

NATIONAL ADDY AWARD WIN

GOLD — Poster Campaign, The Perfect Fix, “The Perfect Fix Poster Campaign”

THIRD DISTRICT ADDY AWARD WIN

BEST OF SHOW — Poster Campaign, The Perfect Fix, “The Perfect Fix Poster Campaign”

GOLD — Poster Campaign, The Perfect Fix, “The Perfect Fix Poster Campaign”

CHATTANOOGA ADDY AWARD WINS

- SILVERS
1. Gaylord Specialty Healthcare, “Gaylord Healthcare Website”
 2. J+/Invision, “Circus Ad”
 3. J+/Invision, “Light Brochure”
 4. Memorial Health Care System, “Memorial Lung Outdoor”

WESTERN VIRGINIA ADDY AWARD WINS

GOLD — Massachusetts General Hospital, “No More Excuses” Colonoscopy Campaign

- SILVERS
1. Catholic Diocese of Richmond, “Fishers of Men” Poster
 2. John Griessmayer, “Drink a Fifth” Holiday Card
 3. ND&P, “Panel of Judges” Print Ad
 4. The Perfect Fix, “Perfect Fix Poster Campaign”

ASTER AWARD WINS

GOLD — Poster/Display-Single, Massachusetts General Hospital, “I’m Camera Shy” Colonoscopy Poster

SILVER — Other/Misc, Shore Health System, “WorkLife Balance Duratrans”

- BRONZES
1. Website, Massachusetts General Hospital, “Ask Yourself for Health Website”
 2. Total Advertising Campaign, VCU Health System, “Cardiac Campaign”
 3. Outdoor Transit, VCU Health System-Human Resources, “WorkLife Balance Duratrans”

HERMES CREATIVE AWARDS WINS

PLATINUM — Design/Poster, Catholic Diocese of Richmond, “Darkness Poster”

PLATINUM — Pro Bono, Downtown Roanoke Inc., “Make it yours: driving fans to downtown Roanoke”

GOLD — Design/Holiday Card, ND&P, “A message for the ages” holiday card

PR NEWS’ NONPROFIT PR AWARDS

HONORABLE MENTION — Use of Facebook, Downtown Roanoke Inc., “Facebook to Footsteps: Driving Fans to Downtown Roanoke”

VIRGINIA SOCIETY FOR HEALTHCARE MARKETING & PUBLIC RELATIONS (VSHMPR) MEASURE OF EXCELLENCE AWARD WINS

1ST PLACE — Television Advertising, VCU Health System, “Cardiac TV”

3RD PLACE — Website, Winchester Medical Center Bariatric Program, “Bariatric Microsite”

COMMUNICATOR AWARDS WINS

GOLDS

1. Poster, Catholic Diocese of Richmond, “Darkness Poster”
2. Poster, Massachusetts General Hospital, “I’m Camera Shy Poster”
3. Poster, MINDS WIDE OPEN, “Standing Ovation Vacation Poster Series”
4. TV Ad - single spot, Montgomery General Hospital, “Pediatric Emergency Center TV spot”
5. Business to Consumer, St. Francis Medical Center, “Awards Campaign”
6. Print Advertising - Magazine, St. Francis Medical Center, “Super Hero Print Ad”
7. Outdoor Transit, VCU Health System - Human Resources, “Work-Life Balance Campaign Duratrans”
8. Business to Consumer, VCU Medical Center, “Breast Cancer Campaign”
9. Internal Communications, VCU Medical Center, “Safety Campaign Templates”
10. Online Advertising & Marketing, VCU Pauley Heart Center, “Cardiac Banner Ads”

SILVERS

1. Brochure-B-TO-C, Bliley’s Funeral Homes, “The Bliley’s Difference Brochure”
2. Health Care Services, Gaylord Specialty Healthcare, Website
3. Radio Spot, Georgetown University Hospital, “DBS - Jeff Smoot Radio”
4. Business to Consumer, Georgetown University Hospital, “DBS Campaign”
5. Print Advertising - Magazine, J+J/Invision, “Circus Ad”
6. Brochure - Product, J+J/Invision, “Light Brochure”
7. Brochure - Overall Design, J+J/Invision, “Light Brochure”
8. Landing Page, Massachusetts General Hospital, “Ask Yourself for Health Landing Page”
9. Poster, Massachusetts General Hospital, “I’m Not 50 Poster”
10. Online Advertising/Marketing, Massachusetts General Hospital, “No Excuses Banner Ads”
11. Direct Mail, Massachusetts General Hospital, “No Excuses Direct Mailer”
12. Health Care Services, Massachusetts General Hospital, “Share Your Excuse”
13. News Ad Single, Montgomery General Hospital, “Pediatric Emergency Center print ad”
14. Direct Mail, Montgomery General Hospital, “Stroke direct mail”
15. News Ad Single, Montgomery General Hospital, “Stroke print ad”
16. Self-Promotion, ND&P, “Winter Greeting Card”
17. News Ad Series, Shore Health System, “Brand Print 2010 (Tech, Hope & Care)”
18. Brochure - Product, Shore Health System, “Cancer Collateral”
19. Integrated Campaign, SHSMD, “SHSMD campaign”

