



Shortlist

Medium	Title	Brand	Product/Service	Entrant Company	Country
A01 (Regulated: Direct to Consumer)					
INTEGRATED CAMPAIGN	NOT COOL	ALLERGAN	COOLSCULPTING	AREA 23, AN FCB HEALTH NETWORK COMPANY NEW YORK	USA
FILM CRAFT: ANIMATION & VISUAL EFFECTS	THE MOOSE SPA - APRIL FOOLS	ALLERGAN	COOLSCULPTING	AREA 23, AN FCB HEALTH NETWORK COMPANY NEW YORK	USA
BRANDED CONTENT & ENTERTAINMENT: FILM, TV AND ONLINE FILM CONTENT	WHAT INVENTION CAN'T YOU WAIT FOR?	MERCK	WHAT INVENTION CAN'T YOU WAIT FOR?	MARINA MAHER COMMUNICATIONS NEW YORK	USA
A02 (Regulated: Direct to Patient)					
FILM CRAFT: SCRIPT	GET UP	LILLY	LARTRUVO	AREA 23, AN FCB HEALTH NETWORK COMPANY NEW YORK	USA
PRODUCT INNOVATION	BRONKI BOOSTERS	CIPLA SA	ASTHMA INHALER CASINGS, COMIC BOOK, ANIMATED SERIES, INSTRUCTIONAL VIDEOS.	VML CAPE TOWN	SOUTH AFRICA
A03 (Regulated: Healthcare Professional)					
INDUSTRY CRAFT: ART DIRECTION	THE SCREAMER	MUNDIPHARMA	BIPHENTIN	HAVAS LYNX MANCHESTER	UNITED KINGDOM
INDUSTRY CRAFT: ART DIRECTION	THE DISRUPTOR	MUNDIPHARMA	BIPHENTIN	HAVAS LYNX MANCHESTER	UNITED KINGDOM
INDUSTRY CRAFT: ART DIRECTION	GARAGE	BOEHRINGER INGELHEIM	STIOLTO RESPIMAT	FCB HEALTH NEW YORK	USA
INDUSTRY CRAFT: ART DIRECTION	KITCHEN	BOEHRINGER INGELHEIM	STIOLTO RESPIMAT	FCB HEALTH NEW YORK	USA
INDUSTRY CRAFT: ART DIRECTION	LIVING ROOM	BOEHRINGER INGELHEIM	STIOLTO RESPIMAT	FCB HEALTH NEW YORK	USA
INDUSTRY CRAFT: ILLUSTRATION	THE SCREAMER	MUNDIPHARMA	BIPHENTIN	HAVAS LYNX MANCHESTER	UNITED KINGDOM
INDUSTRY CRAFT: ILLUSTRATION	TAMED BY A TABLET	MUNDIPHARMA	ZUBSOLV	HAVAS LYNX MANCHESTER	UNITED KINGDOM
A04 (Non-regulated: Direct to Consumer)					
DIRECT	BLINK TO SPEAK	ASHA EK HOPE FOUNDATION	SOCIAL SERVICE	TBWAININDIA MUMBAI	INDIA
A05 (Non-regulated: Direct to Patient)					
DIRECT	BLINK TO SPEAK	ASHA EK HOPE FOUNDATION	SOCIAL SERVICE	TBWAININDIA MUMBAI	INDIA
B01 (Regulated)					
FILM: CINEMA, TV AND DIGITAL FILM CONTENT	SET YOUR LIFE BACK IN MOTION	NOVARTIS	NOVARTIS	BETC PARIS	FRANCE
INTEGRATED CAMPAIGN	THE WRESTLER	NOVARTIS	EDUCATION	KLICK HEALTH NEW YORK	USA
FILM CRAFT: CINEMATOGRAPHY	THIS IS LIVING WITH CANCER	PFIZER ONCOLOGY	CANCER MANAGEMENT	PATIENTS & PURPOSE NEW YORK	USA
