



CANCER AWARENESS ADVERTISING AWARDS

American Institute for Cancer Research

-- Washington, DC
Agency: Williams Whittle
-- Alexandria, VA
Award: Gold
Entry Name: CANCER PREVENTION
Campaign
Group: Non Profit
Category: Total Advertising Campaigns

American Society for Dermatologic Surgery

-- Rolling Meadows, IL
Agency: Springboard Brand & Creative
Strategy -- Arlington Heights, IL
Award: Gold
Entry Name: Tanning Booth Dangers
Group: Association
Category: Special Video Production - Single

AtlantiCare -- Egg Harbor Township, NJ

Agency: ab+c Creative Intelligence
-- Wilmington, DE
Award: Gold
Entry Name: Lung Screening Flyer
Group: Healthcare System
Category: Flyer - Single

Avera Health -- Sioux Falls, SD

Award: Gold
Entry Name: Four-Dimensional Breast Care
Group: Healthcare System
Category: Pink Ribbon Campaign

Avera Health -- Sioux Falls, SD

Award: Gold
Entry Name: Four-Dimensional Breast Care
Group: Healthcare System
Category: Radio - Series

Avera Health -- Sioux Falls, SD

Award: Judge's Choice
Entry Name: Butt Seriously
Group: Healthcare System
Category: Total Advertising Campaigns

Avera Health -- Sioux Falls, SD

Award: Silver
Entry Name: Avera Cancer Institute
Magazine
Group: Healthcare System
Category: Magazine Publication - Single

Baylor Scott & White Health -- Dallas, TX

Agency: Launch -- Carrollton, TX
Award: Silver
Entry Name: "Fighters Wanted"
Group: Healthcare System
Category: Total Advertising Campaigns

Beebe Healthcare, Tunnell Cancer Center

-- Lewes, DE
Agency: Dean Design Marketing Group
-- Lewes, DE
Award: Silver
Entry Name: 2016 Survivors Calendar
Group: Healthcare System
Category: Calendar

Boca Raton Regional Hospital

-- Boca Raton, FL
Award: Silver
Entry Name: Lynn Cancer Institute
Wall of Hope
Group: Hospital 300 - 499 beds
Category: TV/Video Advertising - Single



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Breast Cancer Coalition of Rochester

-- Rochester, NY
Agency: Martino Flynn LLC -- Pittsford, NY
Award: Gold
Entry Name: ARTrageous Invitation
Group: Non Profit
Category: Invitations

Breast Cancer Coalition of Rochester

-- Rochester, NY
Agency: Martino Flynn LLC -- Pittsford, NY
Award: Gold
Entry Name: BCCR Hope Ad
Group: Non Profit
Category: Magazine Advertising - Single

Cancer Center of Santa Barbara

-- Santa Barbara, CA
Agency: Idea Engineering
-- Santa Barbara, CA
Award: Silver
Entry Name: "Medical Excellence. Right here,
close to home."
Group: Medical Practice (Non-Hospital)
Category: Total Advertising Campaigns

Christiana Care Health System

-- New Castle, DE
Agency: Caspari McCormick
-- Wilmington, DE
Award: Silver
Entry Name: The Case for Hope
Group: Healthcare System
Category: Special Video Production - Single

Christiana Care Health System

-- New Castle, DE
Agency: D.A. Perzel Creative
-- Kennett Square, PA
Award: Gold
Entry Name: Celebration of Hope
Group: Healthcare System
Category: Fundraising Materials

Claxton-Hepburn Medical Center

Ogdensburg, NY
Agency: Franklin Street -- Richmond, VA
Award: Gold
Entry Name: Warriors- Tomorrow is
Worth Defending
Group: Hospital under 149 beds
Category: TV/Video Advertising - Single

Covenant Health Care -- Saginaw, MI

Agency: Brogan & Partners
-- Birmingham, MI
Award: Silver
Entry Name: Hand in Hand
Group: Hospital over 500 beds
Category: TV/Video Advertising - Single

Crouse Hospital -- Syracuse, NY

Agency: Spirit Health Group -- Syracuse, NY
Award: Silver
Entry Name: Punctuate Your Health
Group: Hospital 300 - 499 beds
Category: Flyer - Single



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Delaware Division of Public Health Comprehensive Cancer Control Program

