

Lions Health sets the bar for creativity

Despite a disappointing showing by US agencies and the lack of a pharma Grand Prix winner, the inaugural Lions Health festival of creativity in healthcare communications (Cannes, June 13-14) was a big success. The 1,423 submissions endorsed the decision to give healthcare its own Lions event, and a two-day seminar program offered inspiration to more than 500 delegates.

The Health & Wellness Grand Prix went to Japan's Dentsu for "Mother Book" in support of Kishokai's Bell-Net Obstetrics, while Leo Burnett Colombia took the Grand Prix for Good for "Cancer tweets." UK-based Langland was named Agency of the Year while Leo Burnett picked up the Network of the Year accolade.

For more Lions Health coverage, go to mmm-online.com.



Clockwise from top: Pharma jury head, Jeremy Perrott, global chief creative officer, McCann Health introduced the awards show; Game of Thrones director David Nutter on the art of following your heart; P&G marketing legend Jim Stengel dares pharma to be different; delegates kick back at the beach gala; MM&M's James Chase chairs a discussion with Alison Woo (BMS), Wendy Blackburn (Intouch) and Matt Brown (ICC Lowe)

PHOTOS: LIONS HEALTH