2023 SHORTLIST Pharma

CANNES LIONS 70

	Brand	Product / Service	Entrant / Idea Creation	Location
A02 (Unbranded Product or Service F	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: I	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: H	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 & Understan	ding: Direct to Patient or Healthcare Pro	ofessional)		
THE OUTSIDE IN EXPERIMENT: WASPS	HORIZON THERAPEUTICS	GOUT DISEASE AWARENESS	AREA 23, An IPG Health Network Company, New	1154
MANY ROADS	JANSSEN PHARMACEUTICA NV	BREAKING DEPRESSION	York LANGLAND, London	UNITED KINGDOM
THE OUTSIDE IN EXPERIMENT: NAILS	HORIZON THERAPEUTICS	GOUT DISEASE AWARENESS	AREA 23, An IPG Health Network Company, New	
THE OUTSIDE IN EXPERIMENT: WASPS	HORIZON THERAPEUTICS	GOUT DISEASE AWARENESS	York AREA 23, An IPG Health Network Company, New	
THE OUTSIDE IN EXPERIMENT: FIRE	HORIZON THERAPEUTICS	GOUT DISEASE AWARENESS	York AREA 23, An IPG Health Network Company, New	
OBST IRREGULAR BOLD	JOBST	JOBST COMPRESSION GARMENTS	York PUBLICIS•POKE. London	UNITED KINGDOM
URGENCY ANONYMOUS	MIRIKIZUMAB	BOWEL URGENCY AWARENESS	FCB HEALTH, New York	USA
B04 (Healthcare Professional Engage	ment)			
TOXIC PORTRAITS	HORIZON THERAPEUTICS	KRYSTEXXA (PEGLOTICASE)		1104
		KRISTEMA (PEGLUTICASE)	AREA 23, An IPG Health Network Company, New York	USA
B05 (Patient Engagement)				
PICTURE THE DAYS AHEAD - PARK	LENALIDO MIDE	LENALIDO MIDE	FCB HEALTH EUROPE, London	UNITED KINGDOM
THE MOST BEAUTIFUL SOUND	AMERICAN SOCIETY OF CLINICAL ONCOLOGY (ASCO)	AMERICAN SOCIETY OF CLINICAL ONCOLOGY (ASCO)		USA
PICTURE THE DAYS AHEAD (PATIENT BOOKLET)	LENALIDOMIDE	LENALIDO MIDE	FCB HEALTH EUROPE, London	UNITED KINGDOM
B06 (Innovative Use of Technology: P	atient 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	AMERICAN SOCIETY OF CLINICAL ONCOLOGY (ASCO)	GREY, New York	
	(ASCO)			USA
MIND'S EYE	(ASCO) MND ASSOCIATION, DEEPAI, AMYLYX PHARMACEUTICALS	MIND'S EYE	AREA 23, An IPG Health Network Company, New York	
	MND ASSOCIATION, DEEPAI, AMYLYX PHARMACEUTICALS	MIND'S EYE		
C01 (Product or Service Promotion: I	MND ASSOCIATION, DEEPAI, AMYLYX PHARMACEUTICALS	MIND'S EYE		
CO1 (Product or Service Promotion: I THERAPIES IN TRANSMISSION	MND ASSOCIATION, DEEPAI, AMYLYX PHARMACEUTICALS Direct to Patient) TVN		York	USA
CO1 (Product or Service Promotion: I THERAPIES IN TRANSMISSION CO2 (Product or Service Promotion: I	MND ASSOCIATION, DEEPAI, AMYLYX PHARMACEUTICALS Direct to Patient) TVN		York BBDO CHILE, Santiago De Chile	USA CHILE
CO1 (Product or Service Promotion: I THERAPIES IN TRANSMISSION CO2 (Product or Service Promotion: I SHOOT TO DRILL	MND ASSOCIATION, DEEPAI, AMYLYX PHARMACEUTICALS Direct to Patient) TVN Healthcare Professional)	TVN	York	USA
