

Publicis Healthcare Wins 19 Awards at the 2015 IPA Best of Health Show

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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 60 offices located in 10 countries. PHCG's brands are Saatchi & Saatchi Wellness, Digita Health LifeBrands, Publicis Life Brands, Razorfish Health, Heartbeat Ideas, Discovery, in-sync Customer Insights, Publicis Health Media, Publicis Touchpoint Solutions, Maxcess, and Verilogue.

NEW YORK, DECEMBER 2, 2015—Publicis Healthcare Communications Group (PHCG), the world's largest health-oriented communications network, today announced that the organization won a total of 19 awards at the 2015 IPA Best of Health Show. Langland took home 10 awards—including the prestigious "Best of Show Consumer" award—while Saatchi & Saatchi Health London also received five awards, and Publicis Life Brands Resolute brought home four awards.

The IPA Best of Health Show, which was held at the Café de Paris in London on November 24, 2015, recognizes outstanding healthcare advertising, and provides a forum to share ideas and showcase creative work.

Awards to Publicis Life Brands Resolute London include:

- *Silver Award*, Healthcare Professional - Digital Media, "This is Stroke"
- *Silver Award*, Healthcare Professional - Film Individual, "This is Stroke"
- *Bronze Award*, Healthcare Professional - Film Individual, "Inspiring Change"
- *Bronze Award*, Business to Business Communications Campaign, "Inspiring Change"

Awards to Saatchi & Saatchi Health London include:

- *Silver Award*, Healthcare Professional - International Integrated Campaign, "Real Expressions"
- *Pip Award for Young Talent*, Highly Commended, "Le gal"

Awards to Saatchi & Saatchi Health Sydney include:

- *Bronze Award*, Consumer - Direct Marketing & Promotional Communications Campaign, “In the Dark”
- *Bronze Award*, Consumer - Out of Home Individual, “In the Dark”
- *Bronze Award*, Healthcare Professional - Press Advertisement Individual, “Noodle Critters”

Awards to Langland include:

- *Gold Award*, Special Prizes – Best of Show Consumer/Patient, “Sniffers”
- *Gold Award*, Consumer – UK Integrated Campaign, “Sniffers”
- *Silver Award*, Consumer – International Integrated Campaign, “Timone & Clara”
- *Silver Award*, Consumer – Social Media, “Sniffers”
- *Silver Award*, Consumer – Direct Marketing & Promotional Communications Campaign, “Timone & Clara”
- *Silver Award*, Consumer – Film Individual, “Sniffers”
- *Silver Award*, Healthcare Professional – Film Individual, “Nick’s Film”
- *Bronze Award*, Consumer – Press Advertisement Individual, “Stretto – Pool”
- *Bronze Award*, Consumer – Press Advertisement Individual, “Stretto – Bed”
- *Bronze Award*, Consumer – Press Advertisement Campaign, “Stretto”

To view a complete list of The IPA Best of Health Show winners, please visit:

www.bestofhealthshow.com/2015