Channel purpose, change lives

For us as emotional creatures, the significance of life-purpose is universally supported. And in today’s day and age, it doesn't stop there. With brands rightly championing ‘being human’ like life depends on it, the importance of brand-purpose is well and truly on our radar, not least in the health and wellness arena.

Ahead of this week’s Cannes Lions International Festival of Creativity, the Palais des Festivals flung open its doors for Lions Health. Over two days, creatives, scientists and expert commentators from across the health realm saw the power of innovation passionately discussed and awe-inspiring work rightly rewarded. Each speaker took to the stage whole-heartedly advocating the role of creative approaches in bettering our health; the commercial and philanthropic power of creativity founded upon authentic brand purpose.

We saw the most imaginative innovation in healthcare crafted into creative form, where meaningful connections that paired the rational with the emotional channelled such purpose and aroused genuine behaviour change. Health and wellness brands were bold, sharing the very real, powering impact that they bring to individuals, communities and the world, through simple storytelling that puts the consumer first.

Ideas came to life through a multitude of means, from AstraZeneca’s talking fish (https://www.youtube.com/watch?v=GqDGqKqZ39A) who discuss “love, life and triglycerides” to Cancer Council NSW’s ‘I Touch Myself Project’ (https://www.youtube.com/watch?v=GqDGqKqZ39A) that reinvented Chrissy Amphlett’s song about female sexuality into an anthem for breast cancer to once again inspire a generation of women to touch themselves. Some went further, harnessing their ingenious creative ability to develop holistic health solutions; The Lucky Iron Fish Project.
The Lucky Iron Fish Project (http://the%2520lucky%2520iron%2520fish%2520project) addressing iron deficiency in Cambodia and The Life Saving Dot (http://www.fastcoexist.com/3044769/a-bindi-that-delivers-nutrition-to-poor-women-in-india), a bindi that delivers nutrition to poor women in India.

Here, we're palpably witnessing how the fusion of solid science and new-fangled tools can improve health. We're able to couple what's technologically possible with what's technologically meaningful, disrupting the what was once a linear model of information sharing.

With minds open to ideas, open to opinions, we’re able to allow creativity to flourish. Harnessing diverse know-how and the collective wisdom of the crowd will allow us, as individuals and as companies, to have the best chance of engaging audiences in moments that matter. By galvanising the unique benefits that health brands bring to the world, can we change behaviour? Can we change lives? Can we save lives? Yes. Yes, we can. We are. And creativity is our transformer.

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