



Cannes Lions: Radio & Audio Winners 2021 /

Woojer's Sick Beats vest takes the Grand Prix

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► https://www.youtube.com/watch?v=7n7pAw_vueU

Sick Beats, a music-powered airway clearance vest for patients with cystic fibrosis, has won the Radio & Audio Grand Prix at Cannes this year.

The product was designed by agency Area 23, an FCB Health Network company, and created with Woojer, which makes wearable sound systems. The idea also won two Gold and one Bronze Lions.

The vest works like an oscillation vest, which use vibrations to loosen mucus in patients' lungs, but incorporates music to create a more enjoyable experience – instead of physical pounding, the vest plays music with 40 HZ deep-bass vibrations.



Gold Lions winners /

Beck's Frequency for Beck's Beer by AKQA, São Paulo

Sneezing into bumping elbows, What's wrong with this baby? and **Not starting startups** for Burger King by DAVID, Madrid

Saylists for Warner Music by Rothco, Dublin

Radio Recliner for Bridge Senior Living by Luckie, Duluth

A new jingle for a new era for Good Humor (Unilever) by Edelman, New York

Cannes Deconstructed /

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