

2023 WINNER

Health & Wellness



CANNES LIONS 70

Title	Brand	Product / Service	Entrant / Idea Creation	Location	Prize	Award
A01 (OTC Oral Medicines)						
DIVERSITREE	CLARITIN	CLARITIN ALLERGY MEDICINE	ENERGY BBDO, Chicago	USA	GOLD LION	GOLD LION
A03 (OTC Products / Devices)						
THE AUTISM JOURNEY	TELEFONICA'S VIVO	ONLINE TOOL	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL	BRONZE LION	BRONZE LION
SOLE MUSIC	SOLE MUSIC	SOLE MUSIC	AND US, Dubai	UNITED ARAB EMIRATES	SILVER LION	SILVER LION
PERIODSONMIA	LIBRESSE	LIBRESSE	SOMESUCH, Los Angeles / AMV BBDO, London	USA	SILVER LION	SILVER LION
THE ART OF SEX ED	DUREX	DUREX	VMLY&R POLAND, Warsaw	POLAND	BRONZE LION	BRONZE LION
A05 (Health & Wellness Tech)						
DOT PAD, THE FIRST TACTILE GRAPHICS DISPLAY FOR HEALTHCARE	DOT INCORPORATION	DOT PAD	SERVICEPLAN, Munich / SERVICEPLAN KOREA, Seoul	GERMANY	BRONZE LION	BRONZE LION
MOUTHPAD^	AUGMENTAL	MOUTHPAD^	WUNDERMAN THOMPSON, Lima / AUGMENTAL, San Francisco	PERU	SILVER LION	SILVER LION
B01 (Brand-led Education & Awareness)						
THE COST OF BEAUTY	DOVE MASTERBRAND	DOVE	OGILVY, London / OGILVY, Toronto	UNITED KINGDOM	SILVER LION	SILVER LION
THE COST OF BEAUTY	DOVE MASTERBRAND	DOVE	OGILVY, London / OGILVY, Toronto	UNITED KINGDOM	SILVER LION	SILVER LION
ALIBABA HEALTH FONT	ALIBABA HEALTH	FONT DESIGN	ALIBABA HEALTH INFORMATION TECHNOLOGY LIMITED, Beijing	MAINLAND CHINA	BRONZE LION	BRONZE LION
DANIEL'S APARTMENT	VIV HEALTHCARE	HIV STIGMA	SRA. RUSHMORE, Madrid	SPAIN	BRONZE LION	BRONZE LION
THE LAST PHOTO	ITV X CALM	ITV X CALM	adam&eveDDB, London	UNITED KINGDOM	SILVER LION	SILVER LION
#PERIODSONMIA	BODYFORM/LIBRESSE	BODYFORM/LIBRESSE	AMV BBDO, London	UNITED KINGDOM	GOLD LION	GOLD LION
THE LAST PHOTO	ITV X CALM	ITV X CALM	adam&eveDDB, London	UNITED KINGDOM	BRONZE LION	BRONZE LION
THE COST OF BEAUTY	DOVE MASTERBRAND	DOVE	OGILVY, London / OGILVY, Toronto	UNITED KINGDOM	GOLD LION	GOLD LION
THE LAST PHOTO	ITV X CALM	ITV X CALM	adam&eveDDB, London	UNITED KINGDOM	GOLD LION	GOLD LION
SOBERCOINS	CITY OF BALEN	CITY	HAPPINESS, AN FCB ALLIANCE, Brussels	BELGIUM	BRONZE LION	BRONZE LION
LET HER GROW	DOVE	DOVE BRAND	EDELMAN, Bangkok / SELECT START, Bangkok	THAILAND	BRONZE LION	BRONZE LION
RUNNER 321	ADIDAS	ADIDAS	FCB TORONTO	CANADA	SILVER LION	SILVER LION
B02 (Non-profit / Foundation-led Education & Awareness)						
THE BRIDGE	PAWS NY	PAWS NY	KLICK HEALTH, Toronto	CANADA	BRONZE LION	BRONZE LION
