

## Winners of 2017 Global Awards announced

The Global Awards announced the 2017 award-winners at their annual award celebration taking place at the New York Academy of Sciences in lower Manhattan. Guests from around the globe celebrated the award-winners at ceremonies in both New York City at the Academy of Sciences and Sydney, Australia at The Rawson hosted by Bravo!/Global Awards.



FCB Health Global Healthcare Network of the Year

FCB Health was centre stage this year earning the title of 2017 Global Healthcare Network of the Year. The network was honoured with a total of 14 Global Awards and 25 Finalist Awards.

“The FCB Health network is honoured to be recognised for its work on a global scale. The Global Awards feature some of the world’s best in healthcare and wellness advertising, so I’m extremely proud to be considered in such a competitive arena. It’s a testament to the commitment we have to delivering only the best creative to our clients,” said Rich Levy, chief creative officer of the FCB Health Network.

Area23, an FCB Health Network Company, was in the spotlight taking home a remarkable 12 Global Awards in total, 7 for Health and Wellness categories and 5 Global Awards for Pharma categories.

### Unsolvable crossword puzzle

Among the agency’s award-winning entries, Area 23 received 3 Global Awards for their campaign “The Hardest Crossword” (Health & Wellness) for Alzheimer’s Foundation of America. The agency partnered with The New York Times crossword editor – Will Shortz to create a crossword entirely based on the story a real individual affected by Alzheimer’s. The unsolvable puzzle featured clues and answers are based on facts and events that can no longer remember, illustrating what it is like to be affected by Alzheimer’s.

Area 23's winning work in Pharma garnered 3 Global Awards for "The Drama in RA" for RA Disease Education and 2 Globals for "Spotlight" for RA Disease Education, both entries enlighten HCP's to see the person beyond the joint and rethink their treatment priorities by understanding that the damage of RA goes beyond just structural.

"Wow! Agency of the Year. That's just incredible. I've been participating in The Global Awards since I was a mid-level writer, and Agency of the Year has always seemed a far-off goal. To make it to this level is really a dream come true. It's been an exceptionally good year. A lot of our best campaigns all happened to hit at the same time, giving us this perfect storm of great work to submit. You see what I did there? Subtly lowering the bar for next year? I'm only half kidding though. We've got a lot of great stuff cooking back at the agency, and we're praying we can get it all across the finish line for next year. Those pharma gods, they're a fickle bunch. Thanks again to the Global Awards and thanks to all the amazing teams here at Area 23 who had the genius to come up with this stuff, and the determination to make it all happen," said Tim Hawkey, EVP, managing director, executive creative director at Area23.

## The immunity of charm

McCann Health India earned both the Best of Show and Grand Global for their multi award-winning entry "The Immunity Charm" for Ministry of Public Health, Afghanistan. The ingenious campaign provides an immunisation history of a child worn by the child. Borrowed from the Afghan tradition of talismanic bracelets worn by infants, the bracelet employs various beads each representing a vaccine and provides a safe-guard against lost records. Dr Daniel Carucci, DD, MSc and PHD senior medical advisor, McCann Health, one of the co-creators of the idea, accepted the awards on behalf of McCann Health India.

"Every year nearly 20 million children do not receive the vaccines they require to protect them from preventable diseases. The Immunity Charm will help mothers and doctors be sure that every child gets the vaccines they need," said Dr Daniel Carucci, senior medical advisor, McCann Health and Dr Harshit Jain, country head (India), McCann Health, co-creators of The Immunity Charm.

The executive jury, split for the first time this year, utilised two specialised juries for the 2017 competition: Pharma (Rx) and Health and Wellness. These equal and separate juries judged submissions from each exclusive designation providing the opportunity to focus on what's best in each respective category. The 2017 executive juries honoured 20 Health and Wellness entries and 20 Pharma entries with Global Awards, in addition to 115 Finalist Awards from entries submitted by agencies from 22 countries worldwide.

This year's Global Awards competition engaged both consumers and healthcare professionals by employing a wide variety of tactics including interactive applications, new technology, ambient advertising, humour, experiential engagement, event marketing, outdoor, viral marketing and social media.

The United States received top honours this year with 19 Global Awards, 9 from Healthcare and Wellness entries and 10 Pharma entries taking home Global Awards.

## Winning entries

**Winning entries from the US include:** FCB Health taking home 2 Global Awards for "Her Endometriosis Reality" (Pharma) for client Endometriosis Disease Awareness. Weber Shandwick was honoured with 2 Global Awards for "The Debate Headache" (Health and Wellness) for their social takeover during the 2016 US Presidential Election debate for client Excedrin. McCann Humancare was in the winner's circle earning 2 Global Awards for "Psoriasis: The Inside Story (Swimmer)" (Pharma) for client Stelara and a second Global for their "Lighter Blue" (Pharma) for client Takeda/Lundbeck.

