



CANCER AWARENESS ADVERTISING AWARDS

Adena Health System -- Chillicothe, OH
Agency: Creative Spot -- Columbus, OH
Award: Gold
Entry Name: Adena Cancer Campaign-
TV Advertising
Group: Healthcare System
Category: TV/Video Advertising - Series

AUHealth / GA Cancer Center -- Augusta, GA
Agency: Ten Adams -- Evansville, IN
Award: Gold
Entry Name: AUHealth / GA Cancer Center "See
Us First" Print Campaign
Group: Academic Medical Center
Category: Magazine Advertising - Series

AUHealth / GA Cancer Center -- Augusta, GA
Agency: Ten Adams -- Evansville, IN
Award: Silver
Entry Name: AUHealth / GA Cancer Center
"See Us First" :15 TV Campaign
Group: Academic Medical Center
Category: TV/Video Advertising - Series

Avera -- Sioux Falls, SD
Award: Bronze
Entry Name: Your Guide to Cancer Prevention
and Screenings
Group: Healthcare System
Category: Brochure - Single

Avera -- Sioux Falls, SD
Award: Gold
Entry Name: Breast Cancer Myths Debunked
infographic
Group: Healthcare System
Category: Patient Education - Single

Avera -- Sioux Falls, SD
Award: Gold
Entry Name: Beyond Breast Cancer invite
Group: Healthcare System
Category: Invitations

Avera -- Sioux Falls, SD
Award: Silver
Entry Name: Inspiring Hope with Advanced
Cancer Care
Group: Healthcare System
Category: Patient Handbook

Avera -- Sioux Falls, SD
Award: Gold
Entry Name: It's Happening Now infographic
Group: Healthcare System
Category: Flyer - Single

BB&T -- Cary, NC
Agency: Contrast Creative -- Cary, NC
Award: Gold
Entry Name: Barbara Duck's Story:
One Day at a Time
Group: Retail
Category: Special Video Production - Single

Boca Raton Regional Hospital -- Boca Raton, FL
Award: Gold
Entry Name: Run for the Ribbons 5K Walk/Run
Group: Hospital 300 - 499 beds
Category: Special Event

Boca Raton Regional Hospital -- Boca Raton, FL
Award: Silver
Entry Name: CyberKnife TV Spot
Group: Hospital 300 - 499 beds
Category: TV/Video Advertising - Single



CANCER AWARENESS ADVERTISING AWARDS

Cancer Treatment Centers of America

-- Boca Raton, FL
Agency: Creative Civilization - Aguilar / Girard
Agency -- San Antonio, TX
Award: Gold
Entry Name: No Esperes - Early Detection
Group: Cancer Hospital
Category: Social Media - Single

Cancer Treatment Centers of America

-- Boca Raton, FL
Agency: Creative Civilization -- An Aguilar/Girard
Agency -- San Antonio, TX
Award: Silver
Entry Name: No Esperes - Early Detection - Today
Group: Cancer Hospital
Category: TV/Video Advertising - Single

Causewave Community Partners -- Rochester, NY

Agency: Martino Flynn LLC -- Pittsford, NY
Award: Gold
Entry Name: Get Screened Rochester Website
Group: Non Profit
Category: Website

Causewave Community Partners -- Rochester, NY

Agency: Martino Flynn LLC -- Pittsford, NY
Award: Gold
Entry Name: Get Screened Rochester TV
Group: Non Profit
Category: TV/Video Advertising - Single

Centura Health South Denver Operating Group

-- Denver, CO
Agency: Clementine Healthcare Marketing
-- Littleton, CO
Award: Gold
Entry Name: Compilation of 2017 Cancer Awareness and Education Articles
Group: Healthcare System
Category: Magazine Publication - Series

CHRISTUS St. Michael Health System

-- Texarkana, TX
Agency: Workhorse Marketing -- Texarkana, TX
Award: Silver
Entry Name: Medical Oncology Super Hero - Digital Screen
Group: Hospital 300 - 499 beds
Category: Other/Misc

CHRISTUS St. Michael Health System

-- Texarkana, TX
Agency: Workhorse Marketing -- Texarkana, TX
Award: Silver
Entry Name: Girl Talk - A Breast Health Event
Group: Hospital 300 - 499 beds
Category: Special Event

