



# CANCER AWARENESS ADVERTISING AWARDS

**Adena Health System** -- Chillicothe, OH  
Agency: Clementine Healthcare Marketing  
-- Littleton, CO  
Award: Gold  
Entry Name: Triumph Magazine - Adena  
Cancer Center  
Group: Healthcare System  
Category: Publication - Single

**American Association of Oral and  
Maxillofacial Surgeons** -- Rosemont, IL  
Award: Gold  
Entry Name: AAOMS Oral Cancer  
Print Ad - HPV  
Group: Non Profit  
Category: Magazine Advertising - Single

**American Association of Oral and  
Maxillofacial Surgeons** -- Rosemont, IL  
Award: Gold  
Entry Name: AAOMS Oral Cancer PSA  
Group: Non Profit  
Category: TV/Video Advertising - Single

**Aultman Hospital** -- Canton, OH  
Agency: Innis Maggiore -- Canton, OH  
Award: Gold  
Entry Name: Aultman - Another Dimension of  
Prevention - Coffee  
Group: Hospital over 500 beds  
Category: Newspaper Advertising - Single

**Aultman Hospital** -- Canton, OH  
Agency: Innis Maggiore -- Canton, OH  
Award: Silver  
Entry Name: Aultman - Another Dimension  
of Prevention  
Group: Hospital over 500 beds  
Category: Total Advertising Campaigns

**Avera Health** -- Sioux Falls, SD  
Award: Bronze  
Entry Name: Radiation Therapy Brochure  
Group: Healthcare System  
Category: Brochure - Single

**Avera Health** -- Sioux Falls, SD  
Award: Bronze  
Entry Name: 3-D Imaging Direct Mailer  
Group: Healthcare System  
Category: Direct Mail - Single

**Avera Health** -- Sioux Falls, SD  
Award: Gold  
Entry Name: Avera Cancer Institute Magazine  
Group: Healthcare System  
Category: Magazine Publication - Single

**Avera Health** -- Sioux Falls, SD  
Award: Silver  
Entry Name: Remarkable Breast Care Brochure  
Group: Healthcare System  
Category: Patient Education - Single

**Avera Health** -- Sioux Falls, SD  
Award: Silver  
Entry Name: It's Happening Now at Avera Breast  
Center Campaign  
Group: Healthcare System  
Category: Pink Ribbon Campaign

**Avera Health** -- Sioux Falls, SD  
Award: Silver  
Entry Name: It's Happening Now at Avera Breast  
Center Animations  
Group: Healthcare System  
Category: Special Video Production - Series



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## **Breast Cancer Coalition of Rochester**

-- Rochester, NY

Agency: Martino Flynn LLC, Pittsford, NY

Award: Gold

Entry Name: ARTrageous Commemorative  
Poster

Group: Non Profit

Category: Poster/Display - Single

## **Breast Cancer Coalition of Rochester**

-- Rochester, NY

Agency: Martino Flynn LLC, Pittsford, NY

Award: Gold

Entry Name: "Bella Forza" Video

Group: Non Profit

Category: Special Video Production - Single

## **Breast Cancer Coalition of Rochester**

-- Rochester, NY

Agency: Martino Flynn LLC, Pittsford, NY

Award: Silver

Entry Name: ARTrageous Invitation

Group: Non Profit

Category: Invitations

## **Corvallis Clinic** -- Corvallis, OR

Award: Gold

Entry Name: Dam Cancer

Group: Medical Practice (Non-Hospital)

Category: Total Advertising Campaigns

## **Duke Raleigh Hospital** -- Raleigh, NC

Agency: Contrast Creative, Inc. -- Cary, NC

Award: Gold

Entry Name: Graduation Story

Group: Hospital 150 - 299 beds

Category: Special Video Production - Single

## **Firelands Regional Medical Center**

-- Sandusky, OH

Agency: Edgewater Graphics -- Vermillion, OH

New Departure Films -- Sandusky, OH

Award: Silver

Entry Name: I Don't Know My Daddy's Story

Group: Hospital 300 - 499 beds

Category: Total Advertising Campaigns

## **Fox Chase Cancer Center** -- Philadelphia, PA

Agency: Mangos, Inc. -- Conshocken, PA

Award: Gold

Entry Name: Outdoor Transit Series

Group: Cancer Hospital

Category: Outdoor Transit - Series

## **Fox Chase Cancer Center** -- Philadelphia, PA

Agency: Mangos, Inc. -- Conshocken, PA

Award: Gold

Entry Name: TV Advertising Series

Group: Cancer Hospital

Category: TV/Video Advertising - Series

## **Fox Chase Cancer Center** -- Philadelphia, PA

Agency: Mangos, Inc. -- Conshocken, PA

Award: Silver

Entry Name: foxchase.org

Group: Cancer Hospital

Category: Website

## **Fox Chase Cancer Center** -- Philadelphia, PA

Agency: Mangos, Inc. -- Conshocken, PA

Award: Silver

Entry Name: Radio Advertising Series

Group: Cancer Hospital

Category: Radio - Series

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## **Good Samaritan Medical Center**

