

## Cannes 2021 - Health & Wellness Winners

Award	Prize	Title	Entrant / Idea Creation	Product	Brand	Medium	Production	Location
Grand Prix	Grand Prix	BECO. #STEALOURSTAFF.	TBWALONDON	BECO	BECO	Integrated Campaign		UNITED KINGDOM
Grand Prix	Grand Prix	#WOMBPAINSTORIES	AMV BBDO, London	BODYFORM/LIBRES SE	ESSITY	Integrated Campaign	CHELSEA PICTURES New York / PUBLICIS•POKE London	UNITED KINGDOM
Gold Lion	Gold Lion	#WOMBPAINSTORIES	AMV BBDO, London	BODYFORM/LIBRES SE	ESSITY	Branded Content & Entertainment: Film, TV and Online Film Content	CHELSEA PICTURES New York / PUBLICIS•POKE London	UNITED KINGDOM
Gold Lion	Gold Lion	THE BREAD EXAM	McCANN, Paris	SPINNEYS FLOUR	SPINNEYS AND THE LEBANESE BREAST CANCER FOUNDATION	Direct	CRAFT Dusseldorf / McCANN Paris / OCTOPUS Paris / SATELLITE MY LOVE Paris	FRANCE
Gold Lion	Gold Lion	SKINDEEP	THE BLOC, New York	MENTAL HEALTH AWARENESS	EMPOWHER NY	Industry Craft: Illustration	THE YOUTH Curitiba	USA
Gold Lion	Gold Lion	ADDRESSPOLLUTION.ORG	AMV BBDO, London	ADDRESSPOLLUTION.ORG	(COPI) CENTRAL OFFICE FOR PUBLIC INTEREST	Creative Data: Data Visualisation	GRAND VISUAL London / RAPP London	UNITED KINGDOM
Gold Lion	Gold Lion	PRINTED BY PARKINSON'S	INNOCEAN WORLDWIDE EUROPE, Berlin	PARKINSON'S AWARENESS	CHARITÉ BERLIN UNIVERSITY HOSPITAL	Creative Data: Data Visualisation	COSMOPOLA Berlin / MEDIAMONKS Hilversum	GERMANY
Gold Lion	Gold Lion	FACE A L'INCESTE - TWO MONSTERS IN MY STORY	PUBLICIS CONSEIL, Paris	CHILD PROTECTION CAMPAIGN	FACE A L'INCESTE	Film: Cinema, TV and Digital Film Content	JUNGLER Paris	FRANCE
Gold Lion	Gold Lion	MOTHER BLANKET	OGILVY COLOMBIA, Bogotá	CHRONIC UNDERNOURISHMENT PREVENTION TOOL	VIVIR ASSOCIATION + AMBATO'S CANTONAL HUMAN RIGHTS PROTECTION	Direct	DARKO FILMS Quito	COLOMBIA
Gold Lion	Gold Lion	THE PUNISHING SIGNAL	FCB INTERFACE, Mumbai	SERVICE	MUMBAI POLICE	PR		INDIA
Silver Lion	Silver Lion	DEGREE INCLUSIVE	WUNDERMAN THOMPSON, Buenos Aires	DEGREE INCLUSIVE DEODORANT	UNILEVER	Product Innovation	LADOLEA Buenos Aires / SOUR STUDIO Brooklyn	ARGENTINA
Silver Lion	Silver Lion	#WOMBPAINSTORIES	CHELSEA PICTURES, Los Angeles / AMV BBDO, London	ESSITY	LIBRESSE	Film Craft: Direction	CHELSEA PICTURES Los Angeles	USA / UNITED KINGDOM
Silver Lion	Silver Lion	VOLVO LIVESAVER	OGILVY   SOCIAL LAB, Amsterdam	AED (AUTOMATED EXTERNAL DEFIBRILLATOR)	VOLVO	Use of Technology	SMARTHOUSE FILMS Amsterdam	THE NETHERLANDS
Silver Lion	Silver Lion	#WOMBPAINSTORIES	AMV BBDO, London	BODYFORM/LIBRES SE	ESSITY	Film Craft: Use of Music / Sound Design	CHELSEA PICTURES New York / PUBLICIS•POKE London	UNITED KINGDOM
Silver Lion	Silver Lion	THE UNFINISHED VOTES	McCANN HEALTH, New York	CHANGE THE REF	CHANGE THE REF	Digital: Platforms	BANDIT New York / LIGHTFARM STUDIOS Rio De Janeiro / THE COLONY MEDIA New York / YESSIAN MUSIC New York	USA
Silver Lion	Silver Lion	THE PUNISHING SIGNAL	FCB INTERFACE, Mumbai	SERVICE	MUMBAI POLICE	Outdoor: Ambient		INDIA
Silver Lion	Silver Lion	THE CALL	THE BLOC, New York	WOMEN EQUALITY	EMPOWHER NY	PR	THE BLOC New York	USA
Silver Lion	Silver Lion	DANTE'S HEARTBEATS	ABBY PRIEST, Stockholm	RESEARCH/SUPPORT	THE HEARTCHILD FOUNDATION	Film Craft: Use of Music / Sound Design	NEW LAND Stockholm	SWEDEN

