

Publicis Healthcare To Take The Stage At Cannes Lions Health Festival



Publicis Healthcare Logo



NEW YORK, June 19, 2015 /PRNewswire/ -- Publicis Healthcare Communications Group (PHCG), the largest healthcare oriented agency network in the world, will take the main stage at the second Cannes Lions Health International Festival of Creativity, the healthcare-focused kick-off to the Cannes Lions Festivals. With a rich, 60-year history of celebrating the best creativity in advertising and marketing, in 2014, Cannes Lions Festivals launched a separate festival to gather the industry around discussing the unique creative challenges in health and wellness. Cannes Lions Health recognizes and awards the year's most exciting creative ideas across pharma and health & wellness communications.

Publicis Healthcare will contribute its leadership and expertise in these ways:

- **Cannes Lions Health Main Stage presentation featuring Todd and Jedd Wider brothers, "Cut to the Truth: Tell Stories. Change Lives"**

(http://www.canneslions.com/lions_health/programme/festival_programme/#festival-14/detail-14-37/)

When: Friday, 19 June at 1030-1115 CET

Todd and Jedd Wider, multi-award winning documentary producers, will present a session on the transformative power of film. A trained reconstructive surgeon focusing on cancer surgery and a law partner at a prominent international law firm who advocates for social justice, Todd and Jedd Wider are also the producers of Academy Award, Emmy Award and Peabody Award winning documentary films that use the power of cinematic storytelling to incite change. Their personal brand of artistry and investigative narration - including uncovering hidden stories affecting patients, providers, and the healthcare system - has altered U.S. law and compelled stakeholders to think differently on social and political issues.

- **Alex von Plato, Global Group President, Publicis Healthcare, presents Lions Health "Knowledge Huddles" seminar, "Your Survival Guide For The Post-Advertising Apocalypse"**

(http://www.canneslions.com/lions_health/programme/festival_programme/#festival-14/detail-14-10/)

When: Friday, 19 June at 1500-1530 CET

Alex von Plato joins Bruce Rooke, Chief Creativity Officer, inVentiv Health; Yoji Sakamoto, Creative Director, Dentsu; Deborah Glasser, Head of Marketing, Biogen Biosimilars, Biogen, in a discussion about the rise of outcome-based medicine, where treatment decisions are made on data-driven algorithms vs. the promises of a brand (think Watson), as well as the growing use of personal DNA scans, are eroding the need for advertising promotion.

- Jac Nolan, Executive Vice President, Executive Creative Director, Digitas Health LifeBrands, moderates "Insights With The Jury: Pharma And Health & Wellness" panel discussion

(http://www.canneslions.com/lions_health/programme/festival_programme/#festival-14/detail-14-51/)

When: Saturday, 20 June at 1300-1340 CET

Session panelists include: Rob Rogers, Co-CEO and Chief Creative Officer the Americas, Sudler (Jury President); June Laffey, Executive Creative Director, McCann Health; Robin Shapiro, President and Chief Creative Officer, CAHG. The session will provide the audience with a unique opportunity to get inside information about what the Pharma Jury thought of this year's entries and winners. It's a chance to get beneath the surface of the process and provide the audience with an insight into the collective psyche of the jury, along with key industry trends and themes that emerged from the work being judging. It's also an opportunity to showcase 'hidden gems' and work that will not have featured in the previous night's award show.

- **Cannes Lions Health Jurors:**

Craig Chester, Creative Director, Saatchi & Saatchi Health Australia

(http://www.canneslions.com/lions_health/awards/juries/#festival-14/detail-14-6/), will serve as the Health & Wellness Lions Juror which will judge consumer products and education & services campaigns.

Shaheed Peera, Executive Creative EU, Publicis LifeBrands Resolute & Real Science

(http://www.canneslions.com/lions_health/awards/juries/#festival-14/detail-14-23/), will serve as a Pharma Lions juror, which will judge creative entries submitted to the Pharma Communications, Healthcare Professionals, and Non-Healthcare Professionals category.

- **Creative Work:** Five PHCG network agencies submitted more than 20 campaigns to the Cannes Lions Health award nominations.

"Cannes Lions Health aligns with our mission at PHCG – raising the bar on creativity for ourselves, our clients, and the entire healthcare and advertising industries," said PHCG CEO, Nick Colucci. "We are proud to showcase our and our clients' success as we communicate these important messages and create a dialogues to change the industry – and lives."

Sixteen Publicis Healthcare network agencies from more than five countries are gathering to attend the International Festival. Lions Health (19-20 June), will be held in advance of the Cannes Lions International Festival of Creativity at the Palais des Festivals in Cannes, France.

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 Healthware, Heartbeat Ideas, Discovery, in-sync Customer Insights, Publicis Health Media, Publicis Touchpoint Solutions, beacon healthcare, Maxcess, and Verilogue.

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About Lions Health

Launching 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 (<http://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 (<http://www.lionsfestivals.com/>)

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