, AN FCB HEALTH NETWORK COMPANY NEW YORK | USA | GOLD LION |
| FILM: CINEMA, TV AND DIGITAL FILM CONTENT | WHERE BABIES COME FROM | GENEA | GENEA FERTILITY/IVF | CHE PROXIMITY SYDNEY | AUSTRALIA | BRONZE LION |
| INTEGRATED CAMPAIGN | WHERE BABIES COME FROM | GENEA | GENEA FERTILITY/IVF | CHE PROXIMITY SYDNEY | AUSTRALIA | SILVER LION |
| **D02 (Non-Regulated)** | | | | | | |
| MOBILE | TALLK | SAMSUNG | SAMSUNG APP | CHEIL WORLDWIDE MADRID | SPAIN | GOLD LION |