

The Global Awards: 2012 award winners

NEW YORK, US: [The Global Awards](#), for the "World's Best Healthcare Advertising," announced its 2012 award winners on Thursday 6 December at two international Global Awards presentations. The ceremonies took place in New York City, USA, and Sydney, Australia. South African agencies received 1 Global Award and 4 Finalist Certificates.



McCann Health earned the title of Global Network of the Year with the agency garnering an impressive 5 Global Awards and 19 Finalist Certificates. The 2012 Global Awards [Grand Jury](#) also awarded one coveted Grand Global Award to Ogilvy, Germany, and honoured Languard, UK with the 2012 Global Healthcare Agency of the Year for the second year in a row; with the agency taking home 3 Global Awards and 14 Finalist Certificates. In total, the 2012 Grand Jury recognised winners from 17 different countries with 39 Global Awards and 136 Finalists.

For the first time in the history of the Global Awards, the competition honoured a network for its exemplary work with the title of Network of the Year. McCann Health took the lead in this year's competition, taking home 5 Global Awards and 19 Finalist Certificates. The McCann Health offices honoured include: McCann Health Australia, 2 Global Awards; McCann Health Communications/McCann Worldgroup Japan, McCann Health United Kingdom, and McCann HumanCare USA each received one Global Award. McCann Health chairman John Cahill, and global creative director Jeremy Perrott accepted the award on behalf of the network.

[Here are the winners](#); South African agencies received 1 Global Award and 4 Finalist Certificates:

[The Global Awards](#), and Bravo!, a committee of Australian healthcare professionals with representation from healthcare agencies and the Communications Council of Australia also hosted a Global Awards ceremony in Sydney, Australia on December 6th. The celebration took place at Sydney Museum of Contemporary Art, located in the historic Rocks district overlooking Sydney Harbour. Global Award winners and guests celebrated with cocktails and a showcase of this year's award-winning works from the Asia/Pacific region, followed by an award presentation.

Now in its 18th year, 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. The Global Awards Advisory Board and Grand Jury are comprised of a panel of prominent international industry experts, representing the top creative minds in the field of healthcare advertising.

All winning entries are featured at: <http://www.theglobalawards.com/winners/2012/>.