Global Awards World's Best Healthcare & Wellness Advertising: 2014 Award Winners

NEW YORK CITY, USA: The Global Awards competition has announced the 2014 award winners at their milestone 20-year anniversary gala. The competition honouring the World's Best Healthcare Advertising & Wellness Advertising hosted two global award ceremonies taking place in New York City and Sydney Australia.

McCann Health earned the title of Healthcare Agency Network of the Year for the third year in a row. The network was in the spotlight taking home 5 Global Awards and 15 Finalist Certificates. Offices honoured this year include: McCann Health Australia; McCann Health China; McCann Health Japan; McCann Health Singapore; McCann Health South Africa; McCann Health United Arab Emirates; McCann Health United Kingdom; and McCann Echo Torre Lazur USA. Jeremy Perrott, Global Creative Director accepted the award on behalf of the network.

Three times in a row

"Winning this prestigious award once was indeed an achievement. Twice gave us a thrill. But three times in a row makes a statement that reflects on, not just McCann Health as a global network, but the clients we represent. Work that leads an industry, not from one office, but through a global network, demonstrates a common understanding of goals, passion to deliver and a respect from both client and agency of each other to collaboratively maintain best in market solutions. The Globals Awards are a true industry measure of that and great work. We are very proud to be their chosen international network of the year again." - Jeremy Perrott, Global Creative Director, McCann Health.

Grey Group Singapore was honoured with the Global Healthcare Agency of the Year Award. The agency was in the winner's circle receiving one Grand Global, 5 Global Awards, and 4 Finalist Certificates. Ali Shabaz, Chief Creative Officer of Grey Group, and Michael Knox, Executive Creative Director at Grey Group Singapore, accepted the award.

"Wow! Wow, wow, wow. To be honoured with this award makes the team of the GSK hub @ Grey Singapore extremely proud. Especially since we only started operating in early 2014. We came from all over the world with big ambitions. But we would have never dared to think they would become true so fast and in such a magnificent way. I hope the magic lasts for a good while longer." - Till Hohmann, Executive Creative Director & Vice President, Grey Group Singapore

Grey Group Singapore took centre stage earning the prestigious Grand Global Award/Healthcare for "Move - Human Calligraphy" for client GlaxoSmithKline/Panadol Joint. The award-winning poster campaign, created to target the Chinese population, utilised an impactful visual to show the relationship between the Chinese character "Move" and the graceful movements of a Chinese monk forming the character. The impeccably designed campaign illustrated the product's ability to help patients with chronic joint pain.

"We are honoured to receive this prestigious global award and recognition for a piece of work that is essentially very local. And maybe that's its great strength: based on deep cultural understanding and attention to detail, we were able to turn the core product benefit into an impactful poster (and ad)," said Till Hohmann, Executive Creative Director & Vice President, Grey Group Singapore.

Ogilvy Healthworld Brazil earned the coveted Grand Global/Wellness for "Tattoo Skin Cancer Check" for client Sol de Janeiro/Corporate. The Grand Global winning campaign enlisted the help of tattoo artists to alert Brazilian youth to the growing skin cancer problem. In partnership with A.C. Camargo, a respected Cancer Institute, a training program was created to teach the tattoo artists how to distinguish skin problems resulting in early diagnosis. In addition, the agency also

earned a Global Award for "Bald Cartoons" for client GRAACC.

"When we came up with the idea to gather dermatologists and tattoo artists in a campaign, some people thought that we were crazy and it would be impossible to make it happen," said Paco Conde, Executive Creative Director/Copywriter, Ogilvy Healthworld Brazil. "This Grand Global Award is dedicated to all those people. When you have an idea that helps to solve such a big problem as skin cancer, nothing is impossible."

US leads

The United States was in the lead this year with US agencies earning 11 Global Awards. Agencies in the spotlight include: Saatchi & Saatchi Wellness New York with 4 Global Awards for "Street Fare" for client Crossroads Community; Aeras Rockville was honoured with 2 Global Awards, for "EXPOSED Chapter 1: The Global Epidemic" and "Undermined" both for Aeras. The following agencies each earned Global Awards: Badami and Associates San Diego "Stories of The Sharp Experience, Episode 12" for Sharp HealthCare; Digitas Health LifeBrands Philadelphia "Help Stop The Virus" for Gilead Sciences; Energy BBDO Chicago "Beauty is Bone Deep" for Citracal; FCB Health New York "No Celebrities" for client National Organisation of Rare Disorders (NORD); and GSW Worldwide New York "Turn Type One into Type None: Believe" for client JDRF.

