

Shortlist

10TH E D I T I O N

Agency	Title	Client	Category	Subcategory
Cut The Mustard	Tug for Kindness	Brit	Animal Health	Activation
Dentsu Creative France	Urban Doggy Fit	Generali	Animal Health	Activation
ATREVIA	You don't see them, but they are there	Calier	Animal Health	Activation
Fingerprint Marketing	Doggy Play Pals	Zoetis	Animal Health	Branded Content
Fingerprint Marketing	Doggy Play Pals	Zoetis	Animal Health	Craft
Fingerprint Marketing	Doggy Play Pals	Zoetis	Animal Health	Film
Dentsu Creative France	Urban Doggy Fit	Rodolphe Pachot	Animal Health	Outdoor
Manifesto	Escape Room Loneliness	Fundación "la Caixa"	Awareness, Fundraising & Advocacy	Activation
TANK Worldwide	Helena's Delivery Room	Jhpiego	Awareness, Fundraising & Advocacy	Activation
Triunfo Sudler	The Hug Measurement	Novo Nordisk	Awareness, Fundraising & Advocacy	Activation
Dentsu Creative Amsterdam	A Piece of Me	KPN	Awareness, Fundraising & Advocacy	Branded Content
CAETSU TWO	Bial Parkinson - The Unexpected Questions	Bial	Awareness, Fundraising & Advocacy	Branded Content
FCB Health New York, an IPG Health Company	The Snowball	SAFE Project	Awareness, Fundraising & Advocacy	Branded Content
SFC Group	Don't be an A Mole	SFC Group	Awareness, Fundraising & Advocacy	Campaign
ATREVIA	Fundació Pasqual Maragall	SFC Group	Awareness, Fundraising & Advocacy	Campaign
SFC Group	Mammo Monster	Novo Nordisk	Awareness, Fundraising & Advocacy	Campaign
Triunfo Sudler	The Hug Measurement	GSK	Awareness, Fundraising & Advocacy	Campaign
McCann Health	The Infamous deadly kidnapper - Men B	Café Joyeux	Awareness, Fundraising & Advocacy	Craft
Klick Health	47	Merck	Awareness, Fundraising & Advocacy	Craft
VML	The Peeing People	SAFE Project	Awareness, Fundraising & Advocacy	Craft
FCB Health New York, an IPG Health Company	The Snowball	Novo Nordisk	Awareness, Fundraising & Advocacy	Design
Triunfo Sudler	The Hug Measurement	SAFE Project	Awareness, Fundraising & Advocacy	Design
FCB Health New York, an IPG Health Company	The Snowball	Bial	Awareness, Fundraising & Advocacy	Digital
CAETSU TWO	The Hug Measurement	Novo Nordisk	Awareness, Fundraising & Advocacy	Digital
Triunfo Sudler	The Snowball	SAFE Project	Awareness, Fundraising & Advocacy	Digital
FCB Health New York, an IPG Health Company	Helena's Delivery Room	Jhpiego	Awareness, Fundraising & Advocacy	Digital
TANK Worldwide	The Hug Measurement	Novo Nordisk	Awareness, Fundraising & Advocacy	Direct
Triunfo Sudler	A Piece of Me	KPN	Awareness, Fundraising & Advocacy	Direct
Dentsu Creative Amsterdam	HPV case	Merck Sharp & Dohme Romania	Awareness, Fundraising & Advocacy	Effectiveness
Medic One Communication	Nothing Straightforward	Novo Nordisk	Awareness, Fundraising & Advocacy	Effectiveness
NoA Health	The Hug Measurement	Novo Nordisk	Awareness, Fundraising & Advocacy	Effectiveness
Triunfo Sudler	Escape Room Loneliness	Fundación "la Caixa"	Awareness, Fundraising & Advocacy	Events
Manifesto	"Bebés"	SeMaNe	Awareness, Fundraising & Advocacy	Film
FCB Lisboa	American Cancer Story	Change the Ref	Awareness, Fundraising & Advocacy	Film
Klick Health	The Hug Measurement	Novo Nordisk	Awareness, Fundraising & Advocacy	Film
Triunfo Sudler	The Snowball	SAFE Project	Awareness, Fundraising & Advocacy	Film
FCB Health New York, an IPG Health Company	Helena's Delivery Room	Jhpiego	Awareness, Fundraising & Advocacy	Outdoor
TANK Worldwide	The Peeing People	Merck	Awareness, Fundraising & Advocacy	Outdoor
