



## HEALTH & WELLNESS LIONS

**The Health & Wellness Lions celebrate creativity for personal wellbeing. Entries will need to demonstrate an inspired approach to consumer healthcare; that is exceptionally engaging work which publically educates, promotes non-prescription products, allows self-diagnosis or facilitates pro-active personal care.**

- Restrictions or regulations imposed by regulatory bodies, government or broadcasters will be taken into account in judging. Other criteria considered vary by category.
- Craft categories and those defined by medium (eg: Mobile, Film) are primarily assessed on idea and execution. Categories defined by discipline (eg: Direct, PR) may include weighting for strategy, impact and additional factors.
- There is no overall limit to how many times the same piece of work can be entered into Health & Wellness as long as the categories chosen are relevant.

### Tips from the Jury

- 'If you have an entry that you think it would help for the jury to touch, hold, play with, interact with — make sure you send in the physical piece.'
- 'The best case studies go to the heart of the problem quickly, followed by concise informative answer delivered in a creative manner.'
- 'The work is judged on a number of criteria, but for me, it was about finding the work that was highly original and unique and clearly offered a dynamic solution for the client, and with a market impact.'

**Explore the categories and requirements below:**

#### A. Consumer Products

Campaigns that are aimed at consumers for products that do not require prescriptions but provide a meaningful health benefit.

##### A01. OTC Oral Medicines

Non-prescription drugs, OTC medicines & tablets, digestive health.

##### A02. OTC Applications

Insect repellents, skin remedies (non-cosmetic), corn treatments, wart & verruca treatments, athletes foot treatments, eye drops, ear drops, heat creams, nail treatments, foot treatments, hand sanitizer, toothpaste, mouthwash, medicated shampoo, hair loss products.

##### A03. OTC Products/Devices

Condoms, contact lenses, prescription glasses, dental floss, adhesive plasters, heat pads, first aid kit items, orthotics, back supports, incontinence products, hearing aids, pregnancy tests, fertility testing kits/products, TENS machines, thermometers, drug free pain relief, other health and wellness products.

##### A04. Nutraceuticals

Vitamins, minerals, herbal remedies, supplements, functional food, micronutrients, omega3s, antioxidants, probiotics, effervescent vitamin drinks.

##### A05. Other Products

All other consumer products that show a meaningful health benefit.

#### B. Education & Services

##### B01. Education & Awareness

Messages to promote health awareness such as anti-smoking, anti-drugs, health and hygiene information, AIDS awareness, alcohol abuse awareness, sexual health awareness, dietary information, cardio-vascular care, exercise and wellbeing. This category will include public health, and unbranded disease awareness.

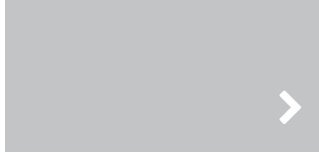
##### B02. Clinics, Hospitals, Retail & Facilities

Hospitals, clinics and surgeries, psychiatrists, psychologists, therapists, physiotherapists, opticians, optometrists, dental clinics, chiropodists, osteopaths, chiropractors, dermatologists, obstetricians & gynaecologists, cardiologists, paediatricians, plastic surgeons, urologists, endocrinologist, oncologist, nutritionists, dieticians, pharmacies, health shops, gyms, fitness & yoga studios.

**Please note communication should be directly promoting the facilities, corporate image campaigns should be entered into D01 Corporate Image**

##### B03. Insurance

Medical insurance and financial plans.



<p><b>B04. Fundraising &amp; Advocacy</b> Health and Wellness charity and institutions fundraising, disease and condition advocacy, treatment literature, blood and organ donations, volunteers. It must be shown clearly that this is for the attention of consumers.</p>
<p><b>B05. Other</b> All other consumer healthcare services and messages.</p>

**C. Animal Health**

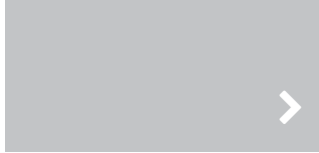
<p><b>C01. Animal Health</b> Pet and other consumer animal products that show a meaningful health benefit, veterinary clinics and surgeries, fundraising for animal charities and facilities, animal wellbeing.</p>
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**D. Corporate Image & Communication**

