

SHORTLIST 2022

Healthcare



Title	Brand	Product / Service	Medium	Entrant Company	Location
A01 OTC Oral Medicines					
SEAL	COLGATE PALMOLIVE	COLGATE TOOTHPASTE	Print & Publishing: Standard	RED FUSE COMMUNICATIONS Hong Kong	HONG KONG
A02 OTC Applications					
THE DISSOLVING BOTTLE	THE NATURALE MARKET	THE DISSOLVING BOTTLE	Product Innovation	BBDO GUERRERO Makati City	THE PHILIPPINES
A03 OTC Products / Devices					
V-KEBAYA	VINDA MARKETING (M) SDN BHD	LIBRESSE	Brand Experience & Activation	MUMA MALAYSIA Petaling Jaya	MALAYSIA
A05 Health & Wellness Tech					
LITTLE BIG E-MOTION	HYUNDAI MOTOR GROUP	LITTLE BIG E-MOTION	Use of Technology	INNOCEAN WORLDWIDE Seoul	SOUTH KOREA
B01 Brand-led Education & Awareness					
THE COST OF BULLYING	SAMSUNG	SAMSUNG	Mobile	CHEIL PENGTAI Beijing	CHINA
THE MO-HAIR SUIT	POLITIX	MENSWEAR, FASHION.	Industry Craft: Art Direction	BULLFROG MEDIA South Yarra	AUSTRALIA
THE COST OF BULLYING	SAMSUNG	SAMSUNG	Branded Content & Entertainment: Digital & Social	CHEIL PENGTAI Beijing	CHINA
THRIVE BY FIVE	THE MINDEROO FOUNDATION	THRIVE BY FIVE INITIATIVE	Branded Content & Entertainment: Digital & Social	M&C SAATCHI Sydney	AUSTRALIA
STAYFREE DAUGHTER'S DAY	JOHNSON & JOHNSON	STAYFREE SANITARY PADS	Branded Content & Entertainment: Film, TV and Online Film Content	DDB MUDRA Mumbai	INDIA
V-KEBAYA	VINDA MARKETING (M) SDN BHD	LIBRESSE	Brand Experience & Activation	MUMA MALAYSIA Petaling Jaya	MALAYSIA
THRIVE BY FIVE	THE MINDEROO FOUNDATION	THRIVE BY FIVE INITIATIVE	Brand Experience & Activation	M&C SAATCHI Sydney	AUSTRALIA
30SOAP	DREAMS INC.	SOAP	Product Innovation	TBWA\HAKUHODO INC. Tokyo	JAPAN
B02 Non-profit / Foundation-led Education & Awareness					
BOYS DO CRY	GOTCHA4LIFE FOUNDATION	N/A	Radio & Audio	THE HALLWAY Pymont	AUSTRALIA
DAVID'S UNUSABLES	MOTOR NEURONE DISEASE ASSOCIATION	CHARITY	Digital	SPECIAL Auckland	NEW ZEALAND
BOYS DO CRY	GOTCHA4LIFE FOUNDATION	N/A	Film Craft: Script	THE HALLWAY Pymont	AUSTRALIA
BOYS DO CRY	GOTCHA4LIFE FOUNDATION	N/A	Film Craft: Use of Music / Sound Design	THE HALLWAY Pymont	AUSTRALIA

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THE MELANOMA TYPEFACE	MELANOMA NEW ZEALAND	HEALTH AWARENESS	Industry Craft: Typography	TBWA\AUCKLAND	NEW ZEALAND
DISEASE DILEMMAS	GARVAN INSTITUTE OF MEDICAL RESEARCH	GENOMICS RESEARCH	Integrated Campaign	BWM ISOBAR Sydney	AUSTRALIA
BOYS DO CRY	GOTCHA4LIFE FOUNDATION	N/A	Integrated Campaign	THE HALLWAY Pymont	AUSTRALIA
C01 Corporate Image & Communication					
WARM HANDS	CHUGAI PHARMACEUTICAL CO. LTD	SUPPORT MOVIE FOR CANCER PATIENTS AND HEALTHCARE PROFESSIONALS	Film Craft: Production Design / Art Direction	INSIGHT-I INC. Tokyo	JAPAN
C02 Health Services & Facilities					
SNAKE	PRIME INDIAN HOSPITALS	COIVD VACCINE AWARENESS FROM PRIME INDIAN HOSPITALS	Outdoor: Standard	McCANN INDIA Mumbai	INDIA
D01 Animal Health					
TALK WITH COW BUM - A DAIRY FARMER'S BEST FRIEND.-	NTT DOCOMO	MOBILE GYU-ON-KEI	Use of Technology	DENTSU INC. Tokyo	JAPAN
E01 Direct to Patient					
MEMORABLES	NIGHTINGALES MEDICAL TRUST	MEMORABLES	Brand Experience & Activation	McCANN INDIA Mumbai	INDIA
E02 Direct to Healthcare Professional					
THE BABY WHO CHANGED THE WORLD: A WHITE PAPER LIKE NO OTHER	BODY POSITIVE/POSITIVE WOMEN	SPERM POSITIVE: THE WORLD'S FIRST HIV-POSITIVE SPERM BANK	Print & Publishing: Collateral	TRIBAL AOTEAROA Auckland	NEW ZEALAND
E03 Disease Awareness & Understanding					
SEE WHAT LIES BENEATH	NOVARTIS	PIQRAY / PIK3CA GENETIC MUTATION	Industry Craft: Art Direction	CURRENT GLOBAL Hong Kong	CHINA
THE BABY WHO CHANGED THE WORLD: A WHITE PAPER LIKE NO OTHER	BODY POSITIVE/POSITIVE WOMEN	SPERM POSITIVE: THE WORLD'S FIRST HIV-POSITIVE SPERM BANK	Print & Publishing: Collateral	TRIBAL AOTEAROA Auckland	NEW ZEALAND