-- Dover, DE
Agency: ab&c Creative Intelligence
-- Wilmington, DE
Award: Gold
Entry Name: Cancer Screening/Obesity
Campaign
Group: State Government
Category: Total Advertising Campaigns

Duke Raleigh Hospital -- Raleigh, NC
Agency: Contrast Creative, Inc. -- Cary, NC
Award: Gold
Entry Name: Healing Touch
Group: Hospital 150 - 299 beds
Category: Special Video Production - Single

East Texas Medical Center -- Tyler, TX
Agency: SKAR -- Omaha, NE
Award: Silver
Entry Name: Cyber Knife- Lung
Group: Healthcare System
Category: TV/Video Advertising - Single

East Texas Medical Center -- Tyler, TX
Agency: SKAR -- Omaha, NE
Award: Silver
Entry Name: Linda Williams Radio
Group: Healthcare System
Category: Radio - Single

Evangelical Community Hospital
-- Lewisburg, PA
Award: Silver
Entry Name: "Hey Girl, Let's Talk- October
Breast Cancer Awareness Campaign"
Group: Hospital 150 - 299 beds
Category: Total Advertising Campaigns

Fox Chase Cancer Center

-- Philadelphia, PA
Agency: Mangos, Inc. -- Malvern, PA
Award: Gold
Entry Name: Radio Ads
Group: Cancer Hospital
Category: Radio - Series

Fox Chase Cancer Center

-- Philadelphia, PA
Agency: Mangos, Inc. -- Malvern, PA
Award: Gold
Entry Name: Magazine Ad Design
Group: Cancer Hospital
Category: Magazine Advertising - Series

Genesis Healthcare System -- Zanesville, OH
Agency: Knox Marketing, Inc. -- Akron, OH
Award: Gold
Entry Name: Wrap Around Cancer Care-
Virtual Tour
Group: Cancer Hospital
Category: Special Video Production - Single

Genesis Healthcare System -- Zanesville, OH
Agency: Knox Marketing, Inc. -- Akron, OH
Award: Silver
Entry Name: Wrap Around Cancer
Care- Campaign
Group: Cancer Hospital
Category: Total Advertising Campaigns

Good Samaritan Hospital Medical Center

-- West Islip, NY
Agency: Della Femina, New York, NY
Award: Silver
Entry Name: The Cancer Center at
Good Samaritan
Group: Hospital 300 - 499 beds
Category: Total Advertising Campaigns



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**Harmonization Project Group- CCS, BCCA,
NHA, UBC, AU and Designs by PG
Web Designs**

Award: Gold

Entry Name: POWERPLAY- Men's Health
at Work

Group: Healthcare System

Category: Patient Education - Series

Indiana University Health -- Indianapolis, IN

Agency: HY Connect -- Chicago, IL

Award: Bronze

Entry Name: IU Health Cancer Centers Lung
Scans Campaign

Group: Healthcare System

Category: Total Advertising Campaigns

Intermountain Healthcare -- Salt Lake City, UT

Agency: Faktory/R&R Partners

-- Salt Lake City, UT

Award: Gold

Entry Name: Advancements Bone Marrow
Transplant TV

Group: Hospital over 500 beds

Category: TV/Video Advertising - Single

Intermountain Healthcare -- Salt Lake City, UT

Agency: Faktory/R&R Partners

-- Salt Lake City, UT

Award: Silver

Entry Name: PCH Cancer Outdoor Eyeshadow/
Farmer/Globe

Group: Hospital over 500 beds

Category: Billboard Design - Series

Intermountain Healthcare -- Salt Lake City, UT

Agency: Faktory/R&R Partners

-- Salt Lake City, UT

Award: Silver

Entry Name: PCH Freckles Campaign

Group: Hospital over 500 beds

Category: Total Advertising Campaigns

KentuckyOne Health -- Louisville, KY

Agency: The Tombras Group -- Louisville, KY

Award: Bronze

Entry Name: James Graham Brown
Cancer Center

Group: Healthcare System

Category: Total Advertising Campaigns

Liberty Hospital -- Liberty, MO

Award: Gold

Entry Name: Connections Fall 2015

Group: Hospital under 149 beds

Category: Magazine Publication - Single

Liberty Hospital -- Liberty, MO

Award: Gold

Entry Name: Hope is good. A plan is better.

