

CANCER AWARENESS ADVERTISING AWARDS

Atlantic Health System -- Morristown, NJ

Agency: Della Femina Advertising

-- New York, NY

Award: Silver

Name of Entry: Atlantic Health System

Breast Cancer Awareness Campaign

Group: Healthcare System

Category: Total Advertising Campaigns

AtlantiCare

Agency: Aloysuis Butler & Clark

-- Wilmington, DE

Award: Gold

Name of Entry: Cancer Care: Rachel & Dan

Group: Hospital over 500 beds

Category: Total Advertising Campaigns

AtlantiCare

Agency: Aloysuis Butler & Clark

-- Wilmington, DE

Award: Gold

Name of Entry: Cancer Care: Rachel

Group: Hospital over 500 beds

Category: TV/Video - Single

AtlantiCare

Agency: Aloysuis Butler & Clark

-- Wilmington, DE

Award: Gold

Name of Entry: Cancer Care Radio Spot

Group: Hospital over 500 beds

Category: Radio - Single

AtlantiCare

Agency: Aloysuis Butler & Clark

-- Wilmington, DE

Award: Silver

Name of Entry: Rachel & Dan Print Ad Series

Group: Hospital over 500 beds

Category: Newspaper Advertising - Series

Nicklaus Children's Hospital - Miami, FL

Agency: ab+a Advertising -- Miami, FL

Award: Gold

Name of Entry: Nicklaus Children's Hospital

- Miami Herald Cancer Ad

Group: Children's Hospital

Category: Newspaper Advertising - Single

Ogilvy Health -- Parsippany, NJ

Award: Gold

Name of Entry: #everydaymatters - cancer awareness, education, and activation campaign.

Group: Other

Category: Blogs

Avera Health -- Sioux Falls, SD

Award: Gold

Name of Entry: What Are the Different Types of Breast Cancer? Blog

Group: Healthcare System

Category: Blogs

Avera Health -- Sioux Falls, SD

Award: Gold

Name of Entry: Self-Care Saturday Flyer

Group: Healthcare System

Category: Flyer - Single

Avera Health -- Sioux Falls, SD

Award: Gold

Name of Entry: Avera Race Against Cancer 2023

Group: Foundation/Fundraising

Category: Special Event



CANCER AWARENESS ADVERTISING AWARDS

Avera Health -- Sioux Falls, SD
Award: Silver
Name of Entry: Member Engagement Direct
Mailer – 2023 Colon Awareness
Group: Healthcare System
Category: Direct Mail - Single

Fox Chase Cancer Center -- Philadelphia, PA
Agency: Broadcast Med -- Farmington, CT
Award: Gold
Name of Entry: Direct Physician
Email Marketing
Group: Cancer Hospital
Category: E-newsletter - Series

Fox Chase Cancer Center -- Philadelphia, PA
Agency: Broadcast Med -- Farmington, CT
Award: Silver
Name of Entry: Physician
Group: Cancer Hospital
Category: Website

Fox Chase Cancer Center -- Philadelphia, PA
Agency: Out of the Blue Productions
-- Philadelphia, PA
Award: Gold
Name of Entry: Print Advertising
- Patient Testimonial Series
Group: Cancer Hospital
Category: Newspaper Advertising - Series

Fox Chase Cancer Center -- Philadelphia, PA
Agency: Out of the Blue Productions
-- Philadelphia, PA
Award: Gold
Name of Entry: Patient Testimonials
- Radio Advertising
Group: Cancer Hospital
Category: Radio - Series

Lee Health -- Fort Myers, FL
Agency: Prairie Dog -- Kansas City, MO
Award: Silver
Name of Entry: Lee Health Cancer - Everyone
in Your Corner
Group: Healthcare System
Category: TV/Video Advertising - Single

MyMichigan Health -- Midland, MI
Agency: ClearRiver -- Midland, MI
Award: Gold
Name of Entry: Stu Brown Skin Cancer
Testimonial Campaign
Group: Healthcare System
Category: Total Advertising Campaigns

Samaritan Health Services -- Corvallis, OR
Award: Bronze
Name of Entry: The One Breast Cancer
Awareness Campaign
Group: Healthcare System
Category: Total Advertising Campaigns

The Christ Hospital Health Network
-- Cincinnati, OH
Award: Gold
Name of Entry: The Christ Hospital
Survivorship Program - Dan Junker
Testimonial Video
Group: Hospital over 500 beds
Category: Special Video Production - Single

**The Ohio State University Comprehensive
Cancer Center – James Cancer Hospital
and Solove Research Institute**
-- Columbus, OH
Award: Gold
Name of Entry: Winter 2023 Frontiers
Group: Cancer Hospital
Category: Magazine Publication - Single

CANCER AWARENESS ADVERTISING AWARDS

The Ohio State University Comprehensive Cancer Center – James Cancer Hospital and Solove Research Institute

-- Columbus, OH

Award: Gold

Name of Entry: 2022 Pelotonia Impact Report

Group: Foundation/Fundraising

Category: Annual Report

The Ohio State University Comprehensive Cancer Center – James Cancer Hospital and Solove Research Institute

-- Columbus, OH

Award: Silver

Name of Entry: New Breast Cancer

Website Landing Page

Group: Cancer Hospital

Category: Website

Thibodaux Regional Health System

-- Thibodaux, LA

Agency: TotalCom Marketing

Communications -- Tuscaloosa, AL

Award: Silver

Name of Entry: Breast Cancer Awareness

Group: Hospital 150 - 299 beds

Category: Total Advertising Campaigns

Thibodaux Regional Health System

-- Thibodaux, LA

Award: Gold

Name of Entry: Festival of Hope

Group: Hospital 150 - 299 beds

Category: Special Event

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

Award: Gold

Name of Entry: UK Markey Cancer Center

National Reputation Campaign for Referring Physicians 2023

Group: Academic Medical Center

Category: Physician Referral - Series

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

Award: Gold

Name of Entry: UK Markey Cancer Center

Patient 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

Brand Campaign 2023

Group: Academic Medical Center

Category: Total Advertising Campaigns

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

Award: Gold

Name of Entry: UK Markey Cancer Center -

Community Impact Video

Group: Academic Medical Center

Category: Website



CANCER AWARENESS ADVERTISING AWARDS

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

Award: Silver

Name of Entry: UK Markey Cancer Center
GI and Colon Cancer Video

Group: Academic Medical Center

Category: Special Video Production - Single

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

Award: Silver

Name of Entry: UK Markey Cancer Center
Strategic Plan 2024-28

Group: Academic Medical Center

Category: Other/Misc

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

Award: Silver

Name of Entry: UK Markey Cancer Center
Annual Report 2022

Group: Academic Medical Center

Category: Annual Report

Winship Cancer Institute of Emory University -- Atlanta, GA

Agency: spm

Award: Gold

Name of Entry: Winship Magazine

Group: Cancer Hospital

Category: Magazine Publication - Single

Winship Cancer Institute of Emory University -- Atlanta, GA

Agency: spm

Award: Silver

Name of Entry: Cancer care designed around you. And your life.

Group: Cancer Hospital

Category: Total Advertising Campaigns

Woman's Hospital -- Baton Rouge, LA

Award: Silver

Name of Entry: Priority 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 2023 Cancer Awareness Advertising Awards Program. Congratulations on the superior work submitted!