<p><b>D01. Corporate Image &amp; Communication</b> Corporate image campaigns for health &amp; wellness products, companies, producers, clinics, hospitals, retail and facilities.</p>
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**MEDIUMS**

<b>Branded Content &amp; Entertainment</b>	
<p><b>Branded Content: Digital</b> To include digital game/gaming, branded social media, websites, microsites, mobile apps, native advertising, online and digital films.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>• Case Film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>• Awards Show Film</li> <li>• Digital Supporting Images JPG</li> <li>• Digital Supporting Content</li> <li>• URL</li> </ul>
<p><b>Branded Content: Film &amp; TV</b> To include fiction and non-fiction films. Please note online and digital films should be entered into Branded Content – Digital.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>• Film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>• Digital Supporting Images JPG</li> <li>• Digital Supporting Content</li> <li>• URL</li> </ul>
<p><b>Branded Content: Live Experience</b> Original live content where the brand is creatively positioned using: original events and shows, installations, festivals.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>• Case Film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>• Awards Show Film</li> <li>• Digital Supporting Images JPG</li> <li>• Digital Supporting Content</li> <li>• URL</li> </ul>



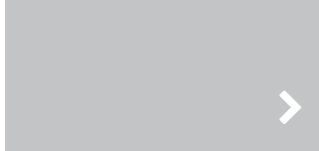
Digital	
<p><b>Digital Craft: Interface &amp; Navigation (UI)</b>                      The interactive journey created through the transference of a brand’s visual assets to a digital product or service; with particular focus on the overall consistency in presentation, look, feel and interaction.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>• Digital Presentation Image JPG</li> <li>• URL</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>• Demo Film</li> <li>• Digital Supporting Images JPG</li> <li>• Digital Supporting Content</li> </ul>
<p><b>Digital Craft: User Experience (UX)</b>                      The emotional and behavioural response to a digital product or service.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>• Digital Presentation Image JPG</li> <li>• URL</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>• Demo Film</li> <li>• Digital Supporting Images JPG</li> <li>• Digital Supporting Content</li> </ul>
<p><b>Digital: Online Ad</b>                      To include web banners and innovative online ad solutions.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>• Digital Presentation Image JPG</li> <li>• URL</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>• Case Film</li> <li>• Awards Show Film</li> <li>• Digital Supporting Images JPG</li> <li>• Digital Supporting Content</li> </ul>
<p><b>Digital: Online Video</b>                      Standard format advertising films which aired online including pre-roll adverts.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>• Digital Presentation Image JPG</li> <li>• Film</li> <li>• URL</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>• Case Film</li> <li>• Awards Show Film</li> <li>• Digital Supporting Images JPG</li> <li>• Digital Supporting Content</li> </ul>
<p><b>Digital: Other Digital Platforms</b>                      Content to include, but not restricted to games, interactive learning platforms, email advertising, digital stunts, eDetailing, interactive sales aids.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>• Digital Presentation Image JPG</li> <li>• URL</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>• Case Film</li> <li>• Awards Show Film</li> <li>• Digital Supporting Images JPG</li> <li>• Digital Supporting Content</li> </ul>



<p><b>Digital: Social</b> Campaigns that use social social networking sites, blogs, wikis, video-sharing sites, hosted services, etc.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>• Digital Presentation Image JPG</li> <li>• Case Film</li> <li>• URL</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>• Awards Show Film</li> <li>• Digital Supporting Images JPG</li> <li>• Digital Supporting Content</li> </ul>
<p><b>Digital: Web Platforms</b> Content to include, but not restricted to websites, microsites, web service and apps.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>• Digital Presentation Image JPG</li> <li>• URL</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>• Case Film</li> <li>• Awards Show Film</li> <li>• Digital Supporting Images JPG</li> <li>• Digital Supporting Content</li> </ul>
<p><b>Integrated Digital Campaign</b> Integrated creative work which encompasses three or more digital elements.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>• Digital Presentation Image JPG</li> <li>• URL</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>• Case Film</li> <li>• Awards Show Film</li> <li>• Digital Supporting Images JPG</li> <li>• Digital Supporting Content</li> </ul>