Group: Hospital under 149 beds

Category: Brochure - Single

Liberty Hospital -- Liberty, MO

Award: Silver

Entry Name: Hope is good. A plan is better.

Group: Hospital under 149 beds

Category: Billboard Design - Single

Louisiana Women's Healthcare

-- Baton Rouge, LA

Agency: MESH Integrated Marketing
& Advertising -- Baton Rouge, LA

Award: Gold

Entry Name: Louisiana Women's
Healthcare Shelfie

Group: Medical Practice (Non-Hospital)

Category: Pink Ribbon Campaign



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Louisiana Women's Healthcare

-- Baton Rouge, LA
Agency: MESH Integrated Marketing
& Advertising -- Baton Rouge, LA
Award: Gold
Entry Name: Louisiana Women's
Healthcare Shelfie
Group: Medical Practice (Non-Hospital)
Category: Social Media - Single

Louisiana Women's Healthcare

-- Baton Rouge, LA
Agency: MESH Integrated Marketing
& Advertising -- Baton Rouge, LA
Award: Gold
Entry Name: Louisiana Women's Healthcare 3D
Mammogram
Group: Medical Practice (Non-Hospital)
Category: TV/Video Advertising - Single

Mary Bird Perkins- Our Lady of the Lake

-- Baton Rouge, LA
Agency: MESH Integrated Marketing
& Advertising -- Baton Rouge, LA
Award: Gold
Entry Name: Mary Bird Perkins- Our Lady of
the Lake Program
Group: Foundation/Fundraising
Category: Special Event

Mary Bird Perkins- Our Lady of the Lake

-- Baton Rouge, LA
Agency: MESH Integrated Marketing
& Advertising -- Baton Rouge, LA
Award: Gold
Entry Name: Mary Bird Perkins- Our Lady of the
Lake Case Statement
Group: Foundation/Fundraising
Category: Fundraising Materials

Mary Bird Perkins- Our Lady of the Lake

-- Baton Rouge, LA
Agency: MESH Integrated Marketing
& Advertising -- Baton Rouge, LA
Award: Silver
Entry Name: Mary Bird Perkins- Our Lady
of the Lake Invitations
Group: Foundation/Fundraising
Category: Invitations

MASS General Cancer Center -- Boston, MA

Agency: Korzenowski Design, Elmhurst, IL
Award: Gold
Entry Name: Patient Folder
Group: Academic Medical Center
Category: Pocket Folder

Maury Regional Medical Center

-- Columbia, TN
Award: Silver
Entry Name: Maury Regional Breast
Cancer Direct Mail
Group: Hospital 150 - 299 beds
Category: Direct Mail - Single

Mon General Hospital -- Morgantown, WV

Agency: InnerAction Media
-- Morgantown, WV
Award: Gold
Entry Name: Zelda Stein Weiss
Cancer Center
Group: Hospital 150 - 299 beds
Category: TV/Video Advertising - Series

Mount Kisco Medical Group -- Fishkill, NY

Agency: Momentum Advertising & Design
-- Fishkill, NY
Award: Gold
Entry Name: MKMG- Leave Nothing to Chance
Group: Medical Practice (Non-Hospital)
Category: Magazine Advertising - Single



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Mount Sinai Hospital -- New York, NY
Agency: DeVito/Verdi -- New York, NY
Award: Silver
Entry Name: "Tongue Cancer, Mt. Sinai"
Group: Hospital over 500 beds
Category: Magazine Advertising - Single

Mountain States Health Alliance
-- Johnson City, TN
Agency: Beber Silverstein Group -- Miami, FL
Award: Gold
Entry Name: TRIUMPH Cancer Navigators
"Strong"
Group: Healthcare System
Category: Newspaper Advertising - Series

My Social Practice -- Lindon, UT
Award: Gold
Entry Name: Put On Pink
Group: "Dentists, Orthodontists,
& Optometrists"
Category: Social Media - Series

Nyack Hospital -- Nyack, NY
Agency: The Byne Group -- Suffern, NY
Award: Gold
Entry Name: Breast Health Awareness
Campaign
Group: Hospital 300 - 499 beds
Category: Total Advertising Campaigns