CO1 (Product or Service Promotion: I THERAPIES IN TRANSMISSION CO2 (Product or Service Promotion: I SHOOT TO DRILL LIFESAVING RADIO	MND ASSOCIATION, DEEPAI, AMYLYX PHARMACEUTICALS Direct to Patient) TVN Healthcare Professional) NEXTMED NEXTMED	TVN MEDICAL CONGRESS - HCP MEDICAL CONGRESS - HCP	York BBDO CHILE, Santiago De Chile KLICK HEALTH, Toronto	USA CHILE CANADA
CO1 (Product or Service Promotion: I THERAPIES IN TRANSMISSION CO2 (Product or Service Promotion: I SHOOT TO DRILL LIFESAVING RADIO CO3 (Disease Awareness & Understan	MND ASSOCIATION, DEEPAI, AMYLYX PHARMACEUTICALS Direct to Patient) TVN Healthcare Professional) NEXTMED NEXTMED NEXTMED ding: Direct to Patient or Healthcare Pro	TVN MEDICAL CONGRESS - HCP MEDICAL CONGRESS - HCP Ofessional)	York BBDO CHILE, Santiago De Chile KLICK HEALTH, Toronto KLICK HEALTH, Toronto	USA CHILE CANADA CANADA
CO1 (Product or Service Promotion: I THERAPIES IN TRANSMISSION CO2 (Product or Service Promotion: I SHOOT TO DRILL LIFESAVING RADIO CO3 (Disease Awareness & Understan INVISIBLES	MND ASSOCIATION, DEEPAI, AMYLYX PHARMACEUTICALS Direct to Patient) TVN Healthcare Professional) NEXTMED NEXTMED NEXTMED blogEN	TVN MEDICAL CONGRESS - HCP MEDICAL CONGRESS - HCP ofessional) BIOGEN	York BBDO CHILE, Santiago De Chile KLICK HEALTH, Toronto KLICK HEALTH, Toronto VMLY&R HEALTH, Madrid	USA CHILE CANADA CANADA SPAIN
CO1 (Product or Service Promotion: I THERAPIES IN TRANSMISSION CO2 (Product or Service Promotion: I SHOOT TO DRILL LIFESAVING RADIO CO3 (Disease Awareness & Understan INVISIBLES INEQUALITY YOU CAN'T IGNORE	MND ASSOCIATION, DEEPAI, AMYLYX PHARMACEUTICALS Direct to Patient) TVN Healthcare Professional) NEXTMED NEXTMED NEXTMED biogEN THE CHRYSALIS INITIATIVE	TVN MEDICAL CONGRESS - HCP MEDICAL CONGRESS - HCP Ofessional)	York BBDO CHILE, Santiago De Chile KLICK HEALTH, Toronto KLICK HEALTH, Toronto	USA CHILE CANADA CANADA
CO1 (Product or Service Promotion: I THERAPIES IN TRANSMISSION CO2 (Product or Service Promotion: I SHOOT TO DRILL LIFESAVING RADIO CO3 (Disease Awareness & Understan INVISIBLES INEQUALITY YOU CAN'T IGNORE CO4 (Healthcare Professional Engage	MND ASSOCIATION, DEEPAI, AMYLYX PHARMACEUTICALS Direct to Patient) TVN Healthcare Professional) NEXTMED NEXTMED NEXTMED NEXTMED BIOGEN THE CHRYSALIS INITIATIVE ment)	TVN MEDICAL CONGRESS - HCP MEDICAL CONGRESS - HCP Ofessional) BIOGEN HEALTHCARE	York BBDO CHILE, Santiago De Chile KLICK HEALTH, Toronto KLICK HEALTH, Toronto VMLY&R HEALTH, Madrid INTOUCH SOLUTIONS, New York	USA CHILE CANADA CANADA SPAIN USA
CO1 (Product or Service Promotion: I THERAPIES IN TRANSMISSION CO2 (Product or Service Promotion: I SHOOT TO DRILL LIFESAVING RADIO CO3 (Disease Awareness & Understan INVISIBLES INREQUALITY YOU CAN'T IGNORE CO4 (Healthcare Professional Engaged CHANEL	MND ASSOCIATION, DEEPAI, AMYLYX PHARMACEUTICALS Direct to Patient) TVN Healthcare Professional) NEXTMED NEXTMED NEXTMED biogEN THE CHRYSALIS INITIATIVE	TVN MEDICAL CONGRESS - HCP MEDICAL CONGRESS - HCP ofessional) BIOGEN	York BBDO CHILE, Santiago De Chile KLICK HEALTH, Toronto KLICK HEALTH, Toronto VMLY&R HEALTH, Madrid	USA CHILE CANADA CANADA SPAIN
