

2023 SHORTLIST

Health & Wellness



Title	Brand	Product / Service	Entrant / Idea Creation	Location
A01 (OTC Oral Medicines)				
DIVERSITREE	CLARITIN	CLARITIN ALLERGY MEDICINE	ENERGY BBDO, Chicago	USA
DIVERSITREE	CLARITIN	CLARITIN ALLERGY MEDICINE	ENERGY BBDO, Chicago	USA
WELCOME TO ACID TOWN	BAYER VITAL	TALCID®	BAYER VITAL GMBH, Leverkusen / PEIX HEALTHCARE COMMUNICATION, Berlin	GERMANY
DIVERSITREE	CLARITIN	CLARITIN ALLERGY MEDICINE	ENERGY BBDO, Chicago	USA
A02 (OTC Applications)				
OFF! CAST	SC JOHNSON	OFF!	ALMAPBBDO, Sao Paulo / ENERGY BBDO, Chicago / BBDO, New York	BRAZIL
AVEENO BABY ECZEMA EQUALITY CAMPAIGN	AVEENO BABY	AVEENO BABY ECZEMA THERAPY LINE	DONER, Southfield / KENVUE, Skillman, NJ	USA
SENSODYNE TOOTH ADS	SENSODYNE	SENSODYNE TOOTHPASTE	PUBLICIS LEON, Sao Paulo	BRAZIL
A03 (OTC Products / Devices)				
THE AUTISM JOURNEY	TELEFONICA'S VIVO	ONLINE TOOL	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL
SOLE MUSIC	SOLE MUSIC	SOLE MUSIC	__ AND US, Dubai	UNITED ARAB EMIRATES
PERIODSOMNIA	LIBRESSE	LIBRESSE	SOMESUCH, Los Angeles / AMV BBDO, London	USA
THE ART OF SEX ED	DUREX	DUREX	VMLY&R POLAND, Warsaw	POLAND
SOLE MUSIC	SOLE MUSIC	SOLE MUSIC	__ AND US, Dubai	UNITED ARAB EMIRATES
MOUTHPAD^	AUGMENTAL	MOUTHPAD^	WUNDERMAN THOMPSON, Lima / AUGMENTAL, San Francisco	PERU
SOLE MUSIC	SOLE MUSIC	SOLE MUSIC	__ AND US, Dubai	UNITED ARAB EMIRATES
NOT HOT PERIODWEAR	ALWAYS	ALWAYS FEMININE CARE PADS	LEO BURNETT, Beirut	LEBANON
F*CKING OLD	JEMS	JEMS CONDOMS	DENTSU CREATIVE, Toronto	CANADA
A04 (Nutraceuticals)				
WATER DRINKS GATORADE	GATORADE	GATORADE NO SUGAR	180 AMSTERDAM, Amsterdam	THE NETHERLANDS
A05 (Health & Wellness Tech)				
MOUTHPAD^	AUGMENTAL	MOUTHPAD^	WUNDERMAN THOMPSON, Lima / AUGMENTAL, San Francisco	PERU
SOLE MUSIC	SOLE MUSIC	SOLE MUSIC	__ AND US, Dubai	UNITED ARAB EMIRATES
DOT PAD, THE FIRST TACTILE GRAPHICS DISPLAY FOR HEALTHCARE.	DOT INCORPORATION	DOT PAD	SERVICEPLAN, Munich / SERVICEPLAN KOREA, Seoul	GERMANY
MOUTHPAD^	AUGMENTAL	MOUTHPAD^	WUNDERMAN THOMPSON, Lima / AUGMENTAL, San Francisco	PERU
BAIGRAPHER	UFCSA	SCALABLE REMINISCENCE THERAPY FOR PATIENTS WITH ALZHEIMER'S	AREA 23, An IPG Health Network Company, New York	USA
MOUTHPAD^	AUGMENTAL	MOUTHPAD^	WUNDERMAN THOMPSON, Lima / AUGMENTAL, San Francisco	PERU
TELL ME EVERYTHING	FORD	BLUECRUISE	VMLY&R, Detroit	USA
DOT PAD, THE FIRST TACTILE GRAPHICS DISPLAY FOR HEALTHCARE.	DOT INCORPORATION	DOT PAD	SERVICEPLAN, Munich / SERVICEPLAN KOREA, Seoul	GERMANY
MOUTHPAD^	AUGMENTAL	MOUTHPAD^	WUNDERMAN THOMPSON, Lima / AUGMENTAL, San Francisco	PERU
SOLE MUSIC	SOLE MUSIC	SOLE MUSIC	__ AND US, Dubai	UNITED ARAB EMIRATES
B01 (Brand-led Education & Awareness)				
THE LAST PHOTO	ITV X CALM	ITV X CALM	adam&eveDDB, London	UNITED KINGDOM
THE COST OF BEAUTY	DOVE MASTERBRAND	DOVE	OGILVY, London / OGILVY, Toronto	UNITED KINGDOM
THE COST OF BEAUTY	DOVE MASTERBRAND	DOVE	OGILVY, London / OGILVY, Toronto	UNITED KINGDOM
THE LAST PHOTO	ITV X CALM	ITV X CALM	adam&eveDDB, London	UNITED KINGDOM
THE COST OF BEAUTY	DOVE MASTERBRAND	DOVE	OGILVY, London / OGILVY, Toronto	UNITED KINGDOM
MILK MANGA	SEKI MILK	SEKI MILK	GEOMETRY OGILVY JAPAN, Tokyo	JAPAN
THE LAST PHOTO	ITV X CALM	ITV X CALM	adam&eveDDB, London	UNITED KINGDOM
ALIBABA HEALTH FONT	ALIBABA HEALTH	FONT DESIGN	ALIBABA HEALTH INFORMATION TECHNOLOGY LIMITED, Beijing	MAINLAND CHINA
FREQUENCIES OF PEACE	BABYSHOP	BABYSHOP	FP7 McCANN, Dubai	UNITED ARAB EMIRATES
THE LAST PHOTO	ITV X CALM	ITV X CALM	adam&eveDDB, London	UNITED KINGDOM
THE LAST PHOTO	ITV X CALM	ITV X CALM	adam&eveDDB, London	UNITED KINGDOM
DANIEL'S APARTMENT	VIIV HEALTHCARE	HIV STIGMA	SRA. RUSHMORE, Madrid	SPAIN
VOICE GIRL GAMERS	WINDTRE	DIGITAL RESPONSIBILITY	WUNDERMAN THOMPSON, Milan	ITALY
THE LAST PHOTO	ITV X CALM	ITV X CALM	adam&eveDDB, London	UNITED KINGDOM
LET HER GROW	DOVE	DOVE BRAND	EDELMAN, Bangkok	THAILAND
#PERIODSOMNIA	BODYFORM/LIBRESSE	BODYFORM/LIBRESSE	AMV BBDO, London	UNITED KINGDOM
THE LAST PHOTO	ITV X CALM	ITV X CALM	adam&eveDDB, London	UNITED KINGDOM
THE COST OF BEAUTY	DOVE MASTERBRAND	DOVE	OGILVY, London / OGILVY, Toronto	UNITED KINGDOM
THE HIDDEN ROOM	HOME BOX	HOME BOX	LEO BURNETT, Dubai	UNITED ARAB EMIRATES
THE LAST PHOTO	ITV X CALM	ITV X CALM	adam&eveDDB, London	UNITED KINGDOM
ME, MY AUTISM & I	RECKITT AND AMBITIOUS ABOUT AUTISM	VANISH	HAVAS, London	UNITED KINGDOM
RUNNER 321	ADIDAS	ADIDAS	FCB TORONTO	CANADA
#TURNYOURBACK	DOVE	DOVE	OGILVY, London / DAVID, Madrid	UNITED KINGDOM
JINGLE THERAPY	ASOCIACION DE ALZHEIMER PUERTO RICO + SBS	INSTITUTIONAL	VMLY&R COMMERCE, Guaynabo / VMLY&R COMMERCE, New York	PUERTO RICO
THE LAST PHOTO	ITV X CALM	ITV X CALM	adam&eveDDB, London	UNITED KINGDOM
SOBERCOINS	CITY OF BALEN	CITY	HAPPINESS, AN FCB ALLIANCE, Brussels	BELGIUM

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Title	Brand	Product / Service	Entrant / Idea Creation	Location
THE MUSTACHE THAT PLAYS FOR EVERYONE	GILLETTE	MOVEMBER	GREY, Sao Paulo	BRAZIL
LET HER GROW	DOVE	DOVE BRAND	EDELMAN, Bangkok	THAILAND
THE LAST PHOTO	ITV X CALM	ITV X CALM	adam&eveDDB, London	UNITED KINGDOM
RUNNER 321	ADIDAS	ADIDAS	FCB TORONTO	CANADA
B02 (Non-profit / Foundation-led Education & Awareness)				
THE CHAT	BREAST CANCER NOW	BREAST CANCER CHARITY	BMB, London	UNITED KINGDOM
SAVE MY VOICE	THAI HEALTH PROMOTION FOUNDATION	THAI HEALTH PROMOTION FOUNDATION	VMLY&R THAILAND, Bangkok	THAILAND
THE BRIDGE	PAWS NY	PAWS NY	KLICK HEALTH, Toronto	CANADA
#UNEXAMINABLE	THE VIF NETWORK	NGO WOMEN RIGHTS	DDB ROMANIA, Bucharest	ROMANIA
#UNEXAMINABLE	THE VIF NETWORK	NGO WOMEN RIGHTS	DDB ROMANIA, Bucharest	ROMANIA
THE BRIDGE	PAWS NY	PAWS NY	KLICK HEALTH, Toronto	CANADA
THE BRIDGE	PAWS NY	PAWS NY	KLICK HEALTH, Toronto	CANADA
THIRST	PODHER	PODHER	KLICK HEALTH, Toronto	CANADA
ONIONS	RELATE	RELATIONSHIP CHARITY	OGILVY, London	UNITED KINGDOM
COURGETTE	RELATE	RELATIONSHIP CHARITY	OGILVY, London	UNITED KINGDOM
AUBERGINE	RELATE	RELATIONSHIP CHARITY	OGILVY, London	UNITED KINGDOM
AVOCADO	RELATE	RELATIONSHIP CHARITY	OGILVY, London	UNITED KINGDOM
PLUMS	RELATE	RELATIONSHIP CHARITY	OGILVY, London	UNITED KINGDOM
ARTICHOKE	RELATE	RELATIONSHIP CHARITY	OGILVY, London	UNITED KINGDOM
KAMASUTRA +	SIDACTION	SIDACTION	THE GOOD COMPANY, Paris	FRANCE
"LESSON FOR LIFE: PHOTOSYNTHESIS"	DEUTSCHE LEBENS-RETTUNGS-GESELLSCHAFT (GERMAN LIFE SAVING SOCIETY)	DLRG	GRABARZ & PARTNER, Hamburg	GERMANY
"LESSON FOR LIFE: GEOMETRY"	DEUTSCHE LEBENS-RETTUNGS-GESELLSCHAFT (GERMAN LIFE SAVING SOCIETY)	DLRG	GRABARZ & PARTNER, Hamburg	GERMANY
LULLABYE	PRB / DR. SHALON'S MATERNAL ACTION PROJECT	PRB / DR. SHALON'S MATERNAL ACTION PROJECT	TANK WORLDWIDE, Montreal	CANADA
FAQ YOU - AN EDUCATIONAL REVOLUTION	OH!!! FOUNDATION	FAQ YOU	LOVED, Hamburg	GERMANY
THE NAME CONFUSION	A.L.M.A. / RACING CLUB	A.L.M.A. / RACING CLUB	REPUBLICA HAVAS, Miami	USA
THE SOOT LIFE EXPECTANCY	THE EXTRA STEP INITIATIVE	PUBLIC HEALTH	X3M IDEAS, Lagos	NIGERIA
MINDCRAFT	PUISSANCE DYS	PUISSANCE DYS	BETC, Paris	FRANCE
UNWANTED FILM FESTIVAL	CANADIAN CENTRE FOR CHILD PROTECTION	CANADIAN CENTRE FOR CHILD PROTECTION	NO FIXED ADDRESS, Toronto	CANADA
SUBSTITUTE DEALERS	AD COUNCIL	N/A	JOAN CREATIVE, New York	USA
THE HORNICULTURAL SOCIETY	RELATE	RELATIONSHIP CHARITY	OGILVY, London	UNITED KINGDOM
COVER HITS	SIDACTION	SIDACTION	THE GOOD COMPANY, Paris	FRANCE
THE DIAPER	BABY2BABY	THE DIAPER	MOTHER, California	USA
THE HORNICULTURAL SOCIETY	RELATE	RELATIONSHIP CHARITY	OGILVY, London	UNITED KINGDOM
CLASSIFY CONSENT	CONSENT LABS	CONSENT LABS	TBWA SYDNEY	AUSTRALIA
ANNE DE GAULLE	FONDATION ANNE DE GAULLE	ASSOCIATION	HAVAS PARIS	FRANCE
THE POSTPONED DAY	LALCEC	LALCEC	GREY ARGENTINA, Buenos Aires	ARGENTINA
THE HORNICULTURAL SOCIETY	RELATE	RELATIONSHIP CHARITY	OGILVY, London	UNITED KINGDOM
WORKING WITH CANCER	MEMORIAL SLOAN KETTERING CANCER CENTER (MSK)	WORKING WITH CANCER PLEDGE	LA FOUNDATION PUBLICIS, Chicago / PUBLICIS CONSEIL, Paris / LE TRUC, New York / PUBLICIS GROUPE UK, London	USA
B03 (Fundraising & Advocacy)				
THE WORLD IS GETTING SICKER	DOCTORS OF THE WORLD	NGO	MARCEL, Paris	FRANCE
THE GLITCH	ALZHEIMER FORSCHUNG INITIATIVE E.V.	SCIENCE RESEARCH	BBDO GERMANY, Dusseldorf	GERMANY
IF THIS SPEAKS TO YOU (LOLA)	MIND	MIND	LANGLAND, London	UNITED KINGDOM
SAVE SOMEONE	GIFT OF LIFE DONOR PROGRAM	BONE MARROW DONATION / STEM CELL DONATION	DDB, New York	USA
JINGLE THERAPY	ASOCIACION DE ALZHEIMER PUERTO RICO + SBS	INSTITUTIONAL	VMLY&R COMMERCE, Guaynabo / VMLY&R COMMERCE, New York	PUERTO RICO
DONATE SIREN	THE MEXICAN RED CROSS	THE MEXICAN RED CROSS	VMLY&R COMMERCE, Mexico City	MEXICO
WHEN THE HEART STOPS	LA MARATÓ TV3	CARDIOVASCULAR DISEASES	K1000, Tarragona	SPAIN
IF THIS SPEAKS TO YOU (LOLA)	MIND	MIND	LANGLAND, London	UNITED KINGDOM
CAPTAIN OLSON	RONALD MCDONALD CHILDREN'S FOUNDATION	RONALD MCDONALD CHILDREN'S FOUNDATION	TBWA ESPAÑA, Madrid	SPAIN
THE LAST MILE	INTERNATIONAL COMMITTEE OF THE RED CROSS	VACCINE EQUITY	WEBER SHANDWICK, Geneva	SWITZERLAND
WORKING WITH CANCER - MONDAY	MEMORIAL SLOAN KETTERING CANCER CENTER	WORKING WITH CANCER PLEDGE	LA FOUNDATION PUBLICIS, Chicago / LE TRUC, New York / PUBLICIS GROUPE UK, London	USA
IF THIS SPEAKS TO YOU	MIND	MIND	LANGLAND, London	UNITED KINGDOM
THE REAL SELF CHECKOUT	ASDA	ASDA, BREAST CANCER NOW, COPPA FEEL!	HAVAS, London	UNITED KINGDOM
I'M NEALE DANIHER	FIGHTMND	FIGHTMND	CLEMENGER BBDO, Sydney	AUSTRALIA
EMPTY PLATES	UAE GOVERNMENT MEDIA OFFICE	NON-PROFIT / CHARITY	SAATCHI & SAATCHI ME, Dubai	UNITED ARAB EMIRATES
THE REAL SELF CHECKOUT	ASDA	ASDA, BREAST CANCER NOW, COPPA FEEL!	HAVAS, London	UNITED KINGDOM
UNSEEN HOUSEWIVES	UNCHAINED AT LAST	UNCHAINED AT LAST	AREA 23, An IPG Health Network Company, New York	USA
EMPTY PLATES	UAE GOVERNMENT MEDIA OFFICE	NON-PROFIT / CHARITY	SAATCHI & SAATCHI ME, Dubai	UNITED ARAB EMIRATES
C01 (Corporate Image & Communication)				
SAFELIST	TELEFÓNICA	MOVISTAR	VMLY&R, Santiago	CHILE
MONTEFIORE EINSTEIN: THE HOLIDAY TRAIN	MONTEFIORE EINSTEIN	MONTEFIORE EINSTEIN	ALTO NEW YORK, New York	USA
MONTEFIORE EINSTEIN: THE HOLIDAY TRAIN	MONTEFIORE EINSTEIN	MONTEFIORE EINSTEIN	ALTO NEW YORK, New York	USA

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MONTEFIORE EINSTEIN: THE HOLIDAY TRAIN	MONTEFIORE EINSTEIN	MONTEFIORE EINSTEIN	ALTO NEW YORK, New York	USA
MONTEFIORE EINSTEIN: THE HOLIDAY TRAIN	MONTEFIORE EINSTEIN	MONTEFIORE EINSTEIN	ALTO NEW YORK, New York	USA
THE PREVENTION FORMULA	ALICORP	OPAL DETERGENT	VMLY&R, Lima	PERU
SAFELIST	TELEFÓNICA	MOVISTAR	VMLY&R, Santiago	CHILE
SAFELIST	TELEFÓNICA	MOVISTAR	VMLY&R, Santiago	CHILE
C02 (Health Services & Facilities)				
HENRY	FRONTLINE19	HOPELINE RADIO	adam&eveDDB, London	UNITED KINGDOM
DENISE	FRONTLINE19	HOPELINE RADIO	adam&eveDDB, London	UNITED KINGDOM
BILLY	FRONTLINE19	HOPELINE RADIO	adam&eveDDB, London	UNITED KINGDOM
RONALD MCDONALD HOUSE ROBLOX	RONALD MCDONALD HOUSE	RONALD MCDONALD HOUSE	NORD DDB, Stockholm	SWEDEN
ROMANIA, THE MOST BEAUTIFUL DENTAL CLINIC IN THE WORLD	ROMANIA, THE MOST BEAUTIFUL DENTAL CLINIC IN THE WORLD	DENTAL TOURISM	MCCANN , Bucharest	ROMANIA
ROMANIA, THE MOST BEAUTIFUL DENTAL CLINIC IN THE WORLD	ROMANIA, THE MOST BEAUTIFUL DENTAL CLINIC IN THE WORLD	DENTAL TOURISM	MCCANN , Bucharest	ROMANIA
C03 (Insurance)				
SYSTEM SHO(P)K	VZP	VZP	McCANN, Prague	CZECH REPUBLIC
THE LAST PERFORMANCE	PARTNERS LIFE	LIFE INSURANCE	SPECIAL, Auckland	NEW ZEALAND
D01 (Animal Health)				
RESCUE DOODLES	PEDIGREE	PEDIGREE	BBDO, New York	USA
NEST DOMES	BANANA BOAT	SOLAR PROTECTOR	WUNDERMAN THOMPSON COLOMBIA, Bogota	COLOMBIA
DOGS WITHOUT BORDERS	SFBO FRENCH-BRAZILIAN SOCIETY OF ONCOLOGY	KDOG CANCER DETECT GROUP	VMLY&R, New York / VMLY&R, Sao Paulo / VMLY&R, Madrid	USA
NEST DOMES	BANANA BOAT	SOLAR PROTECTOR	WUNDERMAN THOMPSON COLOMBIA, Bogota	COLOMBIA