CIMA Hospital -- San Jose, Costa Rica

Agency: Alvarenga Healthcare Communication
-- Cartago, Costa Rica
Award: Bronze
Entry Name: Solountoque
Group: Hospital under 149 beds
Category: Total Advertising Campaigns

Columbus Regional Health -- Columbus, GA

Agency: Lewis Communications -- Mobile, AL
Award: Gold
Entry Name: Columbus Regional Health - CANCER-Campaign
Group: Healthcare System
Category: Total Advertising Campaigns

DCH Regional Medical Center -- Tuscaloosa, AL

Agency: TotalCom Marketing Communications
-- Tuscaloosa, AL
Award: Gold
Entry Name: DCH Cancer Campaign
Group: Healthcare System
Category: Newspaper Advertising - Series



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DCH Regional Medical Center -- Tuscaloosa, AL
Agency: TotalCom Marketing Communications
-- Tuscaloosa, AL
Award: Gold
Entry Name: DCH Cancer Campaign
Group: Healthcare System
Category: Social Media - Series

DCH Regional Medical Center -- Tuscaloosa, AL
Agency: TotalCom Marketing Communications
-- Tuscaloosa, AL
Award: Silver
Entry Name: DCH Cancer Campaign
Group: Healthcare System
Category: Billboard Design - Series

Erlanger Health System -- Chattanooga, TN
Agency: The Johnson Group -- Chattanooga, TN
Award: Gold
Entry Name: Mammoversary Campaign
Group: Academic Medical Center
Category: Total Advertising Campaigns

Erlanger Health System -- Chattanooga, TN
Agency: The Johnson Group -- Chattanooga, TN
Award: Gold
Entry Name: Mammoversary Poster
Group: Academic Medical Center
Category: Poster/Display - Single

Fox Chase Cancer Center -- Philadelphia, PA
Agency: Mangos, Inc. -- Conshohocken, PA
Award: Gold
Entry Name: Outdoor Transit
Group: Cancer Hospital
Category: Outdoor Transit - Series

Fox Chase Cancer Center -- Philadelphia, PA
Agency: Mangos, Inc. -- Conshohocken, PA
Award: Gold
Entry Name: Website Banner Ads
Group: Cancer Hospital
Category: Website Banner Advertising

Fox Chase Cancer Center -- Philadelphia, PA
Agency: Mangos, Inc. -- Conshohocken, PA
Award: Silver
Entry Name: Television
Group: Cancer Hospital
Category: TV/Video Advertising - Series

Good Samaritan Hospital Medical Center
-- West Islip, NY
Award: Silver
Entry Name: Breast Services Campaign
Group: Hospital over 500 beds
Category: Total Advertising Campaigns

Houston Methodist Sugar Land Hospital
-- Sugar Land, TX
Award: Gold
Entry Name: Oncology Annual Report
Group: Hospital 300 - 499 beds
Category: Annual Report

Intermountain Bear River Valley Hospital
-- Tremonton, UT
Award: Gold
Entry Name: Watch for the signs of breast cancer
Group: Hospital under 149 beds
Category: Magazine Advertising - Single

Iredell Health System -- Statesville, NC
Award: Gold
Entry Name: Breast Cancer Early
Detection Awareness
Group: Healthcare System
Category: Newspaper Advertising - Single



CANCER AWARENESS ADVERTISING AWARDS

Knox Community Hospital -- Mount Vernon, OH

Agency: Knox Marketing -- Akron, OH

Award: Gold

Entry Name: Knoxwise Winter Newsletter

Group: Hospital under 149 beds

Category: Newsletter - Single

Logan Regional Hospital -- Logan, UT

Award: Gold

Entry Name: Light the Hospital Pink - Breast
Cancer Awareness

Group: Hospital under 149 beds

Category: Social Media - Single

Louisiana Women's Healthcare Associates

-- Baton Rouge, LA

Agency: MESH -- Baton Rouge, LA

Award: Gold

Entry Name: Two Good Reasons

Group: Medical Practice (Non-Hospital)