### Cannes 2021 - Health & Wellness Winners

Silver Lion	Silver Lion	BLOOD UNITY	FP7 McCANN, Dubai / McCANN HEALTH, Dubai / FP7 McCANN, Beirut	DONNER SANG COMPUTER	DONNER SANG COMPUTER	Brand Experience & Activation		UNITED ARAB EMIRATES / LEBANON
Silver Lion	Silver Lion	INSTANT DOCTOR	THE BLOC, New York	NATIONAL DOCTOR'S DAY	TRIBUTE	Film Craft: Direction	THE YOUTH Curitiba	USA
Silver Lion	Silver Lion	BECO. #STEALOURSTAFF.	TBWA/LONDON	BECO	BECO	Integrated Campaign		UNITED KINGDOM
Silver Lion	Silver Lion	THE TAMPON BOOK: A BOOK AGAINST TAX DISCRIMINATION	SCHOLZ & FRIENDS, Berlin	THE TAMPON BOOK	THE FEMALE COMPANY	PR		GERMANY
Silver Lion	Silver Lion	THE BREAD EXAM	McCANN, Paris	SPINNEYS FLOUR	SPINNEYS AND THE LEBANESE BREAST CANCER FOUNDATION	PR	CRAFT Dusseldorf / McCANN Paris / OCTOPUS Paris / SATELLITE MY LOVE Paris	FRANCE
Silver Lion	Silver Lion	UNTOUCHABLES.	LEO BURNETT, Mexico City	EVA CLINIC	EVA CLINIC	Use of Technology	LA DOBLE MEXICO Mexico City	MEXICO
Silver Lion	Silver Lion	STRESS PORTRAITS	McCANN, Hong Kong	CIGNA STRESS CARE	CIGNA	Creative Data: Data Visualisation	CRAFT Bangkok / IGN ENTERTAINMENT San Francisco, CA	HONG KONG
Bronze Lion	Bronze Lion	HACKWASHING	GEOMETRY ENCOMPASS, Mumbai	LIFEBUOY	HINDUSTAN UNILEVER	Brand Experience & Activation	GEOMETRY ENCOMPASS Mumbai	INDIA
Bronze Lion	Bronze Lion	30SOAP	TBWA/HAKUHODO INC., Tokyo	SOAP	DREAMS INC.	Direct	AOI PRO. INC. Tokyo / CAVIAR Tokyo / HAKUHODO PRODUCT'S INC. Tokyo / JITTO INC. Tokyo / MELODY PUNCH Tokyo	JAPAN
Bronze Lion	Bronze Lion	LIGHT FOR HOPE	ENERGY BBDO, Chicago	BAYGON	SC JOHNSON	Product Innovation	FLARE BBDO Chicago	USA
Bronze Lion	Bronze Lion	THE TAMPON BOOK: A BOOK AGAINST TAX DISCRIMINATION	SCHOLZ & FRIENDS, Berlin	THE TAMPON BOOK	THE FEMALE COMPANY	PR		GERMANY
Bronze Lion	Bronze Lion	GMR: PLAY CONNECTED	DDB, London / adam&eveDDB, London	GMR TECHNOLOGY	ADIDAS X FIFA	Mobile	BLINK PRODUCTIONS London	UNITED KINGDOM
Bronze Lion	Bronze Lion	VERBAL SPONTANEITY – PERSONALITY RETENTION (PETER 2.0)	FJORD, PART OF ACCENTURE INTERACTIVE, London	A PROJECT BETWEEN THE SCOTT-MORGAN FOUNDATION/INTEL/OPTIMIZE3D/EMBODY DIGITAL/CEREPROC, SET OUT TO REDESIGN THE NEXT GENERATION OF THE ACAT OPEN-SOURCE	THE SCOTT-MORGAN FOUNDATION	Digital Craft: User Experience (UX)	FJORD, PART OF ACCENTURE INTERACTIVE London	UNITED KINGDOM
Bronze Lion	Bronze Lion	PROJECT UNDERSTOOD	FCB CANADA, Toronto / GOOGLE VR, San Francisco, CA	GOOGLE VOICE ASSISTANT	GOOGLE AI AND CANADIAN DOWN SYNDROME SOCIETY	Brand Experience & Activation	FUEL CONTENT Toronto	CANADA / USA