MIND'S EYE CO1 (Product or Service Promotion: I THERAPIES IN TRANSMISSION CO2 (Product or Service Promotion: I SHOOT TO DRILL LIFESAVING RADIO CO3 (Disease Awareness & Understan INVISIBLES INEQUALITY YOU CAN'T IGNORE CO4 (Healthcare Professional Engager CHANEL CO5 (Patient Engagement)	MND ASSOCIATION, DEEPAI, AMYLYX PHARMACEUTICALS Direct to Patient) TVN Healthcare Professional) NEXTMED NEXTMED NEXTMED NEXTMED BIOGEN THE CHRYSALIS INITIATIVE ment)	TVN MEDICAL CONGRESS - HCP MEDICAL CONGRESS - HCP Ofessional) BIOGEN HEALTHCARE	York BBDO CHILE, Santiago De Chile KLICK HEALTH, Toronto KLICK HEALTH, Toronto VMLY&R HEALTH, Madrid INTOUCH SOLUTIONS, New York	USA CHILE CANADA CANADA SPAIN USA
CO1 (Product or Service Promotion: I THERAPIES IN TRANSMISSION CO2 (Product or Service Promotion: I SHOOT TO DRILL LIFESAVING RADIO CO3 (Disease Awareness & Understan INVISIBLES INEQUALITY YOU CAN'T IGNORE CO4 (Healthcare Professional Engaged CHANEL	MND ASSOCIATION, DEEPAI, AMYLYX PHARMACEUTICALS Direct to Patient) TVN Healthcare Professional) NEXTMED NEXTMED NEXTMED NEXTMED BIOGEN THE CHRYSALIS INITIATIVE ment)	TVN MEDICAL CONGRESS - HCP MEDICAL CONGRESS - HCP Ofessional) BIOGEN HEALTHCARE	York BBDO CHILE, Santiago De Chile KLICK HEALTH, Toronto KLICK HEALTH, Toronto VMLYSR HEALTH, Madrid INTOUCH SOLUTIONS, New York INTOUCH SOLUTIONS, New York DENTSU CREATIVE, Buenos Aires / DENTSU	USA CHILE CANADA CANADA SPAIN USA
CO1 (Product or Service Promotion: I THERAPIES IN TRANSMISSION CO2 (Product or Service Promotion: I SHOOT TO DRILL LIFESAVING RADIO CO3 (Disease Awareness & Understan INVISIBLES INEQUALITY YOU CAN'T IGNORE CO4 (Healthcare Professional Engaged CHANEL CO5 (Patient Engagement)	MND ASSOCIATION, DEEPAI, AMYLYX PHARMACEUTICALS Direct to Patient) TVN Healthcare Professional) NEXTMED NEXTMED NEXTMED BIOGEN THE CHRYSALIS INITIATIVE THE CHRYSALIS INITIATIVE	TVN MEDICAL CONGRESS - HCP MEDICAL CONGRESS - HCP OFESSIONAL) BIOGEN HEALTHCARE HEALTHCARE	York BBDO CHILE, Santiago De Chile KLICK HEALTH, Toronto KLICK HEALTH, Toronto VMLYSR HEALTH, Madrid INTOUCH SOLUTIONS, New York INTOUCH SOLUTIONS, New York DENTSU CREATIVE, Buenos Aires / DENTSU CREATIVE, New York / DENTSU CREATIVE, CHEATUVE, Neuros Aires / DENTSU CREATIVE, Ruenos Aires / DENTSU CREATIVE, Ruenos Aires / DENTSU CREATIVE, RUENOS AIRES / DENTSU CREATIVE, BUENOS AIR	USA CHILE CANADA CANADA SPAIN USA USA
