

# HEALTHCARE SHORTLIST

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King's College Hospital London



Title	Advertiser/Client	Product/Service	Entrant Company	Country
<b>A02 OTC Applications</b>				
LIFEBUOY - HANDLE ON HYGIENE 2.0	UNILEVER MIDDLE EAST	OTC HAND SANITIZER	GEOMETRY GLOBAL, Dubai	UNITED ARAB EMIRATES
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<b>A05 Health &amp; Wellness Tech</b>				
TUMMYFISH	NESTLÉ MIDDLE EAST	U4HK	MEMAC OGILVY & MATHER, Dubai	UNITED ARAB EMIRATES
<b>B01 Brand-led Education &amp; Awareness</b>				
AD D	NATIONAL HEALTH INSURANCE COMPANY, DAMAN	"VITAMIN D" DEFICIENCY AWARENESS	FP7/DXB, Dubai	UNITED ARAB EMIRATES
NAZAR	ASTER DM HEALTHCARE	HEALTHCARE	THE CLASSIC PARTNERSHIP ADVERTISING, Dubai	UNITED ARAB EMIRATES
<b>B02 Public Education &amp; Awareness</b>				
IMMUNITY CHARM	MINISTRY OF PUBLIC HEALTH, AFGHANISTAN	THE IMMUNITY CHARM	McCANN INDIA, Mumbai	INDIA
FOOTNOTE FOR THE BREAST	MEDCARE WOMEN & CHILDREN HOSPITAL	HEALTHCARE	THE CLASSIC PARTNERSHIP ADVERTISING, Dubai	UNITED ARAB EMIRATES
THE ANTI-CAMPAIGN CAMPAIGN	SAUDI MINISTRY OF HEALTH	ANTI-SMOKING	MINISTRY OF HEALTH SAUDI ARABIA, Riyadh	SAUDI ARABIA
NOT BEFORE 18	RDFL	AWARENESS CAMPAIGN	J. WALTER THOMPSON BEIRUT	LEBANON
EXPOSING BIG SUGAR	MINISTRY OF HEALTH	CAMPAIGN AGAINST SUGAR OVER-CONSUMPTION	GREY MENA, Dubai	UNITED ARAB EMIRATES
GEETA M PATEL.	DUBAI HEALTH AUTHORITY	GOVERNMENT/HEALTH AUTHORITY	THE CLASSIC PARTNERSHIP ADVERTISING, Dubai	UNITED ARAB EMIRATES
CELINE ABDUL SALAM	DUBAI HEALTH AUTHORITY	GOVERNMENT/HEALTH AUTHORITY	THE CLASSIC PARTNERSHIP ADVERTISING, Dubai	UNITED ARAB EMIRATES
JEAN LUC DIACONO	DUBAI HEALTH AUTHORITY	GOVERNMENT/HEALTH AUTHORITY	THE CLASSIC PARTNERSHIP ADVERTISING, Dubai	UNITED ARAB EMIRATES
THE SPECIAL SHISHA	AMERICAN UNIVERSITY OF BEIRUT MEDICAL CENTER (AUBMC)	INSTITUTIONAL	TBWA/RAAD, Beirut	LEBANON
FOOTNOTE FOR THE BREAST	MEDCARE WOMEN & CHILDREN HOSPITAL	HEALTHCARE	THE CLASSIC PARTNERSHIP ADVERTISING, Dubai	UNITED ARAB EMIRATES
IMMUNITY CHARM	MINISTRY OF PUBLIC HEALTH, AFGHANISTAN	THE IMMUNITY CHARM	McCANN INDIA, Mumbai	INDIA
<b>B03 Fundraising &amp; Advocacy</b>				
UNLIKELY DONORS	DSC	BLOOD DONATION	J. WALTER THOMPSON RIYADH	SAUDI ARABIA
<b>C01 Corporate Image &amp; Communication</b>				
FOOTNOTE FOR THE BREAST	MEDCARE WOMEN & CHILDREN HOSPITAL	HEALTHCARE	THE CLASSIC PARTNERSHIP ADVERTISING, Dubai	UNITED ARAB EMIRATES
NAZAR	ASTER DM HEALTHCARE	HEALTHCARE	THE CLASSIC PARTNERSHIP ADVERTISING, Dubai	UNITED ARAB EMIRATES
FOOTNOTE FOR THE BREAST	MEDCARE WOMEN & CHILDREN HOSPITAL	HEALTHCARE	THE CLASSIC PARTNERSHIP ADVERTISING, Dubai	UNITED ARAB EMIRATES
<b>C02 Services &amp; Facilities</b>				
FOOTNOTE FOR THE BREAST	MEDCARE WOMEN & CHILDREN HOSPITAL	HEALTHCARE	THE CLASSIC PARTNERSHIP ADVERTISING, Dubai	UNITED ARAB EMIRATES
FOOTNOTE FOR THE BREAST	MEDCARE WOMEN & CHILDREN HOSPITAL	HEALTHCARE	THE CLASSIC PARTNERSHIP ADVERTISING, Dubai	UNITED ARAB EMIRATES
<b>D01 Animal Health</b>				
THE WORLD'S MOST ELIGIBLE BACHELOR OL PEJETA CONSERVANCY		WILDLIFE CONSERVANCY	OGILVY & MATHER AFRICA, Nairobi	KENYA
<b>E03 Devices &amp; Diagnostics</b>				
NAZAR	ASTER DM HEALTHCARE	HEALTHCARE	THE CLASSIC PARTNERSHIP ADVERTISING, Dubai	UNITED ARAB EMIRATES
IMMUNITY CHARM	MINISTRY OF PUBLIC HEALTH, AFGHANISTAN	THE IMMUNITY CHARM	McCANN INDIA, Mumbai	INDIA
<b>E04 Education &amp; Services - Communications to Healthcare Professionals</b>				
IMMUNITY CHARM	MINISTRY OF PUBLIC HEALTH, AFGHANISTAN	THE IMMUNITY CHARM	McCANN INDIA, Mumbai	INDIA