

BEST of SHOW

40th Annual Healthcare Advertising Awards

For the 40th Annual Healthcare Advertising Awards we have recognized a select number of entries for their outstanding creativity exemplified in their advertising. Congratulations to these institutions for their Best of Show designation.

Atrium Health

Charlotte, NC

Total Advertising Campaign
Atrium Health Brand Live Fully

Catholic Health

Melville, NY

Radio Advertising-Single
Brand 2.0

Real Chemistry

Melville, NY

Centers for Disease Control and Prevention (CDC)

Atlanta, GA

COVID Marketing Campaign
#MoveForwardTogether Influencer Campaign

Brunet-Garcia

Jacksonville, FL

Children's Health

Dallas TX

Television Advertising-Single
Incredible. Together. Anthem

Colle McVoy

Minneapolis, MN

Emmi Ultrasonic GmbH

Newspaper Advertising-Single
Campaign "Hollywood"

Schmittgall Werbeagentur GmbH

Stuttgart, Germany

Felix Burda Foundation

Munich, Germany

Television Advertising-Single
The Deal of Your Life

Serviceplan Health & Life GmbH & Co. KG

Munich, Germany

Fred Hutchinson Cancer Center

Seattle, WA

Outdoor
Fred Hutch Brand Campaign

Cronin

Glastonbury, CT

German Association of Children's Hospices

Lenzkirch, Germany

Installations
FACING THE TABOO

MENSCH Kreativagentur

Munich, Germany

HCA Healthcare

Nashville, TN

Total Advertising Campaign
HCA Healthcare Enterprise We Show Up Campaign

BPD Advertising

Boca Raton, FL

Inland Empire Health Plan

Rancho Cucamonga, CA

Special Event
Mission Conference Collateral

Mass General Cancer Center

Somerville, MA

Television Advertising-Single
Cancer Center

BoatHouse

Waltham, MA

Penn Medicine Bassett Center for BRCA

Philadelphia, PA

Integrated Marketing Campaign
Bassett Center for BRCA: Do You Have It?

TILT

Birmingham, MI

Richmond University Medical Center

Staten Island, NY

Installations
Clean Hands Starts Here (kiosks)

DavidHenry Marketing & Media

Westfield, NJ

Silver Cross Hospital

New Lenox, IL

Special Event
Inaugural Silver Social

Takeda Pharma Ges.m.b.H.

Outdoor

same same?

CAKE

Wien, Germany

UChicago Medicine

Chicago, IL

Integrated Marketing Campaign
UChicago Medicine Comer Children's Campaign

SPM, part of SPM Group

La Grange, IL

University of Maryland Medical Center

Baltimore, MD

Magazine Advertising-Single
Shock Trauma - Gala Program Advertisement

Wellstar Health System

Marietta, GA

Installations
Vehicle Rebranding - Pediatrics

White Plains Hospital

White Plains, NY

Website
White Plains Hospital Website

Coffey Communications

Walla Walla, WA