

Inaugural Cannes Lions Health Awards select jury presidents

Launching in 2014, Cannes Lions Health is a global annual awards for creative excellence in pharmaceutical, healthcare and wellness communications, judged by international industry professionals. The first jury presidents, Kathy Delaney and Jeremy Perrott have been selected.

Organised by Lion Festivals, the awards form part of a two-day festival of content, learning and debate in Cannes on 13-14 June 2014. It 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.



Global expertise on health and wellness

Delaney will lead the Health & Wellness jury, judging consumer products and education & services campaigns. As global chief creative officer for Saatchi & Saatchi Wellness, she implements a bold creative vision, oversees the overall creative product and ensures that the agency is a product-driven organisation.

Prior to Saatchi & Saatchi Wellness, she was global chief creative officer of Nitro, where she helped build the business globally, culminating in its sale to global digital consultancy Sapient, and successfully forming SapientNitro. Previously, she spent 12 years at Deutsch, where she served as chief creative officer and president and helped it grow from a small boutique of \$180 million into a \$2.5 billion marketing communications company.

Delaney has won numerous awards and her work is featured in the Museum of Modern Art's permanent advertising collection. She has also been honoured with the American Advertising Federation Under 40 Hall of Achievement Award and served as a judge at the 2010 Cannes Lions International Festival. In January of 2013, Business Insider named her as one of 'The Most Creative Women in Advertising'.

"I am extremely honoured to accept this position as leader of the jury for these prestigious and exciting new awards. Lions Health is an exciting opportunity to showcase the work that's pushing the boundaries of creativity in products and services that empower people to lead longer and fuller lives. It will be truly inspiring to see them recognised and I can't wait to see the work," says Kathy Delaney, global chief creative officer Saatchi & Saatchi Wellness.

Healthcare professionals well judged

Jeremy Perrott, global chief creative officer for McCann Health will chair the Pharma category, judging communication campaigns that are solely for the attention of healthcare professionals and non-healthcare professionals. Under his watch, in just three years, it has become the most creatively awarded healthcare network in the world three years in a row.

Prior to this, he served as executive creative director for McCann Worldgroup Asia Pacific. Under his leadership, the region rose up from nineteenth to one of the top four in Campaign Asia's Creative Agency Networks Rankings with multiple offices in the region winning Agency of the Year along the way. Before that, he held top creative posts at McCann Erickson Tokyo, New York, London and Seoul and served as ECD Global Brands based out of London.

Known as a passionate deliverer of award winning creative as well as a supporter of creative people and their hidden abilities to achieve, he lives by the rule, "Our job is always to push for better. Work with the best. Deliver the unexpected."

Commenting on his appointment he says, "Our jobs as first Cannes Lions Health presidents is to set the criteria and

standard from which all future Lions Health juries will evolve. To have your work judged in this premier festival will be an achievement. To win a Health Lion will be a privilege, to be valued and cherished. However, winning a Health Lion will not be easy as it represents the best work on the global stage. There will be no middle ground."

Terry Savage, chairman of Lions Festivals, says, "We are absolutely delighted to have them as jury presidents in our inaugural year. Leading their respective juries, they will be seeking to elevate creativity in healthcare communications, which operates in a highly restrictive framework, ultimately improving worldwide standards of health and well-being. Their expertise, knowledge and skills will be paramount to Lions Health."

For more information, go to www.lions-health.com.

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