The “Lighter Blue” campaign humanised and destigmatised depression’s multiple symptoms and sparked over 10+ million interactions on Facebook. Cline Davis and Mann Princeton’s “Little Lungs” (Pharma) for client Synagis for their event marketing campaign featuring the Knit Big for Little Lungs live event that built awareness for RSV in Philadelphia, PA, bringing knitters and the community together and creating knitted items that were donated to NICUs.

**Agencies from India were out in front** with 6 entries receiving Global Awards including McCann Health India’s Best of Show and Grand Global for “The Immunity Charm” campaign. Medulla Communications was in the spotlight, earning 4 Global Awards, 2 for “Slums (Housing Colonies) for Worms” for client Zentel and 2 for “Last Words” for client Indian Association of Palliative Care for their film advocating Palliative care that revealed that most last words are heard by nurses, and not by family members.

**Germany earned 4 Global Awards.** Serviceplan Health and Life was honoured with 3 Global Awards, 2 for their humorous campaign for “MometalHexal – A world without hay fever” (Pharma) for client MometalHexal and a single Global for “The Truth Unveiled” (Health and Wellness) a campaign that created awareness for women who were burned in acid attacks for client Ipras WomenforWomen. Pink Carrots Communications GmbH earned a Global Award for “Game of Pain” (Pharma) for their 3-part direct mail campaign, created for client Ortoton, that featured a card game for doctors showcasing typical back pain patients.

**United Arab Emirates’** The Classic Partnership Advertising was **recognised with 3 Global Awards** for their ambient campaign “Footnote for The Breast” (Health & Wellness) for client Medcare Women and Children Hospital. The campaign tackled the taboo of talking about certain health conditions. Pebbles were placed in the shoes of women who went to mosques or prayer halls, upon returning and putting on their shoes, the “lump’s” message urged women to schedule consultation.

**Australian agencies were in the winner’s circle** and recognised with 3 Global Awards. Saatchi & Saatchi Wellness, Sydney earned 2 Globals one for “Protected Wallet” (Pharma) their campaign for Promozio, a generic antimalarial that protects travellers from malaria; and a second for their poster “Blown out of Action” (Pharma) explaining the dangers of whooping cough to doctors for client Sanofi Pasteur. greyhealth Australia/Sudler Sydney earned a Global Award for their TVC “Living Nightmare” (Pharma) depicting the debilitating effects of rheumatoid arthritis for client Xeljanz.

**Two agencies from the United Kingdom earned Globals:** Publicis Life Brands UK “Keep Life Flowing” (Pharma) for client Duodopa employed coloured inks to create eye-catching visuals and animations that represent the fluidity of movement experienced by advanced PD patients on Duodopa. McCann Torre Lazur UK earned a Global Award for “Mark’s Story” (Pharma) for client Anoro, the educational piece takes the form of diary entries following a fictional COPD patient from his first cigarette at 14, to being diagnosed with COPD at 56.

NBS/Dentsu Aegis Network’s Global Award – winning “Blind Passion” (Health and Wellness) for client Flamengo connected blind Brazilian fans, who by law are provided free access to the games, with other Flamengo fans via an online platform that is accessible to the blind. Italy and China were each honored with a Global: Sudler and Hennessey Milan’s “The Escape Room” (Pharma) for Copaxone (treatment for relapsing multiple sclerosis)/ Field Force Team Building and Internal Awareness. The inspirational training course utilized an escape room concept in a custom-built hotel room and employed digital puzzles from an interactive MOA challenge to a challenge to hack into the doctor’s laptop to increase the reps’ knowledge of the drug. McCann Health China for “Looks Good on Dogs Not Her” (Pharma) for client Restylane’s print campaign that illustrated that wrinkles, facial hollows and flat cheek can be very sexy, pretty and attractive... on our pets.

## **Young Global Award winners and honorary award**

The 2016 Young Globals Award Columbia College student winners Erica Barringer: Art Direction, Cassie Benedict: copywriter, and Eric Kahl: Concept/Strategy took to the stage to accept their trophy. The students earned accolades for “Feed Your Future,” their campaign based on a creative brief for a (fictional) leading maker of diabetes medications to raise awareness about the link between unhealthy food choices, childhood obesity and type 2 diabetes. The Young Global award winners also received a paid internship with Global Awards agency partner sponsors, greyhealth group and Havas

Health and You TBWA\WorldHealth also provided an internship.

An honorary award was presented to outgoing chairperson of the Global Awards Advisory Board and executive jury, Robin Shapiro, global president of TBWA\WorldHealth commemorating her 5 years of service. Throughout her tenure, Ms. Shapiro was dedicated to ensuring that the competition addressed the needs of the worldwide healthcare & wellness industry. Since her appointment in 2013 Robin has spearheaded many new initiatives for the competition including creating and championing the Young Globals competition while generating prominence for the competition and expanding its reach.

Global Awards executive director, Fran Pollaro announced a special on-going partnership between the Global Awards and Partnership for Drug-Free Kids, a launch of a new tradition of partnering with a cause to go along with the 2017 Young Globals brief which is focused on the opioid epidemic.

To view the complete list of 2017 Global Awards winners click [here](#).

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