INDUSTRY CRAFT: ART DIRECTION	KITCHEN	BOEHRINGER INGELHEIM	STIOLTO RESPIMAT	FCB HEALTH NEW YORK	USA
INDUSTRY CRAFT: ART DIRECTION	GARAGE	BOEHRINGER INGELHEIM	STIOLTO RESPIMAT	FCB HEALTH NEW YORK	USA
INDUSTRY CRAFT: ART DIRECTION	LIVING ROOM	BOEHRINGER INGELHEIM	STIOLTO RESPIMAT	FCB HEALTH NEW YORK	USA
INDUSTRY CRAFT: ILLUSTRATION	BATTLE IN THE BONE	BAYER PHARMACEUTICALS, INC.	XOFIGO® (RADIUM RA 223 DICHLORIDE)	AREA 23, AN FCB HEALTH NETWORK COMPANY NEW YORK	USA
INDUSTRY CRAFT: ILLUSTRATION	ZACS PLAY DAY	BIOGEN	SPINRAZA UNBRANDED	CDM NEW YORK	USA
INDUSTRY CRAFT: PHOTOGRAPHY	GARAGE	BOEHRINGER INGELHEIM	STIOLTO RESPIMAT	FCB HEALTH NEW YORK	USA
INDUSTRY CRAFT: PHOTOGRAPHY	LIVING ROOM	BOEHRINGER INGELHEIM	STIOLTO RESPIMAT	FCB HEALTH NEW YORK	USA
INDUSTRY CRAFT: PHOTOGRAPHY	KITCHEN	BOEHRINGER INGELHEIM	STIOLTO RESPIMAT	FCB HEALTH NEW YORK	USA
BRANDED CONTENT & ENTERTAINMENT: LIVE EXPERIENCE	THE MSUNDERSTOOD CAFÉ	ROCHE PRODUCTS (IRELAND) LIMITED AND MS IRELAND	DISEASE AWARENESS AND HEALTHCARE ACCESS	FLEISHMANHILLARD DUBLIN	IRELAND
DIGITAL: SOCIAL	LIGHTER BLUE	TAKEDA/TRINTELLIX	TRINTELLIX	MCCANN NEW YORK	USA
AMBIENT OUTDOOR	A WARNING FROM THE FUTURE	GLAXOSMITHKLINE (GSK)	CERVICAL CANCER VACCINE	MCCANN HEALTH SHANGHAI	CHINA
PRINT & PUBLISHING	BATTLE IN THE BONE	BAYER PHARMACEUTICALS, INC.	XOFIGO® (RADIUM RA 223 DICHLORIDE)	AREA 23, AN FCB HEALTH NETWORK COMPANY NEW YORK	USA
B02 (Non-Regulated)					
FILM: CINEMA, TV AND DIGITAL FILM CONTENT	#TREATMEKINDLY	NOVARTIS	NOVARTIS	DAVID BUENOS AIRES	ARGENTINA
FILM CRAFT: USE OF MUSIC / SOUND DESIGN	THE HEARING TEST IN DISGUISE	COCHLEAR	COCHLEAR HEARING IMPLANTS	CHE PROXIMITY MELBOURNE	AUSTRALIA
BRANDED CONTENT & ENTERTAINMENT: DIGITAL & SOCIAL	THE HEARING TEST IN DISGUISE	COCHLEAR	COCHLEAR HEARING IMPLANTS	CHE PROXIMITY MELBOURNE	AUSTRALIA
BRANDED CONTENT & ENTERTAINMENT: FILM, TV AND ONLINE FILM CONTENT	THE HEARING TEST IN DISGUISE	COCHLEAR	COCHLEAR HEARING IMPLANTS	CHE PROXIMITY MELBOURNE	AUSTRALIA
DIGITAL CRAFT: INTERFACE & NAVIGATION (UI)	CHANGE GOUT	GRUNENTHAL	DISEASE AWARENESS	GRUNENTHAL HIGH WYCOMBE	UNITED KINGDOM
DIGITAL CRAFT: USER EXPERIENCE (UX)	CHANGE GOUT	GRUNENTHAL	DISEASE AWARENESS	GRUNENTHAL HIGH WYCOMBE	UNITED KINGDOM