Category: Total Advertising Campaigns

Lutheran Health Network -- Fort Wayne, IN

Agency: One Lucky Guitar / Lodge Design

-- Fort Wayne, IN

Award: Gold

Entry Name: "Together We Can" Lutheran Hospital
Cancer Center TV

Group: Hospital 300 - 499 beds

Category: TV/Video Advertising - Single

MaineHealth -- Portland, ME

Agency: GarrandPartners -- Portland, ME

Award: Silver

Entry Name: MaineHealth Cancer Care Network

Group: Healthcare System

Category: Total Advertising Campaigns

Mary Bird Perkins - Our Lady of the Lake

Cancer Center -- Baton Rouge, LA

Agency: Revive Health & Launch Media

Award: Gold

Entry Name: Conquer Differently with

Gamma Knife Icon

Group: Cancer Hospital

Category: Total Advertising Campaigns

Mary Bird Perkins - Our Lady of the Lake

Cancer Center -- Baton Rouge, LA

Award: Gold

Entry Name: The Taste 2017 Invitation

Group: Cancer Hospital

Category: Invitations

Mary Bird Perkins - Our Lady of the Lake

Cancer Center -- Baton Rouge, LA

Agency: Revive Health

Award: Silver

Entry Name: Conquer Differently Microsite

Group: Cancer Hospital

Category: Website

MidMichigan Health -- Midland, MI

Agency: ClearRiver -- Midland, MI

Award: Gold

Entry Name: Helping You Navigate Breast Cancer

Group: Healthcare System

Category: Patient Handbook

MidMichigan Health -- Midland, MI

Agency: ClearRiver -- Midland, MI

Award: Gold

Entry Name: Digital Breast Tomosynthesis Brochure

Group: Healthcare System

Category: Brochure - Single



CANCER AWARENESS ADVERTISING AWARDS

Moffitt Cancer Center -- Tampa FL
Agency: BVK -- Glendale, WI
Award: Gold
Entry Name: Magazine Series
Group: Cancer Hospital
Category: Magazine Advertising - Series

Moffitt Cancer Center -- Tampa FL
Agency: BVK -- Glendale, WI
Award: Gold
Entry Name: Shaving
Group: Cancer Hospital
Category: TV/Video Advertising - Single

Moffitt Cancer Center -- Tampa FL
Agency: BVK -- Glendale, WI
Award: Silver
Entry Name: LUNG
Group: Cancer Hospital
Category: Radio - Single

Moffitt Cancer Center -- Tampa FL
Agency: BVK -- Glendale, WI
Award: Silver
Entry Name: Outdoor Series
Group: Cancer Hospital
Category: Billboard Design - Series

Moffitt Cancer Center -- Tampa FL
Agency: BVK -- Glendale, WI
Award: Judge's Choice
Entry Name: Courage 2.0
Group: Cancer Hospital
Category: Total Advertising Campaigns

North Mississippi Medical Center -- Tupelo, MS
Agency: Springboard Brand & Creative Strategy
-- Arlington Heights, IL
Award: Gold
Entry Name: What Connected Cancer
Care Feels Like
Group: Hospital over 500 beds
Category: Total Advertising Campaigns

Nyack Hospital -- Nyack, NY
Agency: The Byne Group -- Suffern, NY
Award: Silver
Entry Name: Do It For You. Do It Today. Breast
Health Awareness Campaign
Group: Hospital 300 - 499 beds
Category: Total Advertising Campaigns

NYU Langone Health
Agency: Munn Rabôt -- New York, NY
Award: Gold
Entry Name: "In Our Lifetime"
Group: Academic Medical Center
Category: TV/Video Advertising - Series

Project HER - The Corvallis Clinic Foundation
Corvallis, OR
Award: Silver
Entry Name: Project H.E.R. Brochure
Group: Healthcare System
Category: Brochure - Single

Providence St. Mary Regional Cancer Center
-- Walla Walla, WA
Award: Gold
Entry Name: Providence St. Mary Regional Cancer
Center #Finishcancer campaign
Group: Hospital under 149 beds
Category: Total Advertising Campaigns

Rio Grande Cancer Foundation -- El Paso, TX
Agency: Lara & Company Creative -- El Paso, TX
Award: Gold
Entry Name: Run Together 5K campaign
Group: Foundation/Fundraising
Category: Total Advertising Campaigns



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Rocky Mountain Cancer Centers

