

Inaugural Lions Health Awards now accepting entries

CANNES, FRANCE: Lions Health, the new bespoke Festival and Awards celebrating creativity in healthcare marketing and communications, has opened for entries.



Entries are being accepted into two sections; Pharma, which is divided into Pharma Communications to Healthcare Professionals and Pharma Communications to Non-Healthcare Professionals categories; and Health & Wellness covering the categories of Health & Wellness Consumer Products and Health & Wellness Education and Services. Work can be submitted

across seven different media channels which comprise Broadcast, Print, Outdoor, Direct and Promo & Activation, PR, Digital and Mobile and Integrated.

Two prestigious Grands Prix will be awarded to the most outstanding work, one in Pharma and one in Health & Wellness. Further Gold, Silver and Bronze awards will also be given within each section. Two teams of global industry leaders will meet in Cannes to deliberate and debate over the entries. Led by jury presidents Jeremy Perrott (Pharma) and Kathy Delaney (Health & Wellness), they will use their expertise and knowledge to decipher the work that truly stands out and in turn set the new benchmark of creative excellence for health campaigns. Commenting on what she will be looking for as jury president, Kathy Delaney says, "I will be looking for a unique perspective and new, fresh ways of thinking about healthcare. Yes, there are strict regulations but I want to see who is actually finding ways to use these limitations to their advantage and creating an innovative messaging platform."

Offering an environment to learn from and see the latest communications in healthcare from across the world, throughout the two-day Festival all of the entries will be available for delegates to view at dedicated interactive kiosks alongside exhibitions of the shortlisted work, which will be made available once the juries reach their decisions.

"Lions Health is the culmination of three years of discussions with the industry," says Philip Thomas, CEO of Lions Festivals. "The Health agencies came to us to suggest creating a Festival and Awards that benchmarks the sector and raises the creative bar. The work is in good hands with our jurors and we look forward to seeing what triumphs as the best in healthcare communications globally."

Speaking about Lions Health, jury president Jeremy Perrott added, "Lions Health will elevate the quality of our industry product. Its role is to cause both client and agency to rise to the challenge and achieve only the best. By giving us our own dedicated Festival, coupled with the credibility of Cannes as the premiere international forum of the highest level of creativity in the world, our industry will finally have a reason to go beyond the expected and deliver the incredible."



The Lions Health Awards will take place in Cannes, France. (Image: Wikimedia Commons)

A dedicated Awards Ceremony will reveal, celebrate and honour the winners of the first Lions Health trophies. All registered delegates are invited to attend the awards which will see the jury presidents take to the stage and present the trophies to the worthy winners. Following this, the official Lions Health Gala will bring the Festival to a close, offering an unbeatable chance for networking and celebration with industry peers in Cannes.

Entries into Lions Health cost €450 and can now be made through the website, www.lions-health.com, where details of how to enter along with category information and rules can also be found. The first Lions Health Festival will take place on 13 & 14 June, 2014 in Cannes, France.

Key dates:

Delegate Registration opens: 9 January 2014

Entries: Open

Entries deadline: 13 March 2014

Festival Dates: 13 & 14 June 2014, Palais des Festivals, Cannes, France

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