DIGITAL: PLATFORMS	CHANGE GOUT	GRUNENTHAL	DISEASE AWARENESS	GRUNENTHAL HIGH WYCOMBE	UNITED KINGDOM
DIGITAL: PLATFORMS	THE HEARING TEST IN DISGUISE	COCHLEAR	COCHLEAR HEARING IMPLANTS	CHE PROXIMITY MELBOURNE	AUSTRALIA



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C01 (Regulated)					
FILM CRAFT: CINEMATOGRAPHY	THE ATTACK	ASTRA ZENECA	BRILINTA	HAVAS LYNX MANCHESTER	UNITED KINGDOM
AMBIENT OUTDOOR	THE WORLD'S SMALLEST BOOTH	ELI LILLY AND COMPANY	HEALTH	AREA 23, AN FCB HEALTH NETWORK COMPANY NEW YORK	USA
C02 (Non-Regulated)					
BRANDED CONTENT & ENTERTAINMENT: DIGITAL & SOCIAL	SPEED DONATING	TEVA	ORGAN DONATION	HAVAS LYNX MANCHESTER	UNITED KINGDOM
PRODUCT INNOVATION	SAVOR SAVER	ECUADOR MINISTRY OF PUBLIC HEALTH	SAVOR SAVER	OGILVY & MATHER COLOMBIA BOGOTÁ	COLOMBIA
D01 (Regulated)					
FILM: CINEMA, TV AND DIGITAL FILM CONTENT	HOLD ON TO MUM	PFIZER/BMS	BLOOD THINNING MEDICIN	INGO STOCKHOLM	SWEDEN
INDUSTRY CRAFT: ILLUSTRATION	ZACS PLAY DAY	BIOGEN	SPINRAZA UNBRANDED	CDM NEW YORK	USA
PRINT COLLATERAL	RX PRESCRIPTION STICKERS	DUBAI HEALTH AUTHORITY	PRESCRIPTION LABEL	THE CLASSIC PARTNERSHIP ADVERTISING DUBAI	UNITED ARAB EMIRATES
PRODUCT INNOVATION	OUCHIE	CHUGAI / ROCHE	SYSTEMIC JUVENILE IDIOPATHIC ARTHRITIS PATIENT SUPPORT	HAVAS LYNX MANCHESTER	UNITED KINGDOM
PR	THE MSUNDERSTOOD CAFÉ	ROCHE PRODUCTS (IRELAND) LIMITED AND MS IRELAND	DISEASE AWARENESS AND HEALTHCARE ACCESS	FLEISHMANHILLARD DUBLIN	IRELAND
D02 (Non-Regulated)					
PRODUCT INNOVATION	STORIES TO INHALE	CLIN KIDS	NEBULIZER MASKS FOR CHILDREN	NBS SÃO PAULO	BRAZIL
PRODUCT INNOVATION	SAVOR SAVER	ECUADOR MINISTRY OF PUBLIC HEALTH	SAVOR SAVER	OGILVY & MATHER COLOMBIA BOGOTÁ	COLOMBIA
DIRECT	BLINK TO SPEAK	ASHA EK HOPE FOUNDATION	SOCIAL SERVICE	TBWAIINDIA MUMBAI	INDIA
E01 (Regulated)					
INDUSTRY CRAFT: ILLUSTRATION	DOG	ELANCO	DEWORMING PRODUCT	ELANCO ANIMAL HEALTH BASINGSTOKE	UNITED KINGDOM
INDUSTRY CRAFT: ILLUSTRATION	CAT	ELANCO	DEWORMING PRODUCT	ELANCO ANIMAL HEALTH BASINGSTOKE	UNITED KINGDOM
OUTDOOR	DOG	ELANCO	DEWORMING PRODUCT	ELANCO ANIMAL HEALTH BASINGSTOKE	UNITED KINGDOM
BRAND EXPERIENCE & ACTIVATION	ELANCO OWN THE CONE	ELANCO	ELANCO	ELANCO GREENFIELD	USA