

New awards at Lions Health, awards contribute to Cannes

CANNES, FRANCE: The organisers of Lions Health, the global creative festival for the healthcare communications industry, have added two new awards, included the festival points to the Cannes Lions awards and announced the Jury Presidents.



Awards contribute to Cannes Lions

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

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 Cannes Lions Agency of Year.

Louise Benson, Festival Director of Lions Health says, "This is a much needed move that gives life-changing creativity in healthcare communications the recognition it deserves. We have seen that healthcare work can compete at the highest level, so it is appropriate that these specialist creative achievements are shown to contribute just as much as those of non-specialists."

Jury Presidents

Andrew Spurgeon, Executive Creative Director, Langland, will preside over the Health & Wellness jury, judging consumer products and education & services campaigns. "Digital has really levelled the playing field, giving great ideas unprecedented reach regardless of category," comments Spurgeon. "I'm looking forward to seeing how health and wellness brands are taking advantage of this, escalating connectivity with ideas that reach people in new and ever more meaningful ways."

Rob Rogers, Chief Creative Officer and co-CEO, the Americas, Sudler, will lead the 2015 Pharma jury, judging communication campaigns that are solely for the attention of healthcare professionals and non-healthcare professionals. "This festival plays a unique role in both elevating and celebrating the role of creative, and promises to develop powerful interactions in all spheres of the healthcare constituency. Joined by a group of talented jurors, I will continue hoisting the flag and use this significant event to shine a powerful light on work that pushes the boundaries of what can be achieved in healthcare communication," he added.

Commenting on the appointment of the presidents, Philip Thomas, CEO of Lions Festivals said, "Last year's presidents and jury laid the foundations for the future of these awards; setting the standard high, they made winning a privilege. We're delighted that the baton now passes to Andrew and Rob who will determine and recognise the latest campaigns to show creative excellence in global healthcare communications."

For more information, go to www.canneslions.com/lions_health.