-- West Palm Beach, FL  
Agency: BG Marketing -- West Palm Beach, FL  
Award: Silver  
Entry Name: She Had Wanted to Skip Her Mammogram  
Group: Hospital 300 - 499 beds  
Category: Newspaper Advertising - Single

## **Good Samaritan Medical Center**

-- West Palm Beach, FL  
Agency: BG Marketing -- West Palm Beach, FL  
Award: Silver  
Entry Name: Cancer 10RT :60TV  
Group: Hospital 300 - 499 beds  
Category: Special Video Production - Single

## **Goshen Center for Cancer Care** -- Goshen, IN

Agency: Todd Allen Design -- Elkhart, IN  
Award: Silver  
Entry Name: Lives Touched  
Group: Cancer Hospital  
Category: Total Advertising Campaigns

## **Houston Methodist Sugar Land Hospital**

-- Sugar Land, TX  
Award: Bronze  
Entry Name: Real Men Wear Pink Campaign  
Group: Hospital 300 - 499 beds  
Category: Fundraising Materials

## **Intermountain Healthcare** -- Salt Lake City, UT

Agency: Factory/RR Partners -- Salt Lake City, UT  
Award: Bronze  
Entry Name: Primary Children's Spring Brand Cancer 2016 TV Normal  
Group: Children's Hospital  
Category: TV/Video Advertising - Single

## **Intermountain Healthcare** -- Salt Lake City, UT

Agency: Factory/RR Partners -- Salt Lake City, UT  
Award: Gold  
Entry Name: Primary Children's Spring Brand Cancer 2016 Print Swing  
Group: Children's Hospital  
Category: Magazine Advertising - Single

## **Intermountain Healthcare** -- Salt Lake City, UT

Agency: Factory/RR Partners -- Salt Lake City, UT  
Award: Gold  
Entry Name: Primary Children's Spring Brand Cancer 2016 Outdoor Tea  
Group: Children's Hospital  
Category: Billboard Design - Single

## **Intermountain Healthcare** -- Salt Lake City, UT

Agency: Factory/RR Partners -- Salt Lake City, UT  
Award: Silver  
Entry Name: Primary Children's Spring Brand Cancer 2016 Radio Anything  
Group: Children's Hospital  
Category: Radio - Single

## **Kay Yow Cancer Fund** -- Raleigh, NC

Agency: Contrast Creative, Inc. -- Cary, NC  
Award: Gold  
Entry Name: Research Patient Story  
Group: Non Profit  
Category: Special Video Production - Single

## **Lexington Medical Center** -- West Columbia, SC

Award: Bronze  
Entry Name: LexMedCancer.com  
Group: Hospital 300 - 499 beds  
Category: Website

## **Lexington Medical Center** -- West Columbia, SC

Award: Gold  
Entry Name: LMC Employee Ribbon  
Group: Hospital 300 - 499 beds  
Category: Other/Misc



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**Lexington Medical Center** -- West Columbia, SC

Award: Gold

Entry Name: Oncology Special Section

Group: Hospital 300 - 499 beds

Category: Publication - Single

**Lexington Medical Center** -- West Columbia, SC

Award: Gold

Entry Name: "It's Our Fight, Too" Shirt

Group: Hospital 300 - 499 beds

Category: Clothing

**Louisiana Women's Healthcare** -- Baton Rouge, LA

Agency: MESH Integrated Advertising and  
Branding Agency -- Baton Rouge, LA

Award: Bronze

Entry Name: Louisiana Women's Healthcare  
Mammogram Flyer

Group: Medical Practice (Non-Hospital)

Category: Poster/Display - Single

**Louisiana Women's Healthcare** -- Baton Rouge, LA

Agency: MESH Integrated Advertising and  
Branding Agency -- Baton Rouge, LA

Award: Gold

Entry Name: Louisiana Women's Healthcare Breast  
Cancer Awareness

Group: Medical Practice (Non-Hospital)

Category: Social Media - Series

**Louisiana Women's Healthcare** -- Baton Rouge, LA

Agency: MESH Integrated Advertising and  
Branding Agency -- Baton Rouge, LA

Award: Judge's Choice

Entry Name: Louisiana Women's Healthcare Breast  
Cancer Awareness Campaign

Group: Medical Practice (Non-Hospital)

Category: Pink Ribbon Campaign

**Maury Regional Health** -- Columbia, TN

Award: Bronze

Entry Name: Mammography is a lifesaver!

