

# Cannes Lions introduces Lions Health

CANNES, FRANCE: The Cannes Lions International Festival of Creativity is set to launch Lions Health next year, a new two-day independent festival and awards celebrating creative communications in healthcare, wellness and sustainability.



Taking place in the Palais des Festivals in Cannes, France, just before Cannes Lions kicks off on 15 June 2014, the event will offer two days of content that will explore and debate the essential and unique issues relating to the world of healthcare communications, offer specialist healthcare Young Lions Competitions, a healthcare Young Marketers Academy, networking opportunities, exhibitions and screenings of the work as well as its own awards show to celebrate and honour the best work judged by specially appointed healthcare juries.

Lions Health will be structured around three elements: Health, which relates to any communication that falls within the regulatory restrictions that often constrain the industry; Wellness, covering any form of creative communications not governed by a regulatory environment; and Sustainability, an increasingly important concept for improving the world we live in.

Five juries made up of healthcare communication experts will judge entries submitted into Film, Print, Outdoor, Radio, Print & Poster Craft, Direct, Promo & Activation, Digital, Mobile and PR categories. They will award Bronze, Silver, Gold and Grand Prix Health Lions to those entries deemed worthy. Other awards will include Independent, Network and Agency of the Year and Advertiser of the Year.

Further information and announcements will be made available over the coming months.

| Category                                                           | Title                     | Advertiser/client                  | Product/service    | Entrant company            | Award       |
|--------------------------------------------------------------------|---------------------------|------------------------------------|--------------------|----------------------------|-------------|
| A02/069 Best Use of Guerilla Marketing in a Promotional Campaign   | HOPE SOAP                 | SAFETY LAB AND BLIKKIESDORP 4 HOPE | HOPE SOAP          | Y&R SOUTH AFRICA Cape Town | Silver Lion |
| B14/065 Public Health & Safety, Public Awareness Messages          | HOPE SOAP                 | SAFETY LAB AND BLIKKIESDORP 4 HOPE | HOPE SOAP          | Y&R SOUTH AFRICA Cape Town | Silver Lion |
| A06/018 Best Temporary In-Store Displays in a Promotional Campaign | THE WORLD'S SMALLEST IDEA | VITAL HEALTH FOODS                 | VITAL: VIRAL BOOST | DRAFTFCB CAPE TOWN         | Bronze Lion |

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Information on Cannes Lions facilitated by Cinemark, South Africa's official representative of the Cannes Lions Festival.

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