

Healthcare Shortlist 2017



Title	Advertiser/Client	Product/Service	Entrant Company	Country
A02 OTC Applications				
BULLISH BOSS	UNILEVER (CLEAR)	CLEAR ANTI-DANDRUFF SHAMPOO	MULLENLOWE SINGAPORE	SINGAPORE
BRIDEZILLA	UNILEVER (CLEAR)	CLEAR ANTI-DANDRUFF SHAMPOO	MULLENLOWE SINGAPORE	SINGAPORE
STOP THE PAIN	COLGATE PALMOLIVE	ORAL CARE	RED FUSE COMMUNICATIONS, Hong Kong	HONG KONG
A03 OTC Products/Devices				
DANCING BAND-AID	JOHNSON & JOHNSON	BAND-AID PLUS COMFORT	I&S BBDO, Tokyo	JAPAN
HEARING RESCUE	THAI HEALTH PROMOTION FOUNDATION AND DEAF ASSOCIATION OF BANGKOK	THAI HEALTH'S WELLBEING PROJECT	BBDO BANGKOK	THAILAND
A04 Nutraceuticals				
ANCHOR MILK SLAMS INSIDE OUT	FONTERRA	MILK	COLENZO BBDO, Auckland	NEW ZEALAND
ANCHOR MILK SLAMS BLANK CANVAS	FONTERRA	MILK	COLENZO BBDO, Auckland	NEW ZEALAND
CAPTURE	VERENA INTERNATIONAL CO., LTD.	SURE	McCANN, Bangkok	THAILAND
A05 Other Products				
POCKET PATROL	SAMSUNG	SAMSUNG POCKET PATROL	LEO BURNETT SYDNEY	AUSTRALIA
HEARING RESCUE	THAI HEALTH PROMOTION FOUNDATION AND DEAF ASSOCIATION OF BANGKOK	THAI HEALTH'S WELLBEING PROJECT	BBDO BANGKOK	THAILAND
B01 Brand led Education & Awareness				
THE HEARING TEST IN DISGUISE	COCHLEAR	COCHLEAR IMPLANTS	CHE PROXIMITY, Sydney	AUSTRALIA
THE DYSLEXIC CAPTCHA	JASLOK HOSPITAL AND RESEARCH CENTRE	DYSLEXIA CONSULTATION	DENTSU WEBCHUTNEY, Gurgaon	INDIA
MEET GRAHAM	TRANSPORT ACCIDENT COMMISSION VICTORIA	TRANSPORT ACCIDENT COMMISSION VICTORIA	CLEMENGER BBDO MELBOURNE	AUSTRALIA
THE HEARING TEST IN DISGUISE	COCHLEAR	COCHLEAR HEARING IMPLANT	REVOLVER/WILL O'ROURKE, Sydney	AUSTRALIA
ADIDAS ODDS	ADIDAS	ADIDAS SHOE	TAPROOT DENTSU, Mumbai	INDIA
ADIDAS TALE OF TWO	ADIDAS	ADIDAS SHOE	TAPROOT DENTSU, Mumbai	INDIA
THE HEARING TEST IN DISGUISE	COCHLEAR	COCHLEAR HEARING IMPLANT	REVOLVER/WILL O'ROURKE, Sydney	AUSTRALIA
THE HEARING TEST IN DISGUISE	COCHLEAR	COCHLEAR IMPLANTS	CHE PROXIMITY, Sydney	AUSTRALIA
MISHEARD FONT	PANASONIC	PANASONIC HEARING AIDS	HAKUHODO INC., Tokyo	JAPAN
THE HEARING TEST IN DISGUISE	COCHLEAR	COCHLEAR IMPLANTS	CHE PROXIMITY, Sydney	AUSTRALIA
MORTEIN - KILL THE REAL DEMONS	RECKITT AND BENCKISER	MOSQUITO REPELLENT	HAVAS INDIA, Gurgaon	INDIA
LIFE PUMP	SAMSUNG C&T CORPORATION EVERLAND CARIBBEAN BAY	CARIBBEAN BAY WATER PARK	CHEIL WORLDWIDE, Seoul	SOUTH KOREA
MEET GRAHAM	TRANSPORT ACCIDENT COMMISSION VICTORIA	TRANSPORT ACCIDENT COMMISSION VICTORIA	CLEMENGER BBDO MELBOURNE	AUSTRALIA
B03 Fundraising & Advocacy				
ADIDAS ODDS	ADIDAS	ADIDAS SHOE	TAPROOT DENTSU, Mumbai	INDIA
THE RIDERLESS BIKE	STEVE WAUGH FOUNDATION	THE CAPTAIN'S RIDE	HAVAS AUSTRALIA, Sydney	AUSTRALIA