Group: Healthcare System

Category: Total Advertising Campaigns

**Memorial Hospital of Gulfport** -- Gulfport, MS

Agency: Transmedia, Inc. -- Gulfport, MS

Award: Gold

Entry Name: MHG Real Men Wear Gowns  
Marchand/Hall/Prostate/Combined

Group: Hospital 300 - 499 beds

Category: TV/Video Advertising - Series

**Meritus Health** -- Hagerstown, MD

Award: Bronze

Entry Name: Meritus Cancer Services Campaign

Group: Healthcare System

Category: Total Advertising Campaigns

**MidMichigan Health** -- Midland, MI

Agency: ND&P -- Richmond, VA

Award: Bronze

Entry Name: Advanced Cancer  
Care Campaign

Group: Healthcare System

Category: Total Advertising Campaigns

**MidMichigan Health** -- Midland, MI

Agency: ND&P -- Richmond, VA

Award: Silver

Entry Name: Cancer Risk Assessment TV Spot

Group: Healthcare System

Category: TV/Video Advertising - Single

**Nyack Hospital** -- Nyack, NY

Agency: The Byne Group -- Suffern, NY

Award: Silver

Entry Name: Feel Empowered by Your  
Breast Health

Group: Hospital 300 - 499 beds

Category: Total Advertising Campaigns

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**Parkview Health** -- Fort Wayne, IN  
Agency: Boyden & Youngblutt -- Fort Wayne, IN  
Award: Bronze  
Entry Name: Advancing Cancer Care  
Outdoor Billboard  
Group: Healthcare System  
Category: Billboard Design - Single

**Parkview Health** -- Fort Wayne, IN  
Agency: Boyden & Youngblutt -- Fort Wayne, IN  
Award: Gold  
Entry Name: Advancing Cancer Care  
Digital Ad  
Group: Healthcare System  
Category: Website Banner Advertising

**Parkview Health** -- Fort Wayne, IN  
Agency: Boyden & Youngblutt -- Fort Wayne, IN  
Award: Gold  
Entry Name: Leading the Way :60 Radio Spot  
Group: Healthcare System  
Category: Radio - Single

**Piedmont Healthcare** -- Atlanta, GA  
Agency: Brown Bag Marketing -- Atlanta, GA  
Award: Gold  
Entry Name: Live Learn Love Campaign  
Group: Healthcare System  
Category: TV/Video Advertising - Series

**Piedmont Healthcare** -- Atlanta, GA  
Agency: Brown Bag Marketing -- Atlanta, GA  
Award: Gold  
Entry Name: Live Learn Love Campaign  
Group: Healthcare System  
Category: Total Advertising Campaigns

**Rethink Breast Cancer** -- Toronto, Ontario  
Agency: Ig2 -- Toronto, Ontario  
Award: Gold  
Entry Name: Give-A-Care  
Group: Charity  
Category: Retail Products

**Rethink Breast Cancer** -- Toronto, Ontario  
Agency: Ig2 -- Toronto, Ontario  
Award: Gold  
Entry Name: Give-A-Care  
Group: Charity  
Category: Total Advertising Campaigns

**Rio Grande Cancer Foundation** -- El Paso, TX  
Agency: Lara and Company Creative -- El Paso, TX  
Award: Gold  
Entry Name: Colors of Cancer Campaign  
Group: Foundation/Fundraising  
Category: Total Advertising Campaigns

**Rocky Mountain Cancer Centers**  
-- Greenwood Village, CO  
Agency: Clementine Healthcare Marketing  
-- Littleton, CO  
Award: Gold  
Entry Name: Colorectal Cancer Campaign  
Group: Medical Practice (Non-Hospital)  
Category: Patient Education - Series

**Ronald McDonald House of Akron** -- Akron, OH  
Agency: Knox Marketing, Inc. -- Akron, OH  
Award: Gold  
Entry Name: Carmen's Story      Group: Non Profit  
Category: Special Video Production - Single