**Ohio State University Comprehensive Cancer
Center- James Cancer Hospital & Solove
Research Institute** -- Columbus, OH
Award: Gold
Entry Name: Legacy
Group: Cancer Hospital
Category: Publication - Single

**Ohio State University Comprehensive Cancer
Center- James Cancer Hospital & Solove
Research Institute** -- Columbus, OH
Award: Silver
Entry Name: cancer.osu.edu
Group: Cancer Hospital
Category: Website

Piedmont Healthcare -- Atlanta, GA
Agency: Luckie & Company -- Duluth, GA
Award: Gold
Entry Name: Cancer Wellness Online
Campaign
Group: Healthcare System
Category: Website Banner Advertising

**Providence Health & Services- Oregon
Region** -- Portland, OR
Award: Gold
Entry Name: #FINISHCANCER Campaign
Group: Healthcare System
Category: Total Advertising Campaigns

**Regional Cancer Center/Mountain States
Health Alliance** -- Johnson City, TN
Agency: AcrobatAnt -- Tulsa, OH
Award: Gold
Entry Name: Oncology Annual Report
Group: Healthcare System
Category: Annual Report

Robert Wood Johnson University Hospital
-- Somerville, NJ
Agency: SmithGifford -- Falls Church, VA
Award: Silver
Entry Name: Cancer Campaign
Group: Academic Medical Center
Category: Total Advertising Campaigns



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Rush University Medical Center

-- Chicago, IL
Award: Silver
Entry Name: Cancer Annual Report
Group: Academic Medical Center
Category: Annual Report

Saint Francis Health System -- Tulsa, OH

Agency: AcrobatAnt -- Tulsa, OH
Award: Silver
Entry Name: Oncology Patient
Testimonial Print
Group: Healthcare System
Category: Newspaper Advertising - Single

Saint Francis Hospital Memphis -- Memphis, TN

Agency: G Design -- Memphis, TN
Award: Gold
Entry Name: Stompin Out Breast Cancer
Group: Hospital over 500 beds
Category: Clothing

Saint Francis Hospital Memphis -- Memphis, TN

Agency: G Design -- Memphis, TN
Award: Silver
Entry Name: Stompin Out Breast
Cancer- Logo
Group: Hospital over 500 beds
Category: Logo Design/Letterhead

Saint Francis Medical Center

-- Cape Girardeau, MO
Agency: The Roberts Group -- Waukesha, WI
Award: Gold
Entry Name: Pink Tie Guys Calendar 2015
Group: Healthcare System
Category: Calendar

Saint Francis Medical Center

-- Cape Girardeau, MO
Agency: The Roberts Group -- Waukesha, WI
Award: Gold
Entry Name: Pink Up Pink Tie Guys
BBQ Sauce Label
Group: Healthcare System
Category: Retail Products

Saint Francis Medical Center

-- Cape Girardeau, MO
Agency: The Roberts Group -- Waukesha, WI
Award: Judge's Choice
Entry Name: Pink Up 2015 Campaign
Group: Healthcare System
Category: Total Advertising Campaigns

Saint Francis Medical Center

-- Cape Girardeau, MO
Agency: The Roberts Group -- Waukesha, WI
Award: Silver
Entry Name: Pink Up SEMO Auction Web Flyer
Group: Healthcare System
Category: Flyer - Single

Saint Francis Medical Center

-- Cape Girardeau, MO
Agency: The Roberts Group -- Waukesha, WI
Award: Silver
Entry Name: We Know Cancer Outdoor
Group: Healthcare System
Category: Billboard Design - Series

Saint Thomas Health -- Nashville, TN

Agency: BOHAN Advertising -- Nashville, TN
Award: Gold
Entry Name: Caroline
Group: Healthcare System
Category: TV/Video Advertising - Single



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Saint Thomas Health -- Nashville, TN
Agency: BOHAN Advertising -- Nashville, TN
Award: Gold
Entry Name: Caroline (Bus Wrap)
Group: Healthcare System
Category: Outdoor Transit - Single

Saint Thomas Health -- Nashville, TN
Agency: BOHAN Advertising -- Nashville, TN
Award: Gold
Entry Name: Nurse Navigator with Patient
Group: Healthcare System
Category: Billboard Design - Single

Saint Thomas Health -- Nashville, TN
Agency: BOHAN Advertising -- Nashville, TN
Award: Silver
Entry Name: Caroline
Group: Healthcare System
Category: Poster/Display - Single