20. Web Site/Home Page, SHSMD, "SHSMD website"
21. Promotion Kit, St. Francis Medical Center, "Bariatric Weight Loss Kit"
22. Billboard, St. Francis Medical Center, "Best Joint Surgery Campaign Billboard"
23. Newspaper Ad Series - IB, St. Francis Medical Center, "Cancer Print Ad Series"
24. Business to Consumer, St. Francis Medical Center, "Heart Murmur Campaign"
25. Poster, St. Francis Medical Center, "One Little Piggy Poster"
26. Magazine Ad, St. Francis Medical Center, "Physician Referral Print Ad"
27. Magazine Ad, St. Francis Medical Center, "Proud Sponsor Ortho"
28. Poster, St. Francis Medical Center, "Smiling Back Poster"
29. Ad Camp (3pc), St. Francis Medical Center, "Sports Medicine Ad Campaign"
30. News Ad Series, The Jefferson Hotel, "Groominations ads (Set 1)"
31. News Ad Series, The Jefferson Hotel, "Groominations ads (Set 2)"
32. Direct Mail, The Jefferson Hotel, "Summer Direct Mailer"
33. Direct Mail, The Jefferson Hotel, "Winter Direct Mailer"
34. News Ad Series, VCU Health System - Human Resources, "Doctor's Day & Nurses Week Observance"
35. Magazine Ad Series, VCU Health System - Human Resources, "Recruitment Print"
36. Business to Consumer, VCU Health System - Human Resources, "Work-Life Balance Campaign"
37. Magazine Ad, VCU Medical Center, "Cardiology Print Ad"
38. Magazine Ad, VCU Medical Center, "Children's Hospital Print Ad"
39. Poster, VCU Medical Center, "STAR Values Banner"
40. Mall/Airport/Transit/Bench, VCU Pauley Heart Center, "Cardiac Duratran"
41. Magazine Ad, VCU Pauley Heart Center, "Cardiac Magazine Ad"
42. Mall/Airport/Transit/Bench, VCU Pauley Heart Center, "Cardiac Posters"
43. New Media, Virginia State Police Help Eliminate Auto Theft, "Dashboard - Banner Ad"
44. Special Video Production, Virginia State Police Insurance Fraud Program, "Personal Injury Fraud Victory Dance"
45. New Media, Virginia State Police Insurance Fraud Program, "Tipster - Banner Ad"
46. Special Video Production, Virginia State Police Insurance Fraud Program, "Vehicle Fraud Victory Dance"
47. Single Magazine Ad, Washington Hospital Center, "Sports Medicine Print Ad Baseball"
48. Radio Spot, Washington Hospital Center, "Cardiac Radio"
49. Business to Consumer, Washington Hospital Center, "Heart Murmur Campaign"
50. Business to Consumer, Washington Hospital Center, "Heart Quiz Campaign"
51. Magazine Ad, Washington Hospital Center, "Nation's Top Hospital"

HEALTHCARE ADVERTISING AWARDS WINS

BEST OF SHOW — Print Advertising, St. Francis Medical Center, “Cancer”

GOLDS

1. Total Advertising without TV, Georgetown University Hospital, “DBS Campaign”
2. Radio Single, Georgetown University Hospital, “DBS Radio Testimonial”
3. Website, Massachusetts General Hospital, “Ask Yourself for Health Website”
4. Poster, Shore Health System, “Tech, Care and Results”
5. Magazine Single, St. Francis Medical Center, “Cancer Print”
6. Magazine Single, VCU Health System, “Cardiology”
7. Newspaper Insert, VCU Health System, “Children’s Hospital Insert”
8. Professional Recruitment, VCU Health System, “Recruitment Ads”

SILVERS

1. Total Advertising without TV, Gaylord Specialty Healthcare, “Gaylord Brand Rollout”
2. Website, Gaylord Specialty Healthcare, “Gaylord Website”
3. Website, Gaylord Specialty Healthcare, “Gaylord Website”
4. Poster, Massachusetts General Hospital, “I’m Not 50”
5. Newspaper Single, Montgomery General Hospital, “Pediatric Emergency Center”
6. New Media, Society for Healthcare Strategy & Market Development, “SHSMD Stories Mobile Site”
7. Other, VCU Health System, “Safety Campaign Templates”

BRONZES

1. Poster, St. Francis Medical Center, “Safety Seat”
2. Newspaper Series, VCU Health System, “Doctor’s Day & Nurses Week Observance”
3. Poster, VCU Health System, “Stars Values Banner”

MERITS

1. Magazine Series, Gaylord Hospital, “Gaylord Brand Campaign”
2. Magazine Series, Shore Health System, “Brand Print Ads”
3. Website, Society for Healthcare Strategy & Market Development, “SHSMD Website”
4. Total Advertising without TV, St. Francis Medical Center, “Awards Campaign”
5. Other, St. Francis Medical Center, “Bariatric Weight Loss Kit”
6. Annual Report, VCU Health System, “Workforce Annual Review”
7. Magazine Series, VCU Health System, “Work-Life Balance”
8. Magazine Single, Washington Hospital Center, “Baseball Sports Medicine”

SERVICE INDUSTRY ADVERTISING AWARDS WINS

BEST OF SHOW — Magazine Ad-Series, Gaylord Specialty Healthcare, “Brand Print Series”

GOLDS

1. Poster, Catholic Diocese of Richmond, “Darkness Poster”

2. Magazine Ad-Series, Gaylord Specialty Healthcare, "Brand Print Series"
3. Newspaper Ad-Series, Jefferson Hotel, "Groominations Part 2"
4. Total PR Campaign, Massachusetts General Hospital, "Ask Yourself for Health"
5. Poster, Massachusetts General Hospital, "I'm Camera Shy"
6. Publication External, MINDS WIDE OPEN, "Standing Ovation Vacation"
7. Other, MINDS WIDE OPEN, "Standing Ovation Vacation"
8. Poster Series, MINDS WIDE OPEN, "Standing Ovation Vacation"
9. New Media, ND&P, "Winter e-card"
10. Other, Shore Health System, "Brand Cinema Slides"
11. Total PR Campaign, SHSMD, "SHSMD Stories 2010 Campaign"
12. Magazine Ad-Single, VCU Health System, "Cardiology"
13. Imprinted Materials, Virginia State Police H.E.A.T. Program, "H.E.A.T. Egrip"
14. New Media, Virginia State Police Insurance Fraud Program, "YouTube Video-Vehicle Fraud Victory Dance"
15. Radio Ad-Series, Washington Hospital Center, "Cardiac Radio Campaign"

SILVERS

1. Newspaper Ad-Series, Jefferson Hotel, "Groominations Part 1"
2. Outdoor/Transit, MINDS WIDE OPEN, "Standing Ovation Vacation"
3. Newspaper Ad-Series, Shore Health System, "Brand Print"
4. Direct Mail, St. Francis Medical Center, "Bariatric Weight Loss Kit"
5. Poster, St. Francis Medical Center, "Smiling Back"
6. New Media, Washington Hospital Center, "Heart Murmur Quiz Campaign"

BRONZES

1. Radio Ad-Single, Georgetown University Hospital, "DBS-Jeff Smoot"
2. Direct Mail, Jefferson Hotel, "Summer 2010 Direct Mail"
3. Television Ad-Single, St. Francis Medical Center, "Cardiac TV"
4. New Media, Virginia State Police Insurance Fraud Program, "Can You Spot the Fraud?"
5. Magazine Ad-Single, Washington Hospital Center, "Top Doctors"

MERITS

1. Brochure, Bliley's, "The Bliley's Difference"
2. Direct Mail, Jefferson Hotel, "Winter 2010 Direct Mailer"
3. Newspaper Ad-Single, Montgomery General Hospital, "Stroke"
4. Television Ad-Series, Rex Healthcare, "Bariatric"
5. Web Site, SHSMD, "SHSMD Stories 2010"
6. Magazine Ad-Series, St. Francis Medical Center, "Physician Referral Print"
7. Poster, VCU Health System, "STAR Values Banner"
8. New Media, Virginia State Police Insurance Fraud Program, "Personal Injury Fraud Victory Dance"

9. New Media, Virginia State Police Insurance Fraud Program, "Tipster"
10. New Media, Virginia State Police Insurance Fraud Program, "Vehicle Fraud Victory Dance"