

Cannes 2021 - Pharma Winners

Prize	Title	Entrant / Idea Creation	Product	Brand	Medium	Production	Location
Grand Prix	SICK BEATS	AREA 23, AN FCB HEALTH NETWORK COMPANY, New York	WOOJER	WOOJER	Use of Technology	CANJA AUDIO CULTURE Curitiba / CHARLEX New York / MISTER BRONX New York / THE EMBASSY VFX Vancouver	USA
Gold Lion	TEVA HAIRSPRAY	VCCP HEALTH, London	TEVA PHARMACEUTICAL	TEVA PHARMACEUTICAL	Film: Cinema, TV and Digital Film Content	VCCP KIN London	UNITED KINGDOM
Gold Lion	SICK BEATS	AREA 23, AN FCB HEALTH NETWORK COMPANY, New York	WOOJER	WOOJER	Product Innovation	CANJA AUDIO CULTURE Curitiba / CHARLEX New York / MISTER BRONX New York / THE EMBASSY VFX Vancouver	USA
Gold Lion	TALLK	SAMSUNG ELECTRONICS IBERIA, Madrid / CHEIL WORLDWIDE, Madrid	SAMSUNG APP	SAMSUNG	Mobile	SOMOS 5 Madrid	SPAIN
Silver Lion	VAGINA APPRECIATION DAY	McCANN, New York	ANNOVERA	ANNOVERA	Digital: Social & Influencer	McCANN New York	USA
Silver Lion	THE NUMBER	McCANN HEALTH, Shanghai	PRODUCT:971(A MEDICINE FOR ALZHEIMER DISEASE)	GREENVALLEY	Film Craft: Direction	BEIJING ORIGINAL LEGEND CULTURE DEVELOPMENT CO.,LTD Shanghai	CHINA
Silver Lion	BLOODLESS BATTLE	21GRAMS, New York	HEMLIBRA	GENENTECH	Branded Content & Entertainment: Live Experience		USA
Silver Lion	TEVA HAIRSPRAY	VCCP HEALTH, London	TEVA PHARMACEUTICAL	TEVA PHARMACEUTICAL	Film: Cinema, TV and Digital Film Content	VCCP KIN London	UNITED KINGDOM
Silver Lion	TRAPPED	AREA 23, AN FCB HEALTH NETWORK COMPANY, New York	N/A	INSMED INCORPORATED	Film Craft: Animation / Visual Effects	PASSION ANIMATION STUDIOS London	USA
Silver Lion	UNBREAKABLE	AREA 23, AN FCB HEALTH NETWORK COMPANY, New York	N/A	INSMED INCORPORATED	Film Craft: Animation / Visual Effects	JAMUTE São Paulo / ROOF STUDIO New York	USA
Silver Lion	IDVERSE	HAVAS HEALTH & YOU, Sao Paulo / ESTúDIO COLLETIVO DESIGN, São Paulo	IDVERSE	IDVERSE	Industry Craft: Art Direction		BRAZIL
Silver Lion	WHERE BABIES COME FROM	CHE PROXIMITY, Sydney / GENE, Sydney	GENEA FERTILITY/IVF	GENEA	Integrated Campaign	CHE PROXIMITY Sydney / DIVISION Sydney	AUSTRALIA
Bronze Lion	CHANTIX CAMPING	VMLY&R, New York	CHANTIX	PFIZER	Film Craft: Animation / Visual Effects	THE MILL New York	USA
Bronze Lion	EDWARDS STORKS	VCCP HEALTH, London	EDWARDS INSPIRIS RESILIA	EDWARDS INSPIRIS RESILIA	Film Craft: Animation / Visual Effects	BIG STUDIO São Paulo	UNITED KINGDOM
Bronze Lion	THE EVENTFUL LIFE OF ROSEMARIE	ROOF STUDIO, New York / CR KOMMUNIKATION AG, Basel	N/A	CURAVIVA Switzerland, Spitex Switzerland, OdASanté	Film Craft: Animation / Visual Effects	ROOF STUDIO New York	USA / SWITZERLAND
Bronze Lion	MOZART 80	F5, Shanghai	PFIZER	PFIZER	Use of Technology		CHINA
Bronze Lion	BEAUTIFUL DREAMER	TRACYLOCKE BRASIL, São Paulo	PAF	PFIZER	Film Craft: Cinematography	LUCHA LIBRE AUDIO São Paulo / STINK FILMS São Paulo / TRACYLOCKE BRASIL São Paulo	BRAZIL

Bronze Lion	A MYSTERY TO ME	CLOSERLOOK, Chicago	DISEASE AWARENESS	ARGENX	Branded Content & Entertainment: Film, TV and Online Film Content	KARTEMQUIN FILMS LTD Chicago / MUSEUM + CRANE Chicago / SAROFSKY Chicago	USA
Bronze Lion	FIGHTING FOR WORDS – THE FIRST POSTERS TO HELP TREAT APHASIA – “SHEEP”	AREA 23, AN FCB HEALTH NETWORK COMPANY, New York	CONSTANT THERAPY	CONSTANT THERAPY	Industry Craft: Illustration	AREA 23, AN FCB HEALTH NETWORK COMPANY New York	USA
Bronze Lion	BREAKING DEPRESSION	LANGLAND, London	BREAKING DEPRESSION	JANSSEN EMEA	Integrated Campaign	LANGLAND London	UNITED KINGDOM
Bronze Lion	SICK BEATS	AREA 23, AN FCB HEALTH NETWORK COMPANY, New York	WOOJER	WOOJER	Digital Craft: User Experience (UX)	CANJA AUDIO CULTURE Curitiba / CHARLEX New York / MISTER BRONX New York / THE EMBASSY VFX Vancouver	USA
Bronze Lion	WHERE BABIES COME FROM	CHE PROXIMITY, Sydney / GENEVA, Sydney	GENEVA FERTILITY/IVF	GENEVA	Film: Cinema, TV and Digital Film Content	CHE PROXIMITY Sydney / DIVISION Sydney	AUSTRALIA