<p><b>Direct &amp; Promo</b></p>	
<p><b>Direct and Promo &amp; Activation</b> Targeted direct or promotional communication, designed with the intention of entering into a dialogue with the respondent and to generate response or specific action whilst building and prolonging relationships OR activity designed to create immediate activation and/or offer for the sale of a product or service Content to include, but not restricted to; flat and dimensional mailing, ambient/alternative media, digital media (including social media), event and field marketing, in store marketing, product launch and re-launches, broadcasts, print and outdoor media, eDetailing, audio including radio, downloadable content and streaming content, patient brochures, patient starter kits, sales aids, promotional branding, promotional packaging, brand creation</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>• Digital Presentation Image JPG</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>• Case Film</li> <li>• Awards Show Film</li> <li>• Digital Supporting Images JPG</li> <li>• Digital Supporting Content</li> <li>• Physical Support Material</li> </ul>

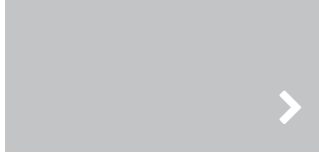
<p><b>Film</b></p>	
<p><b>Film: Cinema, TV and Digital Film Content</b> Content intended for transmissions aired on television or cinema, online, mobile, point of sale and other digital screens.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>• Film</li> </ul>



<p><b>Film Craft</b> Content judged on the quality and aesthetic of the film making process.</p>	
<p><b>Film Craft: Animation / Visual Effects</b> The use and aesthetic of animation and the creation of film environments and other visual effects. All types of animation, including cel, stop-motion, graphic, silhouette and computer animation in 2D or 3D will be accepted. The jury will consider the aesthetic and technical excellence of the effects themselves, along with the success of their integration into real footage.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>Film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>Demo Film</li> </ul>
<p><b>Film Craft: Production Design / Art Direction</b> The aesthetic of the Production Design/Art Direction. This includes set design and location builds, as well as the overall look, feel and atmosphere of the piece. The jury will consider how the narrative has been enhanced by the artful management of the visual components.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>Film</li> </ul>
<p><b>Film Craft: Cinematography</b> The quality and effect of the cinematography. The style, artistic choices, camerawork, cinematic techniques, shot composition, lighting and other effects will be considered.</p>	
<p><b>Film Craft: Direction</b> The vision and achievement of the direction. The jury will think about the translation of the creative brief through a director’s vision and how well that vision has been achieved. This will include the way that production elements (including casting, set design, sound design and cinematography) have been used to bring that vision to life.</p>	
<p><b>Film Craft: Script</b> The film’s script, as written. Analysis of the script will include dialogue, voice-overs, scene-setting, movement, actions and expressions. The jury will look at how successfully the script delivers on the creative idea and supports the final execution.</p>	
<p><b>Film Craft: Use of Music / Sound Design</b> The impact and success of original/licensed music and/or the creative use of sound design within film advertising.</p>	
<p><b>Integrated</b></p>	
<p><b>Integrated Campaign</b> Creative work spread across three or more different media All entries must relate to one single campaign. Entries relating to more than one campaign (even if promoting the same product/service) must be entered separately.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>Digital Presentation Image JPG</li> <li>Case Film</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>Awards Show Film</li> <li>Digital Supporting Images JPG</li> <li>Digital Supporting Content</li> <li>Physical Support Material</li> <li>URL</li> </ul>



Mobile	
<p><b>Mobile</b> Creative work which lives on, or is activated by, digital or mobile devices, apps or mobile sites Content to include, but not restricted to, mobile websites/applications, social media (including video sharing and apps), games, interactive learning platforms, branded utilities, digital stunts, e-detailing, interactive sales aids.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>• Digital Presentation Image JPG</li> <li>• Case Film</li> <li>• URL</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>• Awards Show Film</li> <li>• Digital Supporting Images JPG</li> <li>• Digital Supporting Content</li> <li>• Physical Support Material</li> </ul>
Outdoor	
<p><b>Ambient Outdoor</b> Content intended for out of home advertising including, but not restricted to; small scale solutions, special build, stunts and live advertising and digital outdoor solutions, signage, banners, display items, ambient, guerrilla. Content generated specifically for conference/ meetings/ educational gatherings including conference stands, product launches, sales conference materials, sales force education, conference films and conference quizzes/learning platforms.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>• Digital Presentation Image JPG</li> <li>• Unmounted Presentation Image (physical)</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>• Demo Film</li> <li>• Digital Supporting Images JPG</li> </ul>
<p><b>Integrated Outdoor Campaign</b> Integrated creative work which encompasses three or more Outdoor creative elements. <b>Entries must include at least 1 ambient element to be accepted.</b></p>	
<p><b>Standard Outdoor</b> Content intended for billboards, posters, bus stops, in store posters, point of sale.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>• Digital Proof</li> <li>• Unmounted Proof (physical)</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>• Digital Supporting Images JPG</li> <li>• Physical Support Material</li> </ul>
PR	
<p><b>PR</b> Creative work involved with reputation management by the building and preservation of trust and understanding between individuals, businesses or organisations and their publics. Content to include, but not restricted to, digital PR, social media, live events, stunts, celebrity endorsement, launch or re-launch, media relations, corporate responsibility, crisis &amp; issue management, corporate image, disease awareness, brand development, ethics.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>• Digital Presentation Image JPG</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>• Case Film</li> <li>• Awards Show Film</li> <li>• Digital Supporting Images JPG</li> <li>• Digital Supporting Content</li> <li>• PDF</li> <li>• URL</li> <li>• Physical Support Material</li> </ul>



