

PRESS RELEASE

2015 Jury Line-Up Announced For Lions Health

Shortlisted & Winning Points Amassed at Lions Health will Count at Cannes Lions

5 February 2015 – Lions Health, the global Festival celebrating creativity in healthcare, has today announced the line-up of 2015 jury members.

Building on 62 years of Cannes Lions, Lions Health was born out of the belief that creativity in healthcare has the power to help transform lives and make the world a better place. For two days in June, Cannes is the home to Lions Health, a Festival and awards that provides a platform for creatives, global thought-leaders, and marketers, while showcasing the industry's most impactful work.

About this year's juries, Philip Thomas, CEO of Lions Festivals commented that it was "testament to both the importance of the awards and the calibre of the juries that so many of this year's jurors produced work that was of Lion-winning standard at last year's Lions Health – with their agencies collectively taking home 21 Lions." He added that he was "looking forward to working with them as they set benchmarks and precedents for an industry that faces unique challenges within the world of creative communications."

The Lions Health Awards celebrate creativity in pharmaceutical and health and wellness sectors and this year's jury brings together a panel of thought-leading creatives from around the world.

Pharma Jury

Rob Rogers, Chief Creative Officer and co-CEO, the Americas, Sudler – **Jury President**

Robin Shapiro, President & Chief Creative Officer, CAHG, USA

Gustavo Padilla Pratt, Managing Director, Chief Creative & Innovation Officer, Asterisco Healthcare Communications, Mexico

June Laffey, Executive Creative Director, McCann Health Sydney, Australia

Shaheed Peera, Executive Creative Director EU, Publicis Life Brands Resolute, Europe

Mai Tran, Founder, Mai TRAN & Co - Strategic Consulting, France/Asia

Shigeki Inoue, Executive Manager, Hakuodo Diversity Design, Hakuodo Inc, Japan

Dominic Marchant, Founder & Managing Director, DJM Unlimited, UK/USA

Emerson Braga, Chief Creative Officer, Revolution Brasil, Brazil

Stephen Neale, Senior Vice President, Executive Creative Director, AbelsonTaylor, USA

Health & Wellness Jury

Andrew Spurgeon, Executive Creative Director, Langland, UK – **Jury President**

Denise Rossetto, Partner/Executive Creative Director, ds+p, Canada

Rich Levy, Chief Creative Officer, FCB HEALTH, USA

Ashley Schofield, Managing Partner, Executive Creative Director, CDM Princeton, USA

Fernando Hernandez, General Creative Director, Leo Burnett, Colombia

Ricardo John, Chief Creative Officer, JWT, Brazil

Craig Chester, Creative Director, Saatchi & Saatchi Health, Australia

Thomas Derouault, Executive Creative Director, Havas 360, France

Xavier Sánchez, Founder and CEO, Umbilical, Spain

Robin Shapiro, President & Chief Creative Officer, CAHG, USA

Gustavo Padilla Pratt, Managing Director, Chief Creative & Innovation Officer, Asterisco
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Entries into the Lions Health awards are being accepted until 27 March 2015. In a change from last year, all Lions Health shortlist and winning points will count towards the Cannes Lions Network of the Year, Cannes Lions Holding Company of the Year and where relevant, the Cannes Lions Independent Agency of the Year. Non specialist Agency winners in Lions Health (including Independents) will contribute to the Cannes Lions Agency of Year.

The 2015 awards will also see the introduction of two new awards for specialist healthcare agencies: The Lions Health Healthcare Agency of the Year and the Lions Health Healthcare Network of the Year.

Building on industry feedback from last year's Lions Health, the 2015 awards will move to the Friday night putting them at the midpoint of the Festival rather than the end. "We understand that one of the biggest reasons for attending Lions Health is for people to view and learn from the global work on display and we hope that revealing the winners earlier will allow for a deeper discourse and exchange of creativity," said Louise Benson, Festival Director, Lions Health.

Further information on entering work and the juries can be found at

www.canneslions.com/lions_health.