VML	The Weigh In	The NHS	Awareness, Fundraising & Advocacy	Outdoor
Havas Lynx	Don't be an A Mole	SFC Group	Awareness, Fundraising & Advocacy	Print
SFC Group	Mammo Monster	SFC Group	Awareness, Fundraising & Advocacy	Print
StudioBah	Alva Kids: Natural Care from Early Childhood	Alva	Awareness, Fundraising & Advocacy	Print
^atom network	Pink Star Rating	Reliance General Insurance (Travel Insurance)	Beauty & Lifestyle	Design
Fingerprint Marketing	Life Is a Verb	dsm-firmenich	Corporate image and insurance	AI
^atom network	Pink Star Rating	Reliance General Insurance (Travel Insurance)	Corporate image and insurance	Craft
Fingerprint Marketing	Life Is a Verb	dsm-firmenich	Corporate image and insurance	Digital
21GRAMS	Scores Matter	21GRAMS/Real Chemistry	Corporate image and insurance	Film
Fingerprint Marketing	Life Is a Verb	dsm-firmenich	Corporate image and insurance	Film
^atom network	Pink Star Rating	Reliance General Insurance (Travel Insurance)	Corporate image and insurance	Print
Klick Health	Voice 2 Diabetes	KVI Brave Fund INC	Corporate image and insurance	Tech
FCB Health Vybe, an IPG Health Company	THE IMPOSSIBLE GYM	Eli Lilly Italia S.p.A.	Device & Diagnostics	AI
FCBCure, an IPG Health Company	Toxic Tampons	Clean+Healthy	Pharmaceuticals	Activation
21GRAMS	Tasting Notes	Johnson & Johnson	Pharmaceuticals	Activation
The Purpose Group	Sounds of NPC	Coherus BioSciences	Pharmaceuticals	Best use of Influencers
AbelsonTaylorGroup	"LONELY RECLINER" Tymlos Video	TYMLOS	Pharmaceuticals	Best use of Media
21GRAMS	Always A Dull Moment	Genentech	Pharmaceuticals	Campaign
DDB Remedy UK	Entvyio – Enjoy the silence	Takeda	Pharmaceuticals	Campaign
Radius Health Creative	QUEST DMD Clinical Programme	Santhera	Pharmaceuticals	Campaign
IPG Health Germany	Ready When Sparks Fly	Aspargo Labs	Pharmaceuticals	Campaign
FCBCure, an IPG Health Company	Toxic Tampons	Clean+Healthy	Pharmaceuticals	Campaign
DDB Remedy UK	Entvyio – Enjoy the silence	Takeda	Pharmaceuticals	Craft
Fingerprint Marketing	Life Is a Verb	dsm-firmenich	Pharmaceuticals	Craft
IPG Health Germany	Ready When Sparks Fly	Aspargo Labs	Pharmaceuticals	Craft
TONIC DNA	In Harmony	Ferring Pharmaceuticals	Pharmaceuticals	Craft
McCann Health	Shadow of stroke	Sanofi	Pharmaceuticals	Craft
VML	The Balancing Act	AstraZeneca	Pharmaceuticals	Craft
Syneos Health Communications	The Gecko that said it all	Santen	Pharmaceuticals	Craft
Pentacle Designs	Loose Ends	Dr Reddy's	Pharmaceuticals	Craft
CultHealth	Meet Brian: The First Metahuman with Brain Cancer	Servier Pharmaceuticals	Pharmaceuticals	Design
DDB Remedy UK	Entvyio – Enjoy the Silence	Takeda	Pharmaceuticals	Digital
Fingerprint Marketing	Look Beyond Stable	Boehringer Ingelheim	Pharmaceuticals	Events
Havas Lynx	The Unbearable Home	UCB	Pharmaceuticals	Events
Grey Health	A Beautiful Sight	Genentech	Pharmaceuticals	Events
Fingerprint Marketing	Life Is a Verb	dsm-firmenich	Pharmaceuticals	Film
21GRAMS	Orbit	Genentech	Pharmaceuticals	Film
VML	The Balancing Act	AstraZeneca	Pharmaceuticals	Film
thomasfink.dk	The Broken Heart	Novo Nordisk	Pharmaceuticals	Film
Syneos Health Communications	The Gecko that said it all	Santen	Pharmaceuticals	Film
Grey Health	Two Words	Eli Lilly and Company	Pharmaceuticals	Film
The Purpose Group	HappyHalers	The Elijah-Alavi Foundation	Pharmaceuticals	Innovation
Fingerprint Marketing	Look Beyond Stable	Boehringer Ingelheim	Pharmaceuticals	Innovation
CultHealth	Meet Brian: The First Metahuman with Brain Cancer	Servier Pharmaceuticals	Pharmaceuticals	Innovation
The Purpose Group	Sounds of NPC	Coherus BioSciences	Pharmaceuticals	Innovation
Fingerprint Marketing	Look Beyond Stable	Boehringer Ingelheim	Pharmaceuticals	Outdoor
FCB Health Vybe, an IPG Health Company	THE IMPOSSIBLE GYM	Eli Lilly Italia S.p.A.	Pharmaceuticals	Outdoor
FCBCure, an IPG Health Company	Toxic Tampons	Clean+Healthy	Pharmaceuticals	Outdoor
Fingerprint Marketing	Life Is a Verb	dsm-firmenich	Pharmaceuticals	Print
IPG Health Germany	Ready When Sparks Fly	Aspargo Labs	Pharmaceuticals	Print
FCBCure, an IPG Health Company	Toxic Tampons	Clean+Healthy	Pharmaceuticals	Print
CultHealth	Meet Brian: The First Metahuman with Brain Cancer	Servier Pharmaceuticals	Pharmaceuticals	Tech
Medic One Communication	Topfer case	Alliance Healthcare Romania	Products & Devices	Campaign
Medic One Communication	Topfer case	Alliance Healthcare Romania	Products & Devices	Craft
Havas Lynx	Airquity	Airquity	Products & Devices	Innovation
Klick Health	Voice 2 Diabetes	KVI Brave Fund INC	Tech	AI
KARMA COMMUNICATION AGENCY	IMMERSION An Allergan Aesthetics VR Experience	Abbvie	Tech	VR
Manifesto	Escape Room Loneliness	Fundación "la Caixa"	Wellness	Activation
FCB Health London, an IPG Health Company	TOXIC DIPS	The River's Trust	Wellness	Activation
FCBCure, an IPG Health Company	Toxic Tampons	Clean+Healthy	Wellness	Activation
FCB Health London, an IPG Health Company	TOXIC DIPS	The River's Trust	Wellness	Best use of Media
I&S BBDO Inc.	['MENOPAUSE Lesson.]	FANCL CORPORATION	Wellness	Campaign
Ketchum UK	Liming With Gran	Genomics England & University of Cambridge	Wellness	Campaign
FCBCure, an IPG Health Company	Toxic Tampons	Clean+Healthy	Wellness	Campaign
Ketchum UK	Liming With Gran	Genomics England & University of Cambridge	Wellness	Craft
FCB Health London, an IPG Health Company	TOXIC DIPS	The River's Trust	Wellness	Craft
Ketchum UK	Liming With Gran	Genomics England & University of Cambridge	Wellness	Design
The Purpose Group	Contrabanned	Claremont Forum, Prison Library Project	Wellness	Direct
Ketchum UK	Liming With Gran	Genomics England & University of Cambridge	Wellness	Direct
Manifesto	Escape Room Loneliness	Fundación "la Caixa"	Wellness	Events
CultHealth	Food Noise	Curax Pharmaceuticals	Wellness	Film
Ketchum UK	Liming With Gran	Genomics England & University of Cambridge	Wellness	Film
Havas Lynx	Creamotherapy	My Doctors Rceipe	Wellness	Innovation
FCB Health London, an IPG Health Company	TOXIC DIPS	The River's Trust	Wellness	Innovation
FCBCure, an IPG Health Company	Toxic Tampons	Clean+Healthy	Wellness	Outdoor
FCBCure, an IPG Health Company	Toxic Tampons	Clean+Healthy	Wellness	Print
Ketchum UK	Liming With Gran	Genomics England & University of Cambridge	Wellness	Public Relations
FCB Health London, an IPG Health Company	TOXIC DIPS	The River's Trust	Wellness	Public Relations
CultHealth	Food Noise	Curax Pharmaceuticals	Wellness	Radio
Isabela Lourenço	Duspatal x Spotify - Sounds Like IBS	Duspatal	Young Lisbon Health	Digital Campaign
Patrick Herzig	Oh shit! That's my moment!	Duspatal	Young Lisbon Health	Digital Campaign
Erika Facchini	THE IRRITABLES. Listen to your bowel shouting out.	Duspatal	Young Lisbon Health	Digital Campaign
Steven Vigliarolo	Uninvited, Always Around	Duspatal	Young Lisbon Health	Digital Campaign