



Healthcare Marketing Impact Awards

**Modern
Healthcare**



AdAge

Category Descriptions

2023 Healthcare Marketing Impact Awards Category Descriptions

Presented by Modern Healthcare and Ad Age, the Healthcare Marketing Impact Awards are designed to recognize healthcare's best advertising, marketing, promotion and communication campaigns on and across all media platforms.

We're looking for ingenuity and creativity advance efforts by providers, insurers, suppliers and advocacy groups to deliver high-quality, affordable and accessible healthcare; promote the health of individual patients, groups and communities; and help organizations thrive in today's rapidly changing healthcare industry.

Client types

The 2023 Healthcare Marketing Impact Awards are open to campaigns for clients of the following types:

▼ Providers/Insurers

Providers are defined as organizations that are classified within the following categories of business: hospital, medical clinic; multi-hospital system; academic medical center; ambulatory surgery center; specialty hospital; physician groups; minute-clinics; ambulance and emergency services; post-acute care including rehab facilities, skilled nursing facilities and nursing homes.

Insurers are defined as organizations that are classified within the following categories of business: insurance carriers; third-party payers; health plan sponsors; government plans and integrated delivery networks.

▼ Suppliers/Vendors/Pharmaceutical

Suppliers/Vendors are defined as organizations serving healthcare providers and payers that are classified within the following categories of business: group purchasing organization (GPO); information technology; real estate; financial; legal; schools and universities; insurance; investment; legal; architecture; construction and design; consulting; recruitment/staffing; etc.

Pharmaceutical are defined as organizations that develop, produce and market drugs, pharmaceuticals or medical devices licensed for use as medications.

▼ Advocacy

Advocacy are defined as organizations that are classified within the following categories of business: government agency; voluntary health; professional association; patient advocacy groups; charitable and special interest groups.

Campaign types

To be eligible for the Healthcare Marketing Impact Awards, work must have debuted and run between Jan. 1, 2022 and June 26, 2023. The program will recognize gold, silver and bronze winners for each client type in each of the following categories:

▼ Branded Entertainment/Content Campaign of the Year

This category recognizes creative uses of storytelling on any number of platforms, such as long-form films, branded content, podcasts and native advertising on publishing sites. Campaigns that win in this category represent the sort of storytelling you would not expect to find within a traditional ad buy.

▼ Creative Data Campaign of the Year

Contenders in this category show that data can be a valuable driver of insight, creativity and impact. This category will honor campaigns that marry data and creative ideas, resulting in powerful, innovative marketing that propels healthcare organizations forward.

▼ Digital Campaign of the Year

The rapidly changing digital landscape presents a unique opportunity for healthcare marketers to create innovative messaging on phones, laptops or elsewhere in the digital realm. Winners will demonstrate strategic use of digital media, whether that's app or SEO campaigns, websites or activations in gaming, Web3/metaverse or mobile, as long as the execution is rooted in digital.

▼ Film/TV/Video of the Year

Contenders in this category will be broadcast or digital TV/video ads or campaigns that communicate an impactful message with a fresh point of view and sharp strategy. Films longer than 60 seconds can be entered, but entrants



2023 Healthcare Marketing Impact Awards Category Descriptions

should use their discretion as to whether the work better fits into the branded entertainment/content campaign category.

▼ Integrated Campaign of the Year

This category recognizes exceptional campaigns that carry through various media (i.e., TV, print, social, etc.) to form a cohesive whole.

▼ Print/Out-of-Home Work of the Year

This category celebrates impactful ideas in print and out-of-home advertising, including billboards. While the idea and creative are important, judges will also look for how the ad/campaign uses the media buy and placement to create the most impact.

▼ Purpose-Led Campaign of Year

This category awards campaigns and initiatives that have a positive impact on society, addressing the health industry's shortcomings and systemic inequities. Winning campaigns will demonstrate how to combine strategy with creativity to produce effective ideas that move communities to action and shine a light on a path forward for other organizations.

▼ Social Media Campaign of the Year

This category celebrates social media campaigns that demonstrate innovative strategic thinking, strong brand voice and thoughtful attention to and engagement with communities on their respective platforms.

▼ Tiny But Mighty

A favorite of the Ad Age Creativity Awards, this category celebrates the best of tiny but mighty attention-grabbers. The idea of "tiny" may apply to "small" formats, such as tweets, pre-roll ads, social posts and GIFs. It may also apply to a minuscule budget or media buy. Ultimately, winners in this category are a testament to how ingenuity can lead to big impact, despite constraints of medium, budget and more. That story should be clearly laid out in the submission.

Best of the Best

Healthcare Marketing Impact Best of the Best awards will be given to single honorees for:

Best in Show Award will be chosen from the top award winners for each campaign category. Judges will select the honoree that best demonstrates how impact and results can be obtained without sacrificing integrity in messaging.

Agency of the Year Award will be given to the agency (selected from submitted/winning nominations) that has demonstrated the ability to understand the complex issues related to our healthcare delivery system, distill critical communication points and translate those into marketing campaigns that engage their target audience and positively impact the goals of their clients.

All information included in the entries for the 2023 Healthcare Marketing Impact Awards program is limited to work that debuted any time from Jan. 1, 2022 and June 26, 2023.

The information included in your entries should be publishable by the time the awards are unveiled in November 2023. Any notes saying "not for public" or "off the record" will be ignored. Please do not include information that cannot be made public in a story. Any and all elements included in your entry forms can be used in your winning write-ups on ModernHealthcare.com and AdAge.com.

Modern Healthcare and Ad Age reserve the right to withhold or add awards as the quality of submissions dictates. If during the review process the judges feel your entry is better suited to another category and would like to award you in that category, the judges have the right to move your entry.

