

# Health & Wellness and Pharma shortlists!

The Cannes Lions Pharma and Health & Wellness Lions shortlists have been released, with SA seeing a single entry make it to the final round at Cannes Lions 2018!

Lions Health celebrates creative excellence in health communications, "creativity with the power to change lives," through insights, ideas, tools and techniques that lead to life-changing outcomes.



The Health & Wellness Lions in particular celebrate creativity for personal well-being. This is exceptionally engaging work which promotes non-prescription products, publically educates to allow self-diagnosis or facilitates pro-active personal care. John Fidelino, executive creative director at InterbrandHealth is jury president.

The Pharma Lions celebrate creative communications from pharmaceutical clients and services in this highly-regulated industry, honouring work that has supported in facilitating diagnosis, disease mitigation or illness management. Rich Levy, CCO at FCB Health is jury president.

**VML SA** made it onto the Health Pharma regulated - direct to patient category 'product innovation' shortlist for the Bronki Boosters 'asthma inhaler casings, comic book, animated series, instructional video' for Cipla SA, with production work by Resonate Audio Cape Town, Ritual Studio Cape Town, Rocketfuel Cape Town and Studio Kronk Cape Town.

All the winners will be announced during the Cannes Lions health track award ceremony from 7pm on Monday, 18 June. You can view the [Health & Wellness](#) and [Pharma Lions](#) shortlists in full.



## Cannes Lions 2018 Lions Health juries announced

2 May 2018



*The Festival of Creativity runs from 18 to 22 June 2018, with Cinemark the local representatives of Cannes Lions for SA. Visit [www.canneslions.com/](http://www.canneslions.com/) and our [Cannes Lions special section](#) for more information.*

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