

# Television/Cinema/Digital & Radio Jury



*“CLIO kept her elusive gold self more than untarnished in the first year of the Healthcare Awards (and the show was better than a handful of serotonin reuptake inhibitors.)  
Now we get to focus on that big fat globe she’s holding, and celebrate great creative from all around the world.  
Coje el toro por los cuernos!”*

**Bruce Rooke** [Chairman](#)

Chief Creative Officer  
GSW Worldwide  
New York



**Enrique Alda**

EMEA Creative Director  
Ogilvy Healthworld  
Madrid



**Tom Domanico**

Chairman Emeritus  
Draftfcb Healthcare  
New York



**Magnus Olsson**

Creative Director  
Lovely  
Amsterdam



**Nick Colucci**

President & CEO  
Publicis Healthcare Communications Group  
New York



**Denis Mamo**

Executive Creative Director  
Ursa  
Sydney



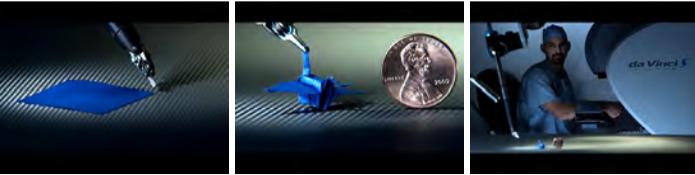
**Scott Watson**

Chief Creative Officer  
Ogilvy CommonHealth Worldwide  
Parsippany

# Television/Cinema/Digital Winners

There are no Television/Cinema/Digital Gold winners

## SILVER



Corporate Comms./Health Care Providers/Health Insurance/  
Managed Care Plans

**Rockford Health System**

Origami

**Brunner**, Pittsburgh UNITED STATES



Pharmaceutical

**SEROQUEL XR**

Fade - Couch

**Saatchi & Saatchi Wellness**, New York UNITED STATES

## BRONZE



Disease Awareness

**Cephalon Oncology**

Every Cancer Counts

**Draftfcb Healthcare**, New York UNITED STATES



Disease Awareness

**Southeast Missouri Hospital**

Cry Babies

**BVK**, Milwaukee UNITED STATES



Disease Awareness

**Lifebridge**

Ode to the Breast

**BVK**, Milwaukee UNITED STATES



Pharmaceutical

**Dentiste'**

Sick

**JEH United**, Bangkok THAILAND

# Television/Cinema/Digital Winners

## BRONZE CAMPAIGN



Over the Counter (OTC)

### Advocate

The Guard Dog For Dogs, The Guard Dog For Cats

**GHG: Grey Healthcare Group**, Sydney AUSTRALIA



Pharmaceutical

### Cialis

Ode to Mornings, Ode to Afternoons, Ode to Evenings

**GREY Canada**, Toronto CANADA