**Rush University Medical Center** -- Chicago, IL  
Agency: SPM Marketing & Communications  
-- LaGrange, IL  
Award: Gold  
Entry Name: Cancer Annual Report  
Group: Academic Medical Center  
Category: Annual Report

**Rush University Medical Center** -- Chicago, IL  
Agency: SPM Marketing & Communications  
-- LaGrange, IL  
Award: Gold  
Entry Name: Margaret's Story  
Group: Academic Medical Center  
Category: Radio - Single

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**Rush University Medical Center** -- Chicago, IL  
Agency: SPM Marketing & Communications  
-- LaGrange, IL  
Award: Silver  
Entry Name: Rush Cancer Campaign  
Group: Academic Medical Center  
Category: Total Advertising Campaigns

**Rush University Medical Center** -- Chicago, IL  
Agency: SPM Marketing & Communications  
-- LaGrange, IL  
Award: Silver  
Entry Name: Jackie's Story  
Group: Academic Medical Center  
Category: Special Video Production - Single

**Saint Francis Healthcare System**  
-- Cape Girardeau, MO  
Agency: The Roberts Group -- Waukesha, WI  
Award: Gold  
Entry Name: Pink Tie Guys Calendar 2017  
Group: Healthcare System  
Category: Calendar

**Saint Francis Healthcare System**  
-- Cape Girardeau, MO  
Agency: The Roberts Group -- Waukesha, WI  
Award: Gold  
Entry Name: National Cancer Survivors  
Day Shirts  
Group: Healthcare System  
Category: Advertising Specialty

**Saint Francis Healthcare System**  
-- Cape Girardeau, MO  
Agency: The Roberts Group -- Waukesha, WI  
Award: Silver  
Entry Name: Gut Check (Colon Cancer)  
Campaign  
Group: Healthcare System  
Category: Total Advertising Campaigns

**Saint Mary's Health System** -- Waterbury, CT  
Agency: Jennings, Chapel Hill, NC  
Award: Gold  
Entry Name: Breast Surgeons  
Compilation Video  
Group: Hospital 150 - 299 beds  
Category: Special Video Production - Single

**Signature Healthcare** -- Brockton, MA  
Agency: Jennings -- Chapel Hill, NC  
Award: Gold  
Entry Name: Cancer Patient Stories on Video  
Group: Hospital 150 - 299 beds  
Category: Special Video Production - Series

**Skagit Regional Health** -- Mount Vernon, WA  
Agency: BrandQuery LLC -- Mount Vernon, WA  
Award: Gold  
Entry Name: A Heavy Price Tag  
Group: Healthcare System  
Category: Website Banner Advertising

**Skagit Regional Health** -- Mount Vernon, WA  
Agency: BrandQuery LLC -- Mount Vernon, WA  
Award: Silver  
Entry Name: A Heavy Price Tag  
Group: Healthcare System  
Category: Newspaper Advertising - Single

**South Nassau Communities Hospital**  
-- Oceanside, NY  
Agency: Wax Communications -- Miami, FL  
Award: Bronze  
Entry Name: South Nassau's "I didn't let breast  
cancer define me." ad  
Group: Hospital 300 - 499 beds  
Category: Newspaper Advertising - Single

**Southeastern Health** -- Lumberton, NC  
Agency: Lynn Advertising Design, Inc. -- Erwin, NC  
Award: Gold  
Entry Name: [www.iwonagainstcancer.com](http://www.iwonagainstcancer.com)  
Group: Hospital 300 - 499 beds  
Category: Website



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## **Southeastern Health** -- Lumberton, NC

