

2020

WALLIE & GOLDEN TUSK AWARDS

CALL FOR ENTRIES

Awards Presented throughout
Our Virtual Annual Conference
December 2-4, 2020



CHPRMS

Carolinas Healthcare Public Relations & Marketing Society

GENERAL INFORMATION



Dear Colleagues,

On behalf of the Carolinas Healthcare Public Relations and Marketing Society Board of Directors and all CHPRMS members, welcome to the 2020 Wallie & Golden Tusk Awards competition!

As the region's premier health care marketing and public relations society, we proudly count among our membership some of the Southeast's most talented marketing and public relations professionals. As such, it is our great honor and privilege to host the awards competition that spotlights the very fine work they produce.

In light of the unique situation we find ourselves in due to the Covid-19 pandemic, the conference will be held virtually this year. Awards will be presented throughout the day during the conference.

There are a few changes we've made this year in order to loosen requirements and make the entry process easier. First, Wallie Awards entries will no longer require a detailed challenge statement and explanation. That is now optional. Submissions for Golden Tusk entries will still require a challenge statement and explanation, but without a limit on words. No PowerPoint slides required. The competition is now open to healthcare organizations and creative firms located anywhere in the Southeast. Lastly, for our members who are ad agencies or creative firms, you can now submit entries for clients that are not members without a membership requirement for your client, and no additional non-member fees.

Again, welcome to the CHPRMS 2020 Wallie and Golden Tusk Awards competition. We look forward to seeing you and your work December 2-4, 2020, during our first virtual annual conference.

Wishing you the best of luck,

Michele Affronte-McCausland
Wallies Chair

GENERAL INFORMATION

Eligibility

The competition is open to hospitals, ad agencies and creative firms located anywhere in the Southeast. There is a reduced fee for CHPRMS members.

CHPRMS members who are not healthcare providers (e.g., advertising agencies, research, creative or interactive firms, etc.) are welcome to submit entries for clients that are not CHPRMS members without having to pay the non-member fee. There is no longer a requirement that your client be a CHPRMS member.

To be eligible for judging, the program or project must have run in the market between July 15, 2019 and July 15, 2020.

Entry fees must be received within two weeks of the deadline date

Deadlines and Entry Fees

Early Bird Deadline: Monday, August 24, 2020

Final Deadline: Friday, September 11, 2020

Early Bird Entry Fees

Wallies Entry: Members \$75, Non-Members: \$85

Golden Tusk Entry: Members: \$90, Non-Members: \$105

Regular Entry Fees

Wallies Entry: Members \$90, Non-Members: \$100

Golden Tusk Entry: Members: \$105, Non-Members: \$120

Payment is expected at the time you submit all of your entries. You can pay via credit card, PayPal or check. Please mail your check to:

CHPRMS, c/o Andre LaCroix, 302 Stono Court, Piedmont, SC 29673.

When Will Awards Be Presented

Awards will be presented at throughout our Virtual Annual Conference in December.

GENERAL INFORMATION

Judging

The objective of the Wallie and Golden Tusk Awards is to recognize and reward creative and strategic excellence in Healthcare marketing and communications. Each entry is reviewed by two judges who reside outside of the Southeast and who are acknowledged leaders within their field. Judges are assigned categories based on their professional experience and expertise.

Avoid Disqualification

- ▶ Entrants must be located in the Southeast.
- ▶ Entry fees must be received within two weeks of the deadline date.

Guidelines To Submit Your Entries

- ▶ Go to the Wallie Awards Entry Portal at: <https://wallies.awardsplatform.com/>
- ▶ Create a user profile. You will only have to do this once and all of your information will automatically prefill for each of your entries.
- ▶ Create each entry individually
- ▶ Fill out the fields for your Challenge Statement (optional for Wallie Award entries, but required for Golden Tusk entries), and upload your supporting materials.
- ▶ List your team members and acknowledge any vendors or agencies that assisted with your project.
- ▶ Submit your entry. You can pay when you've finished adding all of your entries to your cart. Payment can be made via credit card, PayPal or check. *Checks are due within two weeks of the deadline date. If we do not receive your check in time, it could result in disqualification.

CHALLENGE STATEMENT

The Challenge Statement tells the story behind your entry.

The information you'll share with the judges is collected in a series of fields on the online entry form. Below are recommendations for the kind of information that should be included in each field. These parameters are guidelines, not requirements.

***The Challenge statement is optional for Wallie Award entries, but required for Golden Tusk Entries.**

Situation Analysis & Objectives

Describe the factors in the marketplace or organization that created the need for this publication/project/campaign, etc. Explain the problem(s), opportunity(s), and the objectives that guided the development of the publication/project/campaign..

Planning, Strategy, Implementation

Discuss the planning and logistic/creative strategy for achieving your project objectives. Describe how the project was implemented.

Results Documentation*

Where appropriate, provide quantitative and qualitative documentation of the success of the project, such as inquiries, patient visits, views, impressions, press clippings or positive feedback that demonstrate that you met objectives. The results documentation must contain factual information and should confirm achievement of the set goals. All supporting materials should be uploaded as part of your entry.

**We acknowledge that results in design and creative categories such as logo design, graphics, photography, writing, etc. are often difficult to quantify, and these creative categories should be evaluated on more qualitative criteria. Judges will be advised to evaluate the worth of these entries based on their creative achievement and not solely on actual results/sales/volume increases.*

WALLIE AWARDS

Difference Between a Wallie and a Golden Tusk

The essential difference between a Wallie entry and a Tusk entry is that Wallie entries are individual parts of a larger campaign or stand-alone pieces.

Golden Tusk entries encompass an overall campaign, project or effort and include multiple pieces of supporting material. Therefore, Golden Tusk Awards are considered prestigious awards.

Wallie Awards Categories

Advertising

- W1 Television Advertising - Any length, single ad or campaign
- W2 Covid-19 Television Advertising
- W3 Radio Advertising - Any length, single ad or campaign
- W4 Covid-19 Radio Advertising
- WS Print Advertising - Single ad or campaign
- W6 Covid-19 Print Advertising
- W7 Outdoor Advertising - Single ad or campaign
- W8 Covid-19 Outdoor Advertising
- W9 Online Advertising - Single Ad or campaign
- W10 Covid-19 Online Advertising

Collateral

- W11 Annual Report
- W12 Traditional Publications - brochures, internal, consumer, and physician publications
- W13 Posters, Banners, etc
- W14 Special Event Material - Card, invitation, e-Vite, announcement, etc
- W15 Direct Mail - Single or campaign

Elements of Advertising

- W16 Logo
- W17 Photography
- W18 Graphics/Illustration

Marketing Essentials

- W19 Web Design
- W20 Video Production
- W21 Writing Project
- W22 Blog/Vlog

GOLDEN TUSK CATEGORIES

Golden Tusk entries encompass an overall campaign, project or effort and include multