

2023 SHORTLIST

Pharma



CANNES LIONS 70

Title	Brand	Product / Service	Entrant / Idea Creation	Location
A02 (Unbranded Product or Service Promotion)				
LIFE MADE POSSIBLE	NOVO NORDISK	NOVO NORDISK	HONEYTRAP, Copenhagen	DENMARK
UP THE ANTIBODIES	ASTRAZENECA	ASTRAZENECA	EDELMAN, Chicago	USA
MODERNA'S JEOPARDY! SECOND CHANCE TOURNAMENT	MODERNA	COVID 19 BOOSTER	HEARTS & SCIENCE, New York / CBS MEDIA VENTURES, Los Angeles	USA
B01 (Product or Service Promotion: Direct to Patient)				
ZERO	HEMLIBRA	HEMLIBRA	21GRAMS, New York	USA
JOBST IRREGULAR BOLD	JOBST	JOBST COMPRESSION GARMENTS	PUBLICIS•POKE, London	UNITED KINGDOM
INSERTS FOR EQUALITY	EXELTIS LABORATORY	SLINDA	VMLY&R, Santiago	CHILE
HAPPY TO BE CENSORED	GC AESTHETICS	FIXNIP	BESWEET FILMS, Madrid	SPAIN
B02 (Product or Service Promotion: Healthcare Professional)				
UNDER A ROCK	LOKELMA	LOKELMA	21GRAMS, New York	USA
UNDER A ROCK	LOKELMA	LOKELMA	21GRAMS, New York	USA
CIONIC NEURAL SLEEVE	CIONIC	CIONIC NEURAL SLEEVE	FUSEPROJECT, San Francisco	USA
B03 (Disease Awareness & Understanding: Direct to Patient or Healthcare Professional)				
THE OUTSIDE IN EXPERIMENT: WASPS	HORIZON THERAPEUTICS	GOUT DISEASE AWARENESS	AREA 23, An IPG Health Network Company, New York	USA
MANY ROADS	JANSSEN PHARMACEUTICA NV	BREAKING DEPRESSION	LANGLAND, London	UNITED KINGDOM
THE OUTSIDE IN EXPERIMENT: NAILS	HORIZON THERAPEUTICS	GOUT DISEASE AWARENESS	AREA 23, An IPG Health Network Company, New York	USA
THE OUTSIDE IN EXPERIMENT: WASPS	HORIZON THERAPEUTICS	GOUT DISEASE AWARENESS	AREA 23, An IPG Health Network Company, New York	USA
THE OUTSIDE IN EXPERIMENT: FIRE	HORIZON THERAPEUTICS	GOUT DISEASE AWARENESS	AREA 23, An IPG Health Network Company, New York	USA
JOBST IRREGULAR BOLD	JOBST	JOBST COMPRESSION GARMENTS	PUBLICIS•POKE, London	UNITED KINGDOM
URGENCY ANONYMOUS	MIRIKIZUMAB	BOWEL URGENCY AWARENESS	FCB HEALTH, New York	USA
B04 (Healthcare Professional Engagement)				
TOXIC PORTRAITS	HORIZON THERAPEUTICS	KRYSTEXXA (PEGLOTICASE)	AREA 23, An IPG Health Network Company, New York	USA
B05 (Patient Engagement)				
PICTURE THE DAYS AHEAD - PARK	LENALIDOMIDE	LENALIDOMIDE	FCB HEALTH EUROPE, London	UNITED KINGDOM
THE MOST BEAUTIFUL SOUND	AMERICAN SOCIETY OF CLINICAL ONCOLOGY (ASCO)	AMERICAN SOCIETY OF CLINICAL ONCOLOGY (ASCO)	GREY, New York	USA
PICTURE THE DAYS AHEAD (PATIENT BOOKLET)	LENALIDOMIDE	LENALIDOMIDE	FCB HEALTH EUROPE, London	UNITED KINGDOM
B06 (Innovative Use of Technology: Patient or Healthcare Professional)				
MIND'S EYE	MND ASSOCIATION, DEEPAI, AMYLYX PHARMACEUTICALS	MIND'S EYE	AREA 23, An IPG Health Network Company, New York	USA
MIND'S EYE	MND ASSOCIATION, DEEPAI, AMYLYX PHARMACEUTICALS	MIND'S EYE	AREA 23, An IPG Health Network Company, New York	USA
THE MOST BEAUTIFUL SOUND	AMERICAN SOCIETY OF CLINICAL ONCOLOGY (ASCO)	AMERICAN SOCIETY OF CLINICAL ONCOLOGY (ASCO)	GREY, New York	USA
MIND'S EYE	MND ASSOCIATION, DEEPAI, AMYLYX PHARMACEUTICALS	MIND'S EYE	AREA 23, An IPG Health Network Company, New York	USA
C01 (Product or Service Promotion: Direct to Patient)				
THERAPIES IN TRANSMISSION	TVN	TVN	BBDO CHILE, Santiago De Chile	CHILE
C02 (Product or Service Promotion: Healthcare Professional)				
SHOOT TO DRILL	NEXTMED	MEDICAL CONGRESS - HCP	KLICK HEALTH, Toronto	CANADA
LIFESAVING RADIO	NEXTMED	MEDICAL CONGRESS - HCP	KLICK HEALTH, Toronto	CANADA
C03 (Disease Awareness & Understanding: Direct to Patient or Healthcare Professional)				
INVISIBLES	BIOGEN	BIOGEN	VMLY&R HEALTH, Madrid	SPAIN
INEQUALITY YOU CAN'T IGNORE	THE CHRYSALIS INITIATIVE	HEALTHCARE	INTOUCH SOLUTIONS, New York	USA
C04 (Healthcare Professional Engagement)				
CHANEL	THE CHRYSALIS INITIATIVE	HEALTHCARE	INTOUCH SOLUTIONS, New York	USA
C05 (Patient Engagement)				
SCROLLING THERAPY	EUROFARMA	EUROFARMA	DENTSU CREATIVE, Buenos Aires / DENTSU CREATIVE, New York / DENTSU CREATIVE, Chicago	ARGENTINA
SCROLLING THERAPY	EUROFARMA	EUROFARMA	DENTSU CREATIVE, Buenos Aires / DENTSU CREATIVE, New York / DENTSU CREATIVE, Chicago	ARGENTINA
C06 (Innovative Use of Technology: Patient or Healthcare Professional)				
SCROLLING THERAPY	EUROFARMA	EUROFARMA	DENTSU CREATIVE, Buenos Aires / DENTSU CREATIVE, New York / DENTSU CREATIVE, Chicago	ARGENTINA
SCROLLING THERAPY	EUROFARMA	EUROFARMA	DENTSU CREATIVE, Buenos Aires / DENTSU CREATIVE, New York / DENTSU CREATIVE, Chicago	ARGENTINA