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about publicis healthcare communications group

Publicis Healthcare Communications Group (PHCG) is the largest health-oriented agency network in the world. A division of Publicis Groupe, PHCG manages top-tier agencies specializing in promoting innovative solutions in advertising, digital, branding, message delivery, market access, and medical communications. PHCG is dedicated to creating experiences that compel action, change lives, and amplify business outcomes. With more than 5,500 employees, PHCG manages 12 agency brands through 70 offices located in 10 countries. PHCG's brands are Saatchi & Saatchi Health, Digitas Health LifeBrands, Publicis Life Brands, Razorfish Healthcare, Heartbeat Ideas, Discovery, in-sync Customer Insights, Publicis Health Media, Publicis Touchpoint Solutions, beacon healthcare, Maxcess, and Verilogue

PUBLICIS HEALTHCARE ANNOUNCES TWO CREATIVES NAMED TO CANNES LIONS HEALTH JURY

NEW YORK, 13 FEBRUARY 2015— Publicis Healthcare Communications Group, the largest health-oriented agency network, announced two of its creatives have been named jurors for the second Cannes Lions Health Festival.

- Shaheed Peera, Executive Creative Director of Publicis LifeBrands Resolute, will serve on the Pharma jury. The Pharma jury judges communications to both healthcare professionals and non-healthcare professionals promoting drugs, vaccines and biotech, devices and diagnostics, veterinary, Pharma educations and services, and business to business.
- Craig Chester, Creative Director of Saatchi & Saatchi Health Sydney will serve on the Health and Wellness jury. The Health and Wellness jury judges campaigns for consumer products for consumer products such as OTC oral medications, OTC applications, OTC products/devices; education and services including awareness, clinics, hospitals, retail and facilities, insurance, fundraising and advocacy; animal health; and non-pharma corporate image and communication.

Last year, Publicis Healthcare was prominently represented by three of its senior leaders. Saatchi & Saatchi Wellness Global Chief Creative Officer Kathy Delaney served as the first-ever jury president for Health and Wellness. Digitas Health LifeBrand's Jacqueline Nolan, Executive Creative Director (NY), served on the Health and Wellness jury. Alexandra von Plato, President and Global Chief Creative Officer, Publicis Healthcare Communications Group, served on the Pharma jury.

Cannes Lions Festivals, with a 60-year history of celebrating the best creativity in advertising and marketing, launched Cannes Lions Health in

2014. The goal was to recognize the most creative work in the highly-regulated health and wellness space, separate from the more consumer-facing campaigns represented at the Cannes Lions Festival. Both Peera and Chester won Health Lions last year, a requirement to serve as a juror.

Peera's creative direction led Publicis LifeBrands Resolute to win a Silver Lion last year for "The Boy I Used to Know," a campaign supporting Takeda Schizophrenia Education. Peera created the world's first lenticular taxi for GE, the first augmented reality website for Bayer Healthcare, and was named to the *Guinness Book of Records* for building the world's largest robot. He is founder of the Creative Floor Healthcare Awards, the only healthcare award show to re-invest a proportion of profits to help young talent break into the health creative industry.

Chester, who was awarded a Bronze Lion last year for "Cocktail Critters" supporting Sanofi Pasteur's travel vaccine Vivaxim, has created campaigns for brands including Coke and Qantas, and over the last decade, has won countless awards for pharmaceutical and rural products. His work has been featured in *Lüerzer's Archive Magazine*, and his expertise has been called on by way of serving as a judge at global industry awards shows including the Global Awards, the IPA Awards (formerly HAAG Awards), and the PM Awards in London.

Lions Health will take place on 19-20 June at the Palais des Festivals in Cannes, France.

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About Lions Health

Launched in 2014, Lions Health is a global annual awards for creative excellence in pharma and healthcare & wellness communications, judged by international industry professionals. The awards form part of a two-day Festival of content, learning and debate that will explore the essential and unique issues relating to the world of healthcare communications, present exhibitions and screenings of the work being judged, and offer unrivalled networking opportunities. Lions Health is organized by Lions festivals. www.lions-health.com



About Lions Festivals

Lions Festivals is the organizer of Cannes Lions International Festival of Creativity and Eurobest as well as coorganizers, with its joint venture partners, of Dubai Lynx International Festival of Creativity, Spikes Asia Festival of Creativity, Festival of Asian Marketing Effectiveness, and the Digital Asia Festival. www.lionsfestivals.com