Spectrum Health -- Grand Rapids, MI
Agency: Reagan Marketing & Design -- Grand Rapids, MI
Award: Gold
Entry Name: Betty Ford Breast Care
Services Events
Group: Healthcare System
Category: Special Event

Summa Health System -- Akron, OH
Agency: Knox Marketing, Inc. -- Akron, OH
Award: Gold
Entry Name: Specialize In You- Newspaper
Group: Healthcare System
Category: Newspaper Advertising - Single

Sunnyside Community Hospital & Clinics
-- Sunnyside, WA
Agency: WinSome, Inc. -- Richland, WA
Award: Silver
Entry Name: Fight to Save Your LIFE
Group: Hospital under 149 beds
Category: Newsletter - Series

Tallahassee Memorial Health Care
-- Tallahassee, FL
Agency: Peter Mitchell Associates, Inc.
-- Tallahassee, FL
Award: Gold
Entry Name: Tallahassee Memorial
Cancer Freedom
Group: Hospital over 500 beds
Category: Magazine Advertising - Series

Tallahassee Memorial Health Care
-- Tallahassee, FL
Agency: Peter Mitchell Associates, Inc.
-- Tallahassee, FL
Award: Gold
Entry Name: Tallahassee Memorial
Cancer Freedom
Group: Hospital over 500 beds
Category: Total Advertising Campaigns

The Iowa Clinic -- West Des Moines, IA
Award: Gold
Entry Name: Women's Center-
Peace of Mind
Group: Medical Practice (Non-Hospital)
Category: TV/Video Advertising - Single

Thibodaux Regional Medical Center
-- Thibodaux, LA
Agency: TotalCom Marketing -- Tuscaloosa, AL
Award: Bronze
Entry Name: Breast Cancer Awareness
Campaign 2015
Group: Hospital 150 - 299 beds
Category: Total Advertising Campaigns



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UNC Rex Cancer Care -- Raleigh, NC
Agency: ND&P -- Richmond, VA
Award: Gold
Entry Name: UNC Rex Center
"Frozen" Campaign
Group: Academic Medical Center
Category: Total Advertising Campaigns

UNC Rex Cancer Care -- Raleigh, NC
Agency: ND&P -- Richmond, VA
Award: Silver
Entry Name: UNCRexCancerCare.com
Group: Academic Medical Center
Category: Website

University Hospitals Seidman Cancer Center
-- Shaker Heights, OH
Agency: Brokaw, Inc. -- Cleveland, OH
Award: Gold
Entry Name: UH Seidman Cancer Center
Care Beyond Cancer
Group: Cancer Hospital
Category: Total Advertising Campaigns

University of Chicago Medicine
-- New York, NY
Agency: DeVito/Verdi -- New York, NY
Award: Gold
Entry Name: "Cancer Print
Campaign, UCM"
Group: Academic Medical Center
Category: Magazine Advertising - Series

University of Chicago Medicine
-- New York, NY
Agency: DeVito/Verdi -- New York, NY
Award: Gold
Entry Name: "Grant, UCM"
Group: Academic Medical Center
Category: TV/Video Advertising - Single

University of Chicago Medicine
-- New York, NY
Agency: DeVito/Verdi -- New York, NY
Award: Silver
Entry Name: "Tongue Digital Banner, UCM"
Group: Academic Medical Center
Category: Website Banner Advertising

Valley Children's Hospital -- Madera, CA
Agency: DBA Worldwide, Rochester, MI
Award: Gold
Entry Name: Valley Children's
Cancer Campaign
Group: Children's Hospital
Category: Total Advertising Campaigns

Vidant Health -- Greenville, NC
Agency: Jennings -- Chapel Hill, NC
Award: Gold
Entry Name: Vidant "Passed Down" Radio
Group: Healthcare System
Category: Radio - Single

Woman's Hospital -- Baton Rouge, LA
Award: Gold
Entry Name: 3D Mammography Campaign
Group: Hospital 150 - 299 beds
Category: Total Advertising Campaigns

To the best of our knowledge, all winners are listed above. We apologize in advance if any mistakes have been made.

**Thanks again for your participation in the 2015 Cancer Awareness Advertising Awards Program.
Congratulations on the superior work submitted!**