Agency: Lynn Advertising Design, Inc. -- Erwin, NC

Award: Silver

Entry Name: Gibson Cancer Center

- Complete Campaign

Group: Hospital 300 - 499 beds

Category: TV/Video Advertising - Series

## **Spectrum Health** -- Grand Rapids, MI

Agency: Reagan Marketing + Design, LLC

-- Grand Rapids, MI

Award: Bronze

Entry Name: Betty Ford Breast Care

Services Event

Group: Healthcare System

Category: Special Event

## **Spirit of Women Hospitals**

Agency: Spirit Health Group -- Cincinnati, OH

Award: Gold

Entry Name: This Is Serious - DVT: Blood Clots

and Cancer

Group: Hospital 150 - 299 beds

Category: Patient Education - Series

## **Spirit of Women Hospitals**

Agency: Spirit Health Group -- Cincinnati, OH

Award: Silver

Entry Name: Spirit of Women ePublication

Group: Hospital 150 - 299 beds

Category: E-newsletter - Series

## **Summa Health** -- Akron, OH

Agency: Knox Marketing, Inc. -- Akron, OH

Award: Silver

Entry Name: In Just 4 Seconds

Group: Healthcare System

Category: Newspaper Advertising - Single

## **Tallahassee Memorial HealthCare**

Agency: Peter Mitchell Associates -- Tallahassee, FL

Award: Bronze

Entry Name: TMH Cancer Freedom

Group: Hospital over 500 beds

Category: Magazine Advertising - Series

## **Tallahassee Memorial HealthCare**

Agency: Peter Mitchell Associates -- Tallahassee, FL

Award: Bronze

Entry Name: "Two Teams, One Goal"

Group: Hospital over 500 beds

Category: Website Banner Advertising

## **Tallahassee Memorial HealthCare**

Agency: Peter Mitchell Associates -- Tallahassee, FL

Award: Gold

Entry Name: TMH Cancer Freedom

Group: Hospital over 500 beds

Category: Billboard Design - Series

## **Tallahassee Memorial HealthCare**

Agency: Peter Mitchell Associates -- Tallahassee, FL

Award: Gold

Entry Name: TMH Cancer Freedom

Group: Hospital over 500 beds

Category: TV/Video Advertising - Single

## **The University of Texas MD Anderson Cancer**

**Center** -- Houston, TX

Agency: The Richards Group -- Dallas, TX

Award: Gold

Entry Name: A Sponsorship of the PGA Tour to Help

Reduce the Risk of Skin Cancer

Group: Cancer Hospital

Category: Special Event

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## **The University of Texas MD Anderson Cancer Center** -- Houston, TX

Agency: The Richards Group -- Dallas, TX  
Award: Judge's Choice  
Entry Name: A HPV Vaccination Campaign to Promote Cancer Prevention  
Group: Cancer Hospital  
Category: Total Advertising Campaigns

## **Thibodaux Regional Medical Center**

-- Thibodaux, LA  
Agency: TotalCom Marketing -- Tuscaloosa, AL  
Award: Silver  
Entry Name: Archie Manning One Team One Goal  
Group: Hospital 150 - 299 beds  
Category: Total Advertising Campaigns

## **Tri-Cities Cancer Center** -- Kennewick, WA

Award: Silver  
Entry Name: Cancer Crushing Campaign Series  
Group: Non Profit  
Category: Total Advertising Campaigns

## **True Blue** -- Tacoma, WA

Agency: Graphica, Inc -- Seattle, WA  
Award: Silver  
Entry Name: True Blue - Breast Cancer Awareness  
Group: Workforce Management/Recruitment  
Category: Pink Ribbon Campaign

## **University of Kentucky/UK Healthcare**

-- Lexington, KY  
Award: Silver  
Entry Name: UK Markey Cancer Center Annual Report  
Group: Academic Medical Center  
Category: Annual Report

**Valley Health System** -- Paramus, NJ  
Agency: Core Creative -- Milwaukee, WI  
Award: Gold  
Entry Name: My Story  
Group: Hospital 300 - 499 beds  
Category: Total Advertising Campaigns

**White Plains Hospital** -- White Plains, NY  
Agency: Smith + Jones -- Troy, NY  
Award: Bronze  
Entry Name: 12 Years Cancer-Free  
Group: Hospital 150 - 299 beds  
Category: Special Video Production - Single

**White Plains Hospital** -- White Plains, NY  
Agency: Smith + Jones -- Troy, NY  
Award: Silver  
Entry Name: 12 Years Cancer-Free  
Group: Hospital 150 - 299 beds  
Category: Radio - Single

**White Plains Hospital** -- White Plains, NY  
Agency: Smith + Jones -- Troy, NY  
Award: Silver  
Entry Name: 12 Years Cancer-Free  
Group: Hospital 150 - 299 beds  
Category: Total Advertising Campaigns

**Yale New Haven Health** -- Bethany, CT  
Agency: Mason, Inc. -- Bethany, CT  
Award: Gold  
Entry Name: Smilow Cancer Hospital - Flash Mob Dancer 2016  
Group: Cancer Hospital  
Category: TV/Video Advertising - Single

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  
2016 Cancer Awareness Advertising Awards Program.  
Congratulations on the superior work submitted!**