Print	
<p><b>Print Collateral</b> Brochures, booklets, leave behinds, custom sales materials, detail aids, promotional items, brand reminders, calendars, newsletters, annual reports and press releases.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>Digital Presentation Image JPG</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>Demo Film</li> <li>Digital Supporting Images JPG</li> <li>Digital Supporting Content</li> <li>Physical Support Material</li> </ul>
<p><b>Standard Print</b> Content intended for published printed media including, but not restricted to; newspaper, magazines, medical journals and inserts.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>Digital Proof</li> </ul>
Print & Poster Craft	
<p><b>Print &amp; Poster Craft: Art Direction</b> Content judged by the quality of Craft as demonstrated in the technical execution of Print and Traditional OOH executions.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>Digital Proof JPG</li> <li>Unmounted Proof (physical)</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>Demo Film</li> <li>Digital Supporting Images JPG</li> <li>Digital Supporting Content</li> </ul>
<p><b>Print &amp; Poster Craft: Copywriting</b> Content judged by the quality of Craft as demonstrated in the technical execution of Print and Traditional OOH executions.</p>	
<p><b>Print &amp; Poster Craft: Illustration</b> Content judged by the quality of Craft as demonstrated in the technical execution of Print and Traditional OOH executions.</p>	
<p><b>Print &amp; Poster Craft: Photography</b> Content judged by the quality of Craft as demonstrated in the technical execution of Print and Traditional OOH executions.</p>	
<p><b>Print &amp; Poster Craft: Typography</b> Content judged by the quality of Craft as demonstrated in the technical execution of Print and Traditional OOH executions.</p>	
Radio	
<p><b>Radio</b> Digital and Analogue Audio Streaming Content intended for radio, streaming audio content and downloadable audio content.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>MP3 Original Version</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>MP3 English Version</li> <li>Digital Supporting Content</li> </ul>
<p><b>Radio: Script</b> Recognises the ability of script to creatively transform a brand idea or message into an audio context, that enhances the experience of the listener and meets the confines of the brief and regional regulations. Scripts should be specific to the Radio medium (i.e. not a TV script).</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>MP3 Original Version</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>Demo Film</li> <li>Digital Supporting Content</li> <li>MP3 English Version</li> </ul>
<p><b>Radio: Use of Music / Sound Design</b> Content judged on the quality and aesthetic of the audio making process.</p>	



Use of Technology	
<p><b>Use of Technology</b>                      Celebrating the use and innovation of existing or new technology that has been utilised or harnessed to enhance a brand, message or service.                      To include branded tech, wearable hardware and software, data visualisation, digital demonstrations, creative and innovative use of data, digital services or tools that creates brand value between the product and consumer and enhances the users lifestyle or behaviour                      Please note entries will not be judged on the technology itself but on how the technology is used to create a positive impact on the brand, product or service. If you wish to enter standalone innovative or new technologies please see Lions Innovation.</p>	<p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>• Digital Presentation Image JPG</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>• Case Film</li> <li>• Awards Show Film</li> <li>• Digital Supporting Images JPG</li> <li>• Digital Supporting Content</li> <li>• Physical Support Material</li> <li>• URL</li> </ul>