C01 Corporate Image & Communication				
THE GIRL IN THE MASK	OPERATION SMILE	NOM-PROFIT	CHEIL WORLDWIDE, Beijing	CHINA
SAVLON HEALTHY HANDS CHALK STICKS	SAVLON, ITC	SAVLON HEALTHY HANDS CHALK STICKS	OGILVY & MATHER MUMBAI	INDIA
THE GIRL IN THE MASK	OPERATION SMILE	NOM-PROFIT	CHEIL WORLDWIDE, Beijing	CHINA
TOUCH OF CARE	PROCTER & GAMBLE	VICKS	PROCTER & GAMBLE, Singapore	SINGAPORE
MADE POSSIBLE BY MELBOURNE	UNIVERSITY OF MELBOURNE	UNIVERSITY OF MELBOURNE RESEARCH	McCANN MELBOURNE	AUSTRALIA
C02 Health Services & Facilities				
PLANAYSIMUM	YMCA	YMCA VICTORIA HEALTH SERVICES AND FACILITIES	McCANN MELBOURNE	AUSTRALIA
PLANAYSIMUM	YMCA	YMCA VICTORIA HEALTH SERVICES AND FACILITIES	McCANN MELBOURNE	AUSTRALIA
C03 Insurance				
MEET GRAHAM	TRANSPORT ACCIDENT COMMISSION VICTORIA	TRANSPORT ACCIDENT COMMISSION VICTORIA	CLEMENGER BBDO MELBOURNE	AUSTRALIA
MEET GRAHAM	TRANSPORT ACCIDENT COMMISSION VICTORIA	TRANSPORT ACCIDENT COMMISSION VICTORIA	CLEMENGER BBDO MELBOURNE	AUSTRALIA
MEET GRAHAM	TRANSPORT ACCIDENT COMMISSION VICTORIA	TRANSPORT ACCIDENT COMMISSION VICTORIA	CLEMENGER BBDO MELBOURNE	AUSTRALIA
D01 Animal Health				
BRING YOUR PET BACK	HILL'S PET NUTRITION ASIA LTD.	SCIENCE DIET PERFECT WEIGHT	RED FUSE COMMUNICATIONS, Hong Kong	HONG KONG
E04 Education & Awareness				
LAST LAUGH	INDIAN ASSOCIATION OF PALLIATIVE CARE (IAPC)	PALLIATIVE CARE	MEDULLA COMMUNICATIONS, Mumbai	INDIA
THE IMMUNITY CHARM	MINISTRY OF PUBLIC HEALTH, AFGHANISTAN	ANALOGUE WEARABLE	McCANN INDIA, Mumbai	INDIA
F03 Devices & Diagnostics				
THE HEARING TEST IN DISGUISE	COCHLEAR	COCHLEAR IMPLANTS	CHE PROXIMITY, Sydney	AUSTRALIA
THE HEARING TEST IN DISGUISE	COCHLEAR	COCHLEAR HEARING IMPLANT	REVOLVER/WILL O'ROURKE, Sydney	AUSTRALIA
THE HEARING TEST IN DISGUISE	COCHLEAR	COCHLEAR HEARING IMPLANT	REVOLVER/WILL O'ROURKE, Sydney	AUSTRALIA
THE HEARING TEST IN DISGUISE	COCHLEAR	COCHLEAR IMPLANTS	CHE PROXIMITY, Sydney	AUSTRALIA
F04 Education & Awareness				
THE IMMUNITY CHARM	MINISTRY OF PUBLIC HEALTH, AFGHANISTAN	ANALOGUE WEARABLE	McCANN INDIA, Mumbai	INDIA
F05 Other				
LAST LAUGH	INDIAN ASSOCIATION OF PALLIATIVE CARE (IAPC)	PALLIATIVE CARE	MEDULLA COMMUNICATIONS, Mumbai	INDIA
G01 Patient to HCP Communications				
THE IMMUNITY CHARM	MINISTRY OF PUBLIC HEALTH, AFGHANISTAN	ANALOGUE WEARABLE	McCANN INDIA, Mumbai	INDIA
G02 Patient Engagement Utilities				
KNOW YOU AGAIN	BAIDU	BAIDU AI GLASSES FOR THE ALZHEIMER'S DISEASE	BAIDU, Beijing	CHINA
G03 HCP Devices & Diagnostics				
THE IMMUNITY CHARM	MINISTRY OF PUBLIC HEALTH, AFGHANISTAN	ANALOGUE WEARABLE	McCANN INDIA, Mumbai	INDIA