

Saniss Health & Wellness Awards 2026

Official Results & Industry Report

Barcelona • Santiago de Chile • 2026

The Best Health & Wellness Communications of the Year

Celebrating Creativity, Innovation and Impact in Health & Wellness

The 2026 Saniss Awards celebrated excellence and innovation in health communication, creative campaigns, and impactful storytelling within the healthcare sector. This report highlights key trends, outstanding campaigns, and insights from this year's entries, reflecting the evolving landscape of health creativity worldwide.

Saniss 2026 by the Numbers

Global Participation

45+ 352 5 38+ 94

participating
countries

agencies
registered

continents
represented

participating
brands

international
judges

Trophies Awarded

1

2

3

33

62

Titanium

Grand Prix

Gold

Silver

Bronze

In-person Gatherings

- Barcelona, Spain
- Santiago de Chile, Chile

HALL OF FAME 2026

Titanium Award

Agency: Grey Health NY

Case: Louder Than Cancer

Brand: Amazon Music

Louder Than Cancer, developed by Grey Health NY for Amazon Music, was recognized by the 2026 Saniss Awards for a Grand Prix and a Titanium for transforming a scientific discovery into a powerful cultural experience. The initiative used music as a vehicle to make the fight against cancer visible, combining scientific evidence, entertainment and social impact to raise awareness, mobilize audiences and to support cancer research. The case represents a benchmark of how creativity can transcend communication and become an innovation tool with real impact.

Agency of the Year

Agency: Grey Health NY

Points: 72 pts

Independent Agency of the Year

Agency: Manifiesto, Spain

Points: 32 pts

Network of the Year

Network: Grey

Brand of the Year

TOP 10 AGENCIES OF THE YEAR

Official Ranking - 2026 Saniss Awards



TOP 10 AGENCIES OF THE YEAR

1	 Grey Health NY	 1T	 1GP	 1G	 3S
2	 The Table by de ferrari borrell Pages BBDO	 4S	 1B		
3	 Manifiesto	 3S	 2B		
4	 Grow Comunicación	 3S	 2B		
5	 Bruketa&Zinic&Grey	 1GP	 1G		
6	 Norlop VML	 3S	 1B		
7	 Inbrax	 2S	 3B		
8	 BAM	 1G	 3B		
9	 Fors Marsh	 2S	 1B		
10	 BBDO	 2S	 1B		

Saniss
2026

TOP 5 CREATIVE DIRECTORS 2026



The creative leaders behind the year's most outstanding ideas

1. Nico Smith - Grey Health NY
2. Rodolfo Borrell - The Table by Ferrari Borrell
3. Sebastián May - Manifiesto
4. Judith Cebrián de Pedro - Grow
5. Davor Bruketa - Bruketa&Zinic&Grey

Learn more about them: [🌐 Health Creativity Starts with Empathy and Culture](#)

THE NEW HEALTH CULTURE

What we learned in Barcelona:

Trust is no longer built through campaigns, but through consistency.

AB-BIOTICS Marketing Manager Claudia Prat says that trust doesn't come from a single message, but rather from permanent communication backed by reliable information.

“ The most important thing is to maintain constant and reliable communication, with clear messages for a specific audience. Brands must be close to the consumer and the patient to explain the benefits associated with their products in a simple way.”

In a context where recommendations abound without evidence, clarity becomes a strategic asset for any health brand.

Has wellness become another form of societal pressure?

The popularization of wellness has also brought new challenges.

According to Almirall Marketing Manager Sara de Frutos, wellness has evolved from a genuine need to, in many cases, a social expectation that is difficult to fulfill.

“ *Wellness is based on a clear consumer need to feel better, but in recent times it has become almost an obligation, so the responsibility of brands is to help people make decisions with peace of mind without causing additional stress.*”

de Frutos's reflection puts one of the great challenges of contemporary marketing on the table: promoting healthy habits without feeding unattainable standards.

Social Media Networks: Between democratization and disinformation

Digital platforms have completely changed the way people search for health information.

Nestlé Product Manager Maria Matachana says there is now one reality with two versions.

“ *It is important that brands promote and create more scientific content, but it is also true that the consumer is oversaturated with information and often doubts what to choose, so brands must create transparent content that is credible for the consumer.*”

More than producing content, brands must become reliable references capable of translating scientific evidence into understandable messages.

Another one of the great challenges of health communications is to bring scientific knowledge closer to people's daily lives.

According to Laura Farre, of Stada, effective communication begins when science stops speaking to specialists.

“ *Health brands have to be closer to patients and consumers with very clear messages, because in the end, you have to take the science behind health products and convert them into everyday messages. Brands have to be able to approach the consumer and talk about you to you*”

While artificial intelligence, personalization and technological innovation will continue to transform the industry, leaders agree on one point: the biggest differential between health brands will not be technology, but the ability to build trust with the consumer.

In an industry where information can directly influence people's quality of life, the future of marketing will not depend solely on creativity or technology, but on the ability to turn scientific knowledge into close, responsible and useful conversations for society.

JURY INSIGHTS

The vision of those who evaluated the best cases:

What is the first case or campaign that comes to mind when you think of an exemplary case/campaign?

“

As an advocate for all things women's health, I continue to be impressed by how Hertility shows up. The recent launch of The Mother of All Movements is the campaign that society has been waiting for. I've seen first hand how women's health is censored and dismissed, and there is much to be admired about a brand bringing brave and bold conversations about hormones, fertility decline and reproductive autonomy into the open rather than letting them stay taboo or medically ignored”

Anna Ewer, Director of PR & Social (Clue, United Kingdom)

Why does the health and wellness communications sector need spaces like the Saniss Awards?

“

The health and wellness communications sector needs platforms like the Saniss Awards to elevate standards, champion innovation, and celebrate work that directly improves public wellbeing. By recognizing excellence in evidence-based, inclusive, and impact-driven communication, the **Saniss Awards** strengthen industry credibility, inspire creativity within a highly regulated space, and spotlight the teams shaping more informed and healthier communities worldwide.”

Indraneel Sinha, Marketing Lead - Strategic Marketing Intelligence (Medtronic, EurAsia)

“

Health communication is different. We're not just building brands we're dealing with science, regulation, and people at vulnerable moments in their lives.

Michel Motta, Chief Creative Officer & Co-Managing Partner (Triunfo Sudler, Brazil)

That's why spaces like the **Saniss Awards** matter. They recognize work that goes beyond aesthetics or engagement metrics. In our field, great communication can shift behavior, reduce stigma, improve adherence sometimes it can genuinely impact someone's quality of life.

Celebrating this kind of work raises the standard for all of us. It reminds the industry that creativity in health has both power and responsibility"

What does AI mean for the future of creative communications?

“

In advertising, we've always been explorers of the human heart. AI doesn't change that; it simply gives us a faster ship. Think of AI as the ultimate production assistant: it can sketch a hundred mood boards in minutes or find patterns in data that would take us months to see. It handles the heavy lifting of "making," which frees us up to do more of the "thinking." By taking over the repetitive tasks, technology allows us to focus on the big, messy, and beautiful ideas.

Felix Castro, VP of Creative Services (WOW MKTG, United States)

However, while AI can mimic styles and follow instructions, it doesn't have a soul, a sense of humor, or the ability to feel "gut instinct." The "magic" in a great campaign comes from human experiences, the things that make us cry, laugh, or feel inspired. We have always welcomed new tech, from the first printing press to the digital camera, and AI is no different. It is a powerful partner that helps us sharpen our craft, but the heart of the story will always belong to us."

