

For Immediate Release

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BRAVO! AWARDS ANNOUNCE 2014 GLOBAL AWARD WINNERS

Five Australian agencies were presented with six Global Awards at last night's Bravo! Awards in Sydney. A celebration of the world's best healthcare advertising, the ceremony run by The Communications Council is one of two Global Awards presentations, with a second taking place in New York City the same day.

A total of 41 Global Awards were awarded internationally, with two Grand Global Awards presented to Ogilvy Healthworld Brazil for Sol de Janeiro and Grey Group Singapore for Panadol Joint

Agency of Year was awarded to Grey Group Singapore, and for the third year in a row Network of the Year went to McCann Health.

Australian 2014 Global Award winners:

Campaign Title	Brand	Group	Category	Agency
Dr Gordon Oogle	GHG Australia	Humour	Art & Technique	GHG
Check in with your lungs	Lung Foundation Australia	Consumer	Educational Awareness	Ward6
Listen to your mouth	GSK	Consumer	Health Institutions & Services	Saatchi Health
Hardly Notice	Simponi	Healthcare Professionals	Internal Medicines	McCann Health
A Healthy Body Can Do Amazing Things (TV)	HBF Insurance	Use of Media	Integrated Campaigns	Marketforce
Sarah	Simponi	Original Music	Art & Technique	McCann Health

June Laffey, Executive Creative Director at McCann Health, Sydney and Bravo Committee head said: "Congratulations to all six of this year's Australian winners and 31 finalists - an impressive list that goes to show Australian healthcare advertising continues to compete and raise the bar on the global stage."

In addition to Global Awards, the Bravo! Client of the Year award was presented by Margaret Zabel, CEO of The Communications Council to Baxter Healthcare nominated by The Healthy Thinking Group. The People's Choice Award was presented to Insight for their Cholera Vaccination campaign.

MC Tim Ferguson thanked this year's sponsors for their generous support, including Gold sponsors, InfoMed and Medical Observer, as well as: Cream Studios, SMC People, Two Little Indians,

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Composite Images, Looper, Rawson Graphics, Freeway Creative Management, Drawing Book, and New York Festivals.

The annual cocktail evening and awards presentation welcomes finalists, experts and enthusiasts in the field of healthcare advertising to celebrate the sector's outstanding talent and achievements in the Asia Pacific region.

The Global Awards receives entries from healthcare corporations, hospitals, advertising agencies, production companies and design studios that produce communications for medical, pharmaceutical and healthcare related products and services. All entries are judged by the Global Awards Grand and Executive Juries comprised of international industry experts, representing the top creative minds in the field of healthcare advertising.

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