

# 2023 WINNER

## Pharma



CANNES LIONS 70

Title	Brand	Product / Service	Entrant / Idea Creation	Location	Prize	Award
<b>B02 (Product or Service Promotion: Healthcare Professional)</b>						
UNDER A ROCK	LOKELMA	LOKELMA	21GRAMS, New York	USA	SILVER LION	SILVER LION
<b>B03 (Disease Awareness &amp; Understanding: Direct to Patient or Healthcare Professional)</b>						
THE OUTSIDE IN EXPERIMENT: NAILS	HORIZON THERAPEUTICS	GOUT DISEASE AWARENESS	AREA 23, An IPG Health Network Company, New York	USA	SILVER LION CAMPAIGN	SILVER LION
THE OUTSIDE IN EXPERIMENT: WASPS	HORIZON THERAPEUTICS	GOUT DISEASE AWARENESS	AREA 23, An IPG Health Network Company, New York	USA	SILVER LION CAMPAIGN	
THE OUTSIDE IN EXPERIMENT: FIRE	HORIZON THERAPEUTICS	GOUT DISEASE AWARENESS	AREA 23, An IPG Health Network Company, New York	USA	SILVER LION CAMPAIGN	
JOBST IRREGULAR BOLD	JOBST	JOBST COMPRESSION GARMENTS	PUBLICIS+POKE, London	UNITED KINGDOM	SILVER LION	SILVER LION
URGENCY ANONYMOUS	MIRIKIZUMAB	BOWEL URGENCY AWARENESS	FCB HEALTH, New York	USA	BRONZE LION	BRONZE LION
<b>B04 (Healthcare Professional Engagement)</b>						
TOXIC PORTRAITS	HORIZON THERAPEUTICS	KRYSTEXXA (PEGLOTICASE)	AREA 23, An IPG Health Network Company, New York	USA	BRONZE LION	BRONZE LION
<b>B05 (Patient Engagement)</b>						
THE MOST BEAUTIFUL SOUND	AMERICAN SOCIETY OF CLINICAL ONCOLOGY (ASCO)	AMERICAN SOCIETY OF CLINICAL ONCOLOGY (ASCO)	GREY, New York	USA	BRONZE LION	BRONZE LION
PICTURE THE DAYS AHEAD (PATIENT BOOKLET)	LENALIDOMIDE	LENALIDOMIDE	FCB HEALTH EUROPE, London	UNITED KINGDOM	BRONZE LION	BRONZE LION
<b>B06 (Innovative Use of Technology: Patient or Healthcare Professional)</b>						
MIND'S EYE	MND ASSOCIATION, DEEPAI, AMYLYX PHARMACEUTICALS	MIND'S EYE	AREA 23, An IPG Health Network Company, New York	USA	SILVER LION	SILVER LION
THE MOST BEAUTIFUL SOUND	AMERICAN SOCIETY OF CLINICAL ONCOLOGY (ASCO)	AMERICAN SOCIETY OF CLINICAL ONCOLOGY (ASCO)	GREY, New York	USA	GOLD LION	GOLD LION
<b>C02 (Product or Service Promotion: Healthcare Professional)</b>						
LIFESAVING RADIO	NEXTMED	MEDICAL CONGRESS - HCP	KLICK HEALTH, Toronto	CANADA	BRONZE LION	BRONZE LION
<b>C03 (Disease Awareness &amp; Understanding: Direct to Patient or Healthcare Professional)</b>						
INVISIBLES	BIOGEN	BIOGEN	VMLY&R HEALTH, Madrid	SPAIN	BRONZE LION	BRONZE LION
INEQUALITY YOU CAN'T IGNORE	THE CHRYSALIS INITIATIVE	HEALTHCARE	EVERSANA INTOUCH, New York	USA	GOLD LION	GOLD LION
<b>C05 (Patient Engagement)</b>						
SCROLLING THERAPY	EUROFARMA	EUROFARMA	DENTSU CREATIVE, Buenos Aires / DENTSU CREATIVE, New York / DENTSU CREATIVE, Chicago	ARGENTINA	GRAND PRIX	GRAND PRIX