The Global Awards 2013: The winners

NEW YORK CITY, US / SYDNEY, AUSTRALIA: [The Global Awards](#) World's Best Healthcare & Wellness Advertising announced its 2013 award [winners](#) on Friday, 15 November at ceremonies in New York City and Sydney, Australia. Two SA agencies won Finalist Certificates.

This year's Global Awards juries recognised winners from 21 countries with 2 Grand Global Awards, 36 Global Awards, and 152 Finalists - two South African agencies were awarded Finalist Certificates.

For the second year in a row, McCann Health earned the title of Healthcare Agency Network of the Year, taking home 3 Global Awards and 23 Finalist Certificates. The McCann Health offices honoured include: McCann Health Australia; McCann Health China; McCann Health Japan; McCann Health Singapore; McCann Worldgroup Thailand; McCann Health United Kingdom; and McCann Torre Lazur USA. Jeremy Perrott, Global Creative Director accepted the award on behalf of the network.

Langland, UK was honoured with the Global Healthcare Agency of the Year Award. This is the third year that the agency is the spotlight, earning one Grand Global, 7 Global Awards, and 24 Finalist Certificates.

Windsor based Langland was awarded the coveted 2013 Grand Global Award for Communication to the Healthcare Professional for "I did this with Idis" for client Idis. The award-winning campaign stressed the importance of Idis Managed Access Programs (MAPs), which create access to otherwise unavailable medicines, providing a critical lifeline for people who have exhausted treatment options. This integrated campaign explores the real life stories of patients, physicians, and pharmacists, demonstrating the potentially life-saving benefits MAP can offer to people around the globe. Creative Credits include: Andrew Spurgeon, Creative Director; Matt Turrell, Art Director; and Michael Pogson, Copywriter.

An 'immortal' win

Ogilvy Healthworld Brazil took home the Grand Global Award for Communication to Consumer for their campaign "Immortal Fans" for Sport Club Recife. The winning entry encouraged fans to take part the in the first Organ Donor Card campaign created for a football team. Fans were mobilised to overcome one of the biggest barriers to organ donation in Brazil, family authorisation. The campaign utilises an organ donor card that informs the family of the fan's donation wishes. Creative Credits: Anselmo Ramos - Creative Director: Art; Paco Conde, Creative Director: Copy; Joao Coutinho, Art Director; and Paco Conde, Copywriter.

United Kingdom agencies received a robust 12 Global Awards. The spotlight was on Langland taking the lead with a total of 7 Global Awards, 6 for "I did this with Idis' for client Idis and an additional Global Award for "The Shoelace Mailer" for Humira. McCann Health earned a Global Award for "Erbitux Integrated Campaign" for Erbitux; PAN/DJM was honoured with a Global for "Mimpara Man" for client Mirmpara; TBWA Paling Walters earned an award for RMD Virology "Mutation"; Publicis Life Brands Resolute earned a Global Award for "Golden Nugget" for client Pradaxa; and Random42 Medical Animation received a Global Award for "Amgen Oncology" for client Amgen.

US, Australia successes

The United States also received top honours earning a total of 10 Global Awards. The following agencies received trophies: Area23 for "Approximately Isn't Good Enough" for MeDS Pump; Arnold Worldwide for "Ugly Truth" for Truth; DeVito/Verdi for "So Old" for client Scripps; and Digitas Health for "United We Test: Changing the Fight Against Lung Cancer" for Lung Cancer Profiles. GSW Worldwide was also honoured with 3 Global Awards, one for "Fortesta Gel Application Tool" for Fortesta Gel; along with a Global for both "Type None" for JDRF and "Will I Win?". The CementBloc took home 3 Global Awards for their client :) Fuel: 2 Global Awards for ":) Fuel Book" and a Global Award for ":) Fuel Integrated Campaign."

Australia scored 7 Global Awards in this year's competition with the following agencies earning Global Awards: Marmalade Melbourne for "I Am Anxiety" for beyondblue; McCann Health for "Foosball" for client Remicade; Orchard for "Genotropin Packaging" for Genotropin, Pfizer; UrsaClemenger for "Love over Hate" for client The Wayside Chapel; and Ward6 for "Fish, Egg, Broccoli" for PediaSure. Saatchi & Saatchi Health Sydney took home 2 Global Awards for "Toothbrush Critter / Cocktail Critter" for client Vivaxim.

The Global Awards Grand & Executive Jury honoured the following agencies with Global Awards: Ogilvy Healthworld Brazil for Instituto Oncoguia "Prostate Poke"; Artplan Brazil for "Sex, ___ & Rock'n'Roll" for Rock in Rio / Government of Brazil; Ogilvy Prague, Czech Republic for "The Erection Blister" for client Clavin; Ogilvy CommonHealth France for "Leading Light" for Santen Europe; Grey Group Indonesia for "Stewardess" for Hygienex; McCann WorldGroup Thailand for "Man, Couple, Mom" for Siribuncha Hand Sanitizer; and PINK CARROTS Communications, Germany for "Don't get toasted!" for LEO Pharma & ESCF (European Skin Cancer Foundation).

And in Australia...

The Global Awards New York celebration was held at the Helen Mills Event Space & Theatre, located at 137 West 26th Street. Award-winners and guests enjoyed a celebratory cocktail reception in addition to a print and video showcase of the 2013 award-winning work. 2013 Global Awards were presented by Michael Demetriades, Global Awards Executive Director; Tom Domanico, Global Awards Advisory Board Chairman & Draft FCB Healthcare Chairman Emeritus; and other prominent Executive and Grand Jury members.

Australia's celebration was hosted by The Global Awards and Bravo!, a committee of Australian healthcare professionals with representation from healthcare agencies and the Communications Council of Australia. The Global Awards gala was held at The Blue Beat, in Double Bay Sydney. Award winners and guests celebrated with cocktails and viewed a showcase of this year's winning works from the Asia/Pacific region, followed by an award presentation.

The Global Awards receives entries from healthcare corporations, hospitals, advertising agencies, production companies, and design studios that produce communications for medical, pharmaceutical, and healthcare related products and services. All entries were judged by the Global Awards Grand and Executive Juries comprised of international industry experts, representing the top creative minds in the field of healthcare advertising.

To view 2013's Global Award winners and to hear comments by the 2013 Global Awards winners and Jury visit: http://www.theglobalawards.com/winners/2013/.

The following South African agencies were awards Finalist Certificates:

Finalist Certificate	A Heartfelt Story	iNova Pharmaceuticals	Communication to the Healthcare Professional: Social Commitment	Corporate Social Responsibility	Prof: Corporate Social Responsibility	Fine Healthcare	SOUTH AFRICA	Johannesburg
Finalist Certificate	Telescope Invitation	Sanofi / Jevtana	Art and Technique	Art Direction	Consumer: Art Direction	Publicis	SOUTH AFRICA	Johannesburg

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