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Doctors of the World Ebola Campaign Wins at Cannes Lions

Doctors of the World Ebola campaign honored in five categories at 2015 Cannes Lions International Festival of Creativity

NEW YORK, NY (June 29, 2015)—Doctors of the World (Mdm) announced today that its fall 2014 Ebola campaign was honored in five categories at the [62nd Cannes Lions International Festival of Creativity](#). Mdm created the campaign in partnership with advertising agency Publicis Kaplan Thaler (now Publicis North America) to raise awareness and funds for medical aid and supplies during last year's Ebola outbreak in West Africa.

The campaign was awarded two Bronze Cannes Lions in PR: Charity & Not for Profit and Health and Wellness: Education & Services/Fundraising & Advocacy; and three Cannes Lions Shortlists for PR: Digital & Social Response/Real-Time Activity, Direct Marketing: Digital & Social/Use of Digital Marketing, and Direct Marketing: Response/Real-Time Activity.

“Mdm is humbled to be recognized in five categories by the esteemed judges of the Cannes Lions Festival,” said Miranda Sissons, Doctors of the World USA executive director. “Raising awareness of global medical crises is at the heart of our mission. It is our hope the honors will help to inspire creative solutions to healthcare challenges facing the world’s most vulnerable people.”

The Cannes Lions International Festival of Creativity, held annually in Cannes, France, celebrates creative work that changes the communications landscape. It attracts thousands each year and is considered one of the most prestigious international creative communications awards festivals.

Mdm’s three-pronged Ebola campaign included “[More Than A Costume](#)” for Halloween, “[The Gift of Life](#)” for the winter holiday season, and a successful bid to make Ebola fighters the [TIME Person of the Year](#).

“We extend our sincere thanks to Publicis and their partners MediaVest and MSLGROUP for their extraordinary efforts on our 2014 Ebola work,” said Sissons. “The campaign and its many successes would not have been possible without such committed and collaborative partners.”

Doctors of the World Ebola Campaign Awards to Date

More Than a Costume

Cannes Lions—Bronze: PR: Charity & Not for Profit

Cannes Lions—Shortlist: PR: Digital & Social Response/Real-Time Activity

Cannes Lions Health—Bronze: Health and Wellness: Education & Services/Fundraising & Advocacy

New York Addy Award Gold: Integrated Campaign

New York Festivals—Finalist: Public Service Announcements: Collateral/Direct Marketing/
Philanthropic Appeals

New York Festivals—Finalist: Public Service Announcements: Digital/Interactive—Websites &
Social Media/Philanthropic Appeals

New York Festivals—Finalist: United Nations Department of Public Information Award

One Show—Merit: Social Media/Best Integrated Campaign Led by Social

Webby—Winner: Websites: Charitable Organizations/Non-Profit

Webby People's Choice Award—Nominee: Websites: Charitable Organizations/Non-Profit

TIME Person of the Year

Cannes Lions—Shortlist: Direct Marketing: Digital & Social/Response/Real-Time Activity

Cannes Lions—Shortlist: Direct Marketing: Digital & Social/Use of Digital Marketing

D&AD Wood Pencil: Direct Response/Digital

D&AD Wood Pencil: Integrated & Innovative Media/Earned Media Campaigns

One Show—Merit: Direct Digital Marketing/Social Media & Viral Marketing Mktg/ Social Media

New York Festivals—Third Prize: Public Service Announcements: Public & Media Relations/
Philanthropic Appeals

About Doctors of the World

Doctors of the World USA is a US non-profit that is part of the global Médecins du Monde network. It provides emergency and long-term medical care to vulnerable people, while fighting for equal access to healthcare worldwide. Founded in France in 1980, the network cares for the most vulnerable through 350 programs in 80 countries, including in the United States.

Learn more at doctorsoftheworld.org.

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