-- Greenwood Village, CO
Agency: Clementine Healthcare Marketing
-- Littleton, CO
Award: Gold
Entry Name: <https://www.rockymountcancercenters.com/news/>
Group: Medical Practice (Non-Hospital)
Category: Website

Rush University Medical Center -- Chicago, IL

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

The Ohio State University Comprehensive Cancer Center - James Cancer Hospital and Solove Research Institute -- Columbus, OH

Award: Gold
Entry Name: impactCancer Fall 2017
Group: Cancer Hospital
Category: Magazine Publication - Single

The Ohio State University Comprehensive Cancer Center - James Cancer Hospital and Solove Research Institute -- Columbus, OH

Award: Gold
Entry Name: Commit to be Fit Expo
Group: Academic Medical Center
Category: Special Event

The Ohio State University Comprehensive Cancer Center - James Cancer Hospital and Solove Research Institute -- Columbus, OH

Award: Gold
Entry Name: Ohio State Oncology Update: September 2017
Group: Cancer Hospital
Category: E-newsletter - Single

The Ohio State University Comprehensive Cancer Center - James Cancer Hospital and Solove Research Institute -- Columbus, OH

Award: Silver
Entry Name: 2017 Pelotonia Investment Report
Group: Cancer Hospital
Category: Fundraising Materials

The Ohio State University Comprehensive Cancer Center - James Cancer Hospital and Solove Research Institute -- Columbus, OH

Award: Silver
Entry Name: Team Buckeye Advertising Campaign
Group: Cancer Hospital
Category: Total Advertising Campaigns

Thibodaux Regional Medical Center

-- Thibodaux, LA
Agency: TotalCom Marketing Communications
Tuscaloosa, AL
Award: Gold
Entry Name: Ladies Start a Healthy Habit - Breast Cancer Awareness
Group: Hospital 150 - 299 beds
Category: Total Advertising Campaigns

UHS Hospitals, Inc. -- Binghamton, NY

Agency: Riger Marketing Communications
Binghamton, NY
Award: Bronze
Entry Name: Breast Cancer Awareness Early Detection
Group: Healthcare System
Category: Billboard Design - Single

University of British Columbia -- Kelowna, BC

Agency: HAT TRICK -- Kelowna, BC
Award: Gold
Entry Name: HAT TRICK
Group: Non Profit
Category: Patient Education - Single



CANCER AWARENESS ADVERTISING AWARDS

University of Kentucky / UK HealthCare

-- Lexington, KY

Award: Gold

Entry Name: Markey Cancer Center
Annual Report 2016

Group: Academic Medical Center
Category: Annual Report

University of Kentucky / UK HealthCare

-- Lexington, KY

Award: Silver

Entry Name: Markey Cancer Center
NACCDO-PAMN Event

Group: Academic Medical Center
Category: Special Event

White Plains Hospital

-- White Plains, NY

Agency: Smith & Jones -- Troy, NY

Award: Gold

Entry Name: White Plains Hospital
Cancer Campaign

Group: Hospital 300 - 499 beds
Category: Radio - Series

White Plains Hospital

-- White Plains, NY

Agency: Smith & Jones -- Troy, NY

Award: Gold

Entry Name: White Plains Hospital
Cancer Campaign

Group: Hospital 300 - 499 beds
Category: Total Advertising Campaigns

Wood County Hospital

-- Bowling Green, OH

Agency: Knox Marketing -- Akron, OH

Award: Bronze

Entry Name: Wood County Hospital Cancer TV Spot

Group: Hospital under 149 beds
Category: TV/Video Advertising - Single

Wood County Hospital

-- Bowling Green, OH

Agency: Knox Marketing -- Akron, OH

Award: Silver

Entry Name: Wood County Hospital

Cancer Campaign

Group: Hospital under 149 beds
Category: Total Advertising Campaigns

Yale New Haven Health, Smilow Cancer Hospital

-- New Haven, CT

Agency: Mason, Inc. -- Bethany, CT

Award: Gold

Entry Name: Smilow Survivors TV Series

Group: Cancer Hospital
Category: TV/Video Advertising - Series

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
2017 Cancer Awareness Advertising Awards Program.
Congratulations on the superior work submitted!**