Global Award winning Integrated Campaigns took centre stage, creatively engaging audiences for the benefit of brands and causes, including: Saatchi & Saatchi Australia "Listen to your mouth" for Listen to your mouth (GSK oral health); Ogilvy & Mather Brazil for both "Tattoo Skin Cancer Check" for Sol de Janeiro/Corporate and "Bald Cartoons" for client GRAACC; and Grey Group Singapore for "Water Eye Performance" for GlaxoSmithKline/Eye Mo.

Two Singapore agencies scored multiple Global Awards for their creative campaigns: Grey Group Singapore was honoured with 6 Global Awards, in addition to the Grand Global Award. Campaigns include: "MOVE - Human Calligraphy" for client Panadol Joint earning three Global Awards and "Water Eye Performance" and "A Moment of Beauty" for client GlaxoSmithKline/Eye Mo. McCann Health was in the winner's circle with 2 Global Awards for "Red Cross Connection" and "Red Cross Connection: How A Share Can Save Lives" for client Singapore Red Cross.

Australia/UK tie

Australia and the United Kingdom tied this year, each earning 7 Global Awards. United Kingdom based Langland was honoured with 3 for "Timone & Clara" for the Cerebral Palsy Paediatric Clinical Study. UK agencies earning Global Awards: Frontera London "Little Miss Fearless Takes Flight" for client Kalydeco; PAN "The People behind the Targets" for client Januvia; Real Science Communications "The Boy I Used to Know' for client Takeda; and TBWA Paling Walters "INPUT Campaign" for client INPUT.

Australian agencies earned top honours this year with 7 Global Awards: GHG Australia "Dr Gordon Oogle" for GHG; Marketforce "A Healthy Body Can Do Amazing Things (TV)" for client HBF Insurance; McCann Health for "Sarah" and "Hardly Notice" both for client Simponi; Saatchi & Saatchi "Listen to your mouth" for Listen to your mouth (GSK oral health); and Ward6 "Check in with your lungs" for Lung Foundation Australia.

German agencies scored 5 Global Awards: Serviceplan Health and Life earned a total of 3 Global Awards for "Life Time Clock" for client Fürs Leben - Für Organspende For Life - For organ-donations; Bayer AG was honoured with a Global Award for "Bayer Anniversary Tour 2013" for Bayer AG; and Pink Carrots Communications for "We Won't Leave You in a Stitch" for client Ortoton.

Agencies from China, Denmark, India and Ireland each earned a single Global Award: McCannHealth China "See the Effect" for client Suntory Black Oolong Tea; REPUTATION Denmark for "Azilect Mode-of-Action" for client Azilect; Nirvana Films India "The Smile" for Indian Orthodontic Society; and Firecrest Clinical (a division of ICON plc) for "Firecrest Through The Body."

The 2014 Global Awards [Grand and Executive Juries](#) honoured award-winners from 18 countries on 5 continents with 2 Grand Global Awards, 41 Global Awards and 117 Finalist Certificates.

The 2014 Global Awards New York City celebration was held at [Helen Mills](#) Event Space & Theatre. In honour of the Global Awards 20-year anniversary, a special Global Awards graphic mural celebrating "Creative Globalisation" was unveiled during the awards presentation. The mural was created by artist Alexis Wuyts, Multimedia Designer at The CementBloc under the creative direction of Elizabeth Elfenbein, Creative Leader and Partner at The Cementbloc. This year, based on recommendations from the Global Awards Executive Committee, trophies were presented to award-winners by young creative directors from prominent Healthcare & Wellness agencies.

Healthcare & Wellness agencies in Australia's celebrated the Global Award winners for the 7th year in a row. The Global Awards and Bravo!, a committee of Australian healthcare professionals with representation from healthcare agencies and the Communications Council of Australia hosted the Sydney, Australia Global Awards ceremony on Thursday 13 November at The Crystal Ballroom Paddington, NSW. Australia

The 2014 Global Awards competition received entries from healthcare corporations, hospitals, advertising agencies, production companies and design studies that produce communications for medical, pharmaceutical and healthcare related products and services. All entries submitted were judged by the Global Awards [Grand and Executive Juries](#) comprising international industry experts, representing the top creative minds in the field of healthcare advertising.

[View the Global Award winner's showcase and to hear comments by the 2014 Global Awards winners and Juries](#).

For more, visit: https://www.bizcommunity.com