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Global Awards adds Pharma (Rx), Health & Wellness executive juries

Global Awards has added Pharma (Rx) and Health & Wellness executive juries to its award line-up. They will include award-winning chief creative officers and executive creative directors from prominent healthcare advertising agencies around the globe to judge submissions from each designation.



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The jury selection process ensures that international talent, with global knowledge and industry perspective, judges each entry. The 2017 executive jury, being announced in the coming weeks, will have the opportunity to cover the world of healthcare advertising in its entirety and with fairness.

“We monitor how we can improve the Global Awards,” said Fran Pollaro, executive director of the Global Awards. “We acknowledge and understand that these two creative worlds are both striving for creativity and innovation but we also know that each is playing with different sets of rules. Creating two specialised juries provides the assurance that entrants from both designations will be given the attention they deserve.”

We have to protect and celebrate our industry

“There’s an important movement taking place and the Global Awards is helping to lead the way. We have to protect and celebrate our industry, which is primarily driven by the work we do for pharmaceutical products and clients,” said Global Awards co-chair Robin Shapiro, global president, TBWA\WorldHealth. “Pharma work has its own unique set of expectations, rules and regulations. We are creating two juries in recognition of this important difference.”

“We are excited to establish two juries so that each will have the opportunity to focus on what is best in its respective category,” said Global Awards co-chair Elizabeth Elfenbein, partner and chief creative officer, the Bloc. “By allowing work in each category to be assessed against what matters and what is meaningful in that particular environment, we aim to simplify the debate around what great looks like.”

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Global judging criteria

In addition to the grand jury's online judging sessions and the executive jury live sessions in New York City, the Global Awards organises judging sessions around the globe to review digital based works and collateral materials that support a campaign and which cannot be judged online. These global live sessions are hosted at international healthcare communication agencies and provide jurors the opportunity to examine in detail multi-paged works including: sales kits, direct mail, brochures, point of purchase displays and annual reports.

The 2017 Global Award winners will be announced Thursday, 16 November 2017 and will be showcased at awards ceremonies in New York and Sydney. The deadline for entries is Tuesday, 15 August, 2017. For more information, click here.

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