KAMASUTRA +	SIDACTION	SIDACTION	THE GOOD COMPANY, Paris	FRANCE	SILVER LION	SILVER LION
THE NAME CONFUSION	A.L.M.A. / RACING CLUB	A.L.M.A. / RACING CLUB	REPUBLICA HAVAS, Miami	USA	BRONZE LION	BRONZE LION
THE SOOT LIFE EXPECTANCY	THE EXTRA STEP INITIATIVE	PUBLIC HEALTH	XSM IDEAS, Lagos	NIGERIA	BRONZE LION	BRONZE LION
THE HORNICULTURAL SOCIETY	RELATE	RELATIONSHIP CHARITY	OGILVY, London	UNITED KINGDOM	SILVER LION	SILVER LION
COVER HITS	SIDACTION	SIDACTION	THE GOOD COMPANY, Paris	FRANCE	SILVER LION	SILVER LION
ANNE DE GAULLE	FONDATION ANNE DE GAULLE	ASSOCIATION	HAVAS PARIS	FRANCE	GOLD LION	GOLD LION
THE POSTPONED DAY	LALCEC	LALCEC	GREY ARGENTINA, Buenos Aires	ARGENTINA	SILVER LION	SILVER LION
WORKING WITH CANCER	MEMORIAL SLOAN KETTERING CANCER CENTER (MSK)	WORKING WITH CANCER PLEDGE	LA FOUNDATION PUBLICIS, Chicago / PUBLICIS CONSEIL, Paris / LE TRUC, New York / DIGITAS, New York / SAATCHI & SAATCHI HEALTH, New York / PUBLICIS GROUPE UK, London	USA	GOLD LION	GOLD LION
B03 (Fundraising & Advocacy)						
IF THIS SPEAKS TO YOU (LOLA)	MIND	MIND	LANGLAND, London	UNITED KINGDOM	BRONZE LION	BRONZE LION
JINGLE THERAPY	ASOCIACION DE ALZHEIMER PUERTO RICO + SBS	INSTITUTIONAL	VMLY&R COMMERCE, Guaynabo / VMLY&R COMMERCE, New York	PUERTO RICO	BRONZE LION	BRONZE LION
WORKING WITH CANCER - MONDAY	MEMORIAL SLOAN KETTERING CANCER CENTER	WORKING WITH CANCER PLEDGE	LA FOUNDATION PUBLICIS, Chicago / LE TRUC, New York / DIGITAS, New York / SAATCHI & SAATCHI HEALTH, New York / PUBLICIS GROUPE UK, London	USA	BRONZE LION	BRONZE LION
EMPTY PLATES	UAE GOVERNMENT MEDIA OFFICE	NON-PROFIT / CHARITY	SAATCHI & SAATCHI ME, Dubai	UNITED ARAB EMIRATES	BRONZE LION	BRONZE LION
C01 (Corporate Image & Communication)						
SAFELIST	TELEFÓNICA	MOVISTAR	VMLY&R, Santiago	CHILE	SILVER LION	SILVER LION
MONTEFIORE EINSTEIN: THE HOLIDAY TRAIN	MONTEFIORE EINSTEIN	MONTEFIORE EINSTEIN	ALTO NEW YORK, New York	USA	SILVER LION	SILVER LION
MONTEFIORE EINSTEIN: THE HOLIDAY TRAIN	MONTEFIORE EINSTEIN	MONTEFIORE EINSTEIN	ALTO NEW YORK, New York	USA	BRONZE LION	BRONZE LION
C02 (Health Services & Facilities)						
ROMANIA, THE MOST BEAUTIFUL DENTAL CLINIC IN THE WORLD	ROMANIA, THE MOST BEAUTIFUL DENTAL CLINIC IN THE WORLD	DENTAL TOURISM	MCCANN, Bucharest	ROMANIA	BRONZE LION	BRONZE LION
C03 (Insurance)						
THE LAST PERFORMANCE	PARTNERS LIFE	LIFE INSURANCE	SPECIAL, Auckland	NEW ZEALAND	GRAND PRIX	GRAND PRIX