

New York Festivals 2023 Health Awards Announces Shortlist

Agencies from the USA Lead the Shortlist followed by the United Kingdom, Germany, and Canada; Area 23, Ogilvy, McCann, VMLY&R, and FCB Top Shortlist

NEW YORK, NY, USA, April 14, 2023 /EINPresswire.com/ -- [New York Festivals Health Awards](#) has announced the 2023 [Shortlist](#).

The international New York Festivals Health Awards honors the world's best healthcare advertising and celebrates creative achievement within the healthcare advertising, marketing, and communication space beyond the barriers of language and culture.

"NYF Health is proud to Shortlist this year's impressive creative work in healthcare, wellness, and pharmaceutical emanating from some of the world's most prominent agencies," said Scott Rose, President, New York Festivals Advertising Competitions. "The caliber of this year's work was exceptionally forward-thinking and impactful. Leading edge entries from around the globe demonstrated innovation and truly impressed the NYF Health Awards Grand Jury."

This year's Shortlist was thoughtfully determined by the NYF Health Awards Grand Jury from Healthcare, Wellness and Pharma entries submitted from 29 countries around the globe.

2023's [Grand Jury panel](#) selected 264 entries to advance to the trophy round. All Shortlisted entries progress to live judging rounds to determine award rank determined by the NYF Health Awards Executive Jury populated with award-winning industry experts and thought leaders. The NYF Health Awards Executive Jury is led by 2023 Executive Jury President, Adam Hessel, CCO for



Ogilvy Health.

Entrants advancing to the next round utilized a wide spectrum of strategies to create engagement and deliver creative result driven work for prominent brands. Agencies employed activations, experiences and events, influencers, social video, Out-of-Home, digital marketing, technology based engagement, branded entertainment, integrated campaigns, altered reality, animation, and visual effects to position brands, engage consumers and health care professionals, and achieve market growth.

For 2023, US Agencies led the Shortlist this year with 164 entries advancing to the next round, agencies from the United Kingdom saw 25 entries move on to the next round. In addition, Germany advanced with 15 entries and Canada with 14 entries.

A global view of entries achieving Shortlist status include Spain advancing with 7 entries, Hong Kog with 6 entries, Brazil with 5, and both Australia and Colombia saw 3 entries Shortlisted. Agencies from India, The Netherlands, and Poland each saw 2 entries move to the next round. Argentina, Denmark, Honduras, Japan, Kenya, Pakistan, Singapore, and Thailand each saw a single entry advance.

The NYF Health Awards will celebrate creative work with the following new award. The New York City Award will honor advertising that captures the cutting-edge vibe of New York City.

For more information on the 2023 NYF Health Awards competition and to see the 2023 Shortlist visit: <https://home.nyfhealth.com/>

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Entries to each of the competitions are judged around the world by panels of peers in their respective industries. For more information, visit: www.newyorkfestivals.com.

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