

# **CANCER AWARENESS** ADVERTISING AWARDS

**American Association of Oral and Maxillofacial Surgeons** -- Rosemont, IL

Award: Gold  
Name of Entry: Simply Put: JOMS Patient Information - Tongue Cancer in Children on the Rise  
Group: Non Profit  
Category: Patient Education - Single

**Avera Health** -- Sioux Falls, SD

Award: Gold  
Name of Entry: Let's Run This Town - Avera Race 2021  
Group: Foundation/Fundraising  
Category: Fundraising Materials

**Avera Health** -- Sioux Falls, SD

Award: Silver  
Name of Entry: No Two Breast Are The Same direct mailer  
Group: Healthcare System  
Category: Direct Mail - Single

**Avera Health** -- Sioux Falls, SD

Award: Silver  
Name of Entry: Colon Cancer Campaign 2021  
Group: Healthcare System  
Category: Total Advertising Campaigns

**Baptist MD Anderson Cancer Center**

-- Jacksonville, FL  
Agency: three -- Atlanta, GA  
Award: Gold  
Name of Entry: Baptist MD Anderson Cancer Center Regional Marketing Campaign  
Group: Cancer Hospital  
Category: TV/Video Advertising - Series

**Cary Medical Center** -- Caribou, ME

Agency: WAGM -- Presque Isle, ME  
Award: Silver  
Name of Entry: Screen Aroostook  
Group: Healthcare System  
Category: TV/Video Advertising - Single

**HCA Midwest Health** -- Overland Park, KS

Award: Gold  
Name of Entry: Breast Density Awareness Sales Aid  
Group: Healthcare System  
Category: Physician Referral - Single

**HCA Midwest Health** -- Overland Park, KS

Award: Silver  
Name of Entry: Breast Density Awareness Web Ads  
Group: Healthcare System  
Category: Website Banner Advertising

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

Award: Bronze  
Name of Entry: Cancer Screenings - Mark Giles  
Group: Hospital over 500 beds  
Category: TV/Video Advertising - Single

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

Award: Gold  
Name of Entry: McDaniels Fund the Fight  
Group: Hospital over 500 beds  
Category: Fundraising Materials

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

Award: Silver  
Name of Entry: Cancer Screenings  
Group: Hospital over 500 beds  
Category: Magazine Advertising - Series

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**Lexington Medical Center** -- West Columbia, SC  
Silver  
Fund the Fight  
Hospital over 500 beds  
Website

**Meritus Health** -- Hagerstown, MD  
Award: Gold  
Name of Entry: Meritus Center for Breast Health -  
Be The Best You  
Group: Medical Practice (Non-Hospital)  
Category: TV/Video Advertising - Single

**Methodist Le Bonheur Healthcare** -- Memphis, TN  
Agency: Frederick Swanston -- Alpharetta, GA  
Award: Silver  
Name of Entry: Vance Stacks – Breast  
Cancer Awareness  
Group: Healthcare System  
Category: Special Video Production - Single

**MidMichigan Health** -- Midland, MI  
Agency: ClearRiver -- Midland, MI  
Award: Gold  
Name of Entry: Breast Cancer Awareness Month  
Social Media Post Series  
Group: Healthcare System  
Category: Social Media - Series

**MidMichigan Health** -- Midland, MI  
Agency: ClearRiver -- Midland, MI  
Award: Gold  
Name of Entry: Cancer Screening Billboard  
Group: Healthcare System  
Category: Billboard Design - Single

**Nicklaus Children's Hospital** -- Miami, FL  
Agency: Anthony Baradat & Associates Miami FL  
Award: Gold  
Name of Entry: Nicklaus Children's Hospital's  
Cancer & Blood Disorders Campaign  
Group: Children's Hospital  
Category: Newspaper Advertising - Single

**Samaritan Health Services** -- Corvallis, OR  
Award: Silver  
Name of Entry: Breast Cancer Doesn't Wait  
Group: Healthcare System  
Category: Total Advertising Campaigns

**The Ohio State University Comprehensive  
Cancer Center – Arthur G. James Cancer Hospital  
and Richard J. Solove Research  
Institute** -- Columbus, OH  
Award: Gold  
Name of Entry: Pelotonia 2021 Weekend Event  
Group: Cancer Hospital  
Category: Special Event

**The Ohio State University Comprehensive  
Cancer Center – Arthur G. James Cancer Hospital  
and Richard J. Solove Research  
Institute** -- Columbus, OH  
Award: Gold  
Name of Entry: The James Blog  
Group: Cancer Hospital  
Category: Blogs

**Thibodaux Regional Health System**  
-- Thibodaux, LA  
Agency: TotalCom Marketing Communications  
-- Tuscaloosa, AL  
Award: Gold  
Name of Entry: Thibodaux Regional Cancer  
Institute Dedication T Shirt Design  
Group: Hospital 150 - 299 beds  
Category: Clothing

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## **Thibodaux Regional Health System**

-- Thibodaux, LA  
Award: Gold  
Name of Entry: Thibodaux Regional Cancer  
Institute Invitation  
Group: Hospital 150 - 299 beds  
Category: Invitations

## **Thibodaux Regional Health System**

-- Thibodaux, LA  
Agency: TotalCom Marketing Communications  
-- Tuscaloosa, AL  
Award: Silver  
Name of Entry: Thibodaux Regional Cancer  
Institute Dedication Event  
Group: Hospital 150 - 299 beds  
Category: Special Event

## **UAB Medicine** -- Birmingham, AL

Award: Gold  
Name of Entry: O'Neal Comprehensive Cancer  
Center Patient & Family Guide  
Group: Academic Medical Center  
Category: Patient Handbook

## **UK HealthCare Brand Strategy - University of Kentucky** -- Lexington, KY

Award: Gold  
Name of Entry: UK Markey Cancer Center Annual  
Report 2021  
Group: Academic Medical Center  
Category: Annual Report

## **UK HealthCare Brand Strategy - University of Kentucky** -- Lexington, KY

Award: Gold  
Name of Entry: UK Markey Cancer Center  
Support Group Flyer  
Group: Academic Medical Center  
Category: Flyer - Single

## **UK HealthCare Brand Strategy - University of Kentucky** -- Lexington, KY

Award: Silver  
Name of Entry: UK Markey Cancer Center  
Healthy Cooking Video  
Group: Academic Medical Center  
Category: Patient Education - Single

## **UK HealthCare Brand Strategy - University of Kentucky** -- Lexington, KY

Award: Silver  
Name of Entry: UK Markey Cancer Center  
- We Are Proof  
Group: Academic Medical Center  
Category: Magazine Advertising - Single