CO1 (Product or Service Promotion: I THERAPIES IN TRANSMISSION CO2 (Product or Service Promotion: I SHOOT TO DRILL LIFESAVING RADIO CO3 (Disease Awareness & Understan INVISIBLES INEQUALITY YOU CAN'T IGNORE CO4 (Healthcare Professional Engager CHANEL CO5 (Patient Engagement) SCROLLING THERAPY SCROLLING THERAPY	MND ASSOCIATION, DEEPAI, AMYLYX PHARMACEUTICALS Direct to Patient) TVN Healthcare Professional) NEXTMED NEXTMED NEXTMED BIOGEN THE CHRYSALIS INITIATIVE THE CHRYSALIS INITIATIVE EUROFARMA EUROFARMA	TVN MEDICAL CONGRESS - HCP MEDICAL CONGRESS - HCP Ofessional) BIOGEN HEALTHCARE HEALTHCARE EUROFARMA	York BBDO CHILE, Santiago De Chile KLICK HEALTH, Toronto KLICK HEALTH, Toronto VMLY&R HEALTH, Madrid INTOUCH SOLUTIONS, New York INTOUCH SOLUTIONS, New York DENTSU CREATIVE, Buenos Aires / DENTSU CREATIVE, New York / DENTSU CREATIVE, Chicago DENTSU CREATIVE, Buenos Aires / DENTSU	USA CHILE CANADA CANADA CANADA SPAIN USA USA ARGENTINA
CO1 (Product or Service Promotion: I THERAPIES IN TRANSMISSION CO2 (Product or Service Promotion: I SHOOT TO DRILL LIFESAVING RADIO CO3 (Disease Awareness & Understan INVISIBLES INEQUALITY YOU CAN'T IGNORE CO4 (Healthcare Professional Engagen CHANEL CO5 (Patient Engagement) SCROLLING THERAPY SCROLLING THERAPY CO6 (Innovative Use of Technology: P	MND ASSOCIATION, DEEPAI, AMYLYX PHARMACEUTICALS Direct to Patient) TVN Healthcare Professional) NEXTMED NEXTMEN NEXTME	TVN MEDICAL CONGRESS - HCP MEDICAL CONGRESS - HCP Dfessional) BIOGEN HEALTHCARE HEALTHCARE EUROFARMA EUROFARMA	York BBDO CHILE, Santiago De Chile KLICK HEALTH, Toronto KLICK HEALTH, Toronto VMLYSR HEALTH, Madrid INTOUCH SOLUTIONS, New York INTOUCH SOLUTIONS, New York DENTSU CREATIVE, Buenos Aires / DENTSU CREATIVE, New York / DENTSU CREATIVE, Chicago DENTSU CREATIVE, New York / DENTSU CREATIVE, Chicago	USA CHILE CANADA CANADA CANADA SPAIN USA USA USA ARGENTINA ARGENTINA
CO1 (Product or Service Promotion: I THERAPIES IN TRANSMISSION CO2 (Product or Service Promotion: I SHOOT TO DRILL LIFESAVING RADIO CO3 (Disease Awareness & Understan INVISIBLES INEQUALITY YOU CAN'T IGNORE CO4 (Healthcare Professional Engager CHANEL CD5 (Patient Engagement) SCROLLING THERAPY	MND ASSOCIATION, DEEPAI, AMYLYX PHARMACEUTICALS Direct to Patient) TVN Healthcare Professional) NEXTMED NEXTMED NEXTMED BIOGEN THE CHRYSALIS INITIATIVE THE CHRYSALIS INITIATIVE EUROFARMA EUROFARMA	TVN MEDICAL CONGRESS - HCP MEDICAL CONGRESS - HCP Ofessional) BIOGEN HEALTHCARE HEALTHCARE EUROFARMA	York BBDO CHILE, Santiago De Chile KLICK HEALTH, Toronto KLICK HEALTH, Toronto VMLYSR HEALTH, Madrid INTOUCH SOLUTIONS, New York INTOUCH SOLUTIONS, New York DENTSU CREATIVE, Buenos Aires / DENTSU CREATIVE, New York / DENTSU CREATIVE, CHEATUVE, Neuros Aires / DENTSU CREATIVE, Ruenos Aires / DENTSU CREATIVE, Ruenos Aires / DENTSU CREATIVE, RUENOS AIRES / DENTSU CREATIVE, BUENOS AIR	USA CHILE CANADA CANADA CANADA SPAIN USA USA ARGENTINA