



Cannes Lions: Radio & Audio Winners 2021 /

Woojer's Sick Beats vest takes the Grand Prix

Phoebe O'Connell /

24 JUN 2021

► 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 /

Want to know about the best work and key trends from this year's Cannes Lions International Festival of Creativity? Book a Contagious Cannes Deconstructed briefing for your team and we'll deliver a week's worth of festival insights in one hour. These can be delivered in person (depending on Covid restrictions) or virtually. Contact Gemma@contagious.com for more information.

Want more of the same? /

We don't just write about best-in-class campaigns, interviews and trends. Our Members also receive access to briefings, online training, webinars, live events and much more.

Become a member

This article was downloaded from the Contagious intelligence platform. If you are not yet a member and would like access to 11,000+ campaigns, trends and interviews, email sales@contagious.com or visit contagious.com to learn more.