### Cannes 2021 - Health & Wellness Winners

Bronze Lion	Bronze Lion	H FOR HANDWASHING	LOWE LINTAS, Mumbai / MULLENLOWE SINGAPORE, Singapore	HANDWASHING EDUCATION	LIFEBUOY	Direct	LOWE LINTAS Mumbai	INDIA / SINGAPORE
Bronze Lion	Bronze Lion	THE PUBLIC SERVICE BANGER	COLENZO BBDO, Auckland / CLEMENGER BBDO, Wellington	NZ GOVERNMENT	NZ GOVERNMENT	PR	COLENZO BBDO Auckland	NEW ZEALAND
Bronze Lion	Bronze Lion	STOP VEO - THE WORDS I WON'T SAY	PUBLICIS CONSEIL, Paris	CHILD PROTECTION ORGANIZATION	STOP VEO	Film Craft: Script	DIVISION Paris	FRANCE
Bronze Lion	Bronze Lion	ABCS OF SURVIVAL	THE BLOC, New York	NON PROFIT	NATIONAL BLACK CHILD DEVELOPMENT INSTITUTE	Industry Craft: Art Direction	THE BLOC New York	USA
Bronze Lion	Bronze Lion	THE MELANOMA TYPEFACE	TBWA\AUCKLAND	MELANOMA NZ	MELANOMA NZ	Industry Craft: Typography		NEW ZEALAND
Bronze Lion	Bronze Lion	AUTISMNZ - TODDLER DRIVING TEST	DDB NEW ZEALAND, Auckland / TRIBAL AOTEAROA, Auckland	EARLY DETECTION OF AUTISM	AUTISMNZ - TODDLER DRIVING TEST	Radio & Audio	DDB NEW ZEALAND Auckland / TRIBAL AOTEAROA Auckland	NEW ZEALAND
Bronze Lion	Bronze Lion	JUST A WALL	ROSA PARIS	CHILD PROTECTION	INNOCENCE EN DANGER	Outdoor: Ambient	ROSA PARIS	FRANCE
Bronze Lion	Bronze Lion	THE ANTI-LOOK	SCHOLZ & FRIENDS, Berlin	JOHANNITER	JOHANNITER	Outdoor: Ambient	ELEMENT E FILMPRODUKTION Hamburg	GERMANY
Bronze Lion	Bronze Lion	THE INEVITABLE NEWS	AREA 23, AN FCB HEALTH NETWORK COMPANY, New York	THE INEVITABLE NEWS	THE INEVITABLE NEWS	Print & Publishing: Standard	BROOKLYN SPORTS PAGE New York / STELLAR PRINTING INC Queens	USA
Bronze Lion	Bronze Lion	BLOOD BEACON	WUNDERMAN THOMPSON, Taipei / J. WALTER THOMPSON TAIWAN, Taipei City	BLOOD DONATION	TAIPEI BLOOD CENTER	Creative Data: Use of Real-Time Data	ACER ITS, INC Taipei	TAIWAN
Bronze Lion	Bronze Lion	BACK TO SCHOOL ESSENTIALS	BBDO, New York	SANDY HOOK PROMISE	SANDY HOOK PROMISE	Film: Cinema, TV and Digital Film Content	SMUGGLER New York	USA
Bronze Lion	Bronze Lion	SICKKIDS MOMS VS: HARD DAYS	COSSETTE, Toronto	GET BETTER GIFTS	SICKKIDS FOUNDATION	Film: Cinema, TV and Digital Film Content	SCOUTS HONOUR Toronto	CANADA
Bronze Lion	Bronze Lion	THE HIRING CHAIN	INDIANA PRODUCTION COMPANY, Milan / SMALL, New York	THE HIRING CHAIN	COORDOWN	Film: Cinema, TV and Digital Film Content	INDIANA PRODUCTION COMPANY Milan	ITALY / USA
Bronze Lion	Bronze Lion	WARNING SPOTS	OGILVY AUSTRALIA, Melbourne	AAMI	AAMI	Creative Data: Use of Real-Time Data	OGILVY AUSTRALIA Melbourne	AUSTRALIA
Bronze Lion	Bronze Lion Campaign	THIEF	DROGA5, PART OF ACCENTURE INTERACTIVE, New York	ANIMAL WELLNESS	PETCO	Film: Cinema, TV and Digital Film Content	DUMMY Los Angeles	USA
	Bronze Lion Campaign	TWINS	DROGA5, PART OF ACCENTURE INTERACTIVE, New York	ANIMAL WELLNESS	PETCO	Film: Cinema, TV and Digital Film Content	DUMMY Los Angeles	USA
	Bronze Lion Campaign	12 YEARS OLD	DROGA5, PART OF ACCENTURE INTERACTIVE, New York	ANIMAL WELLNESS	PETCO	Film: Cinema, TV and Digital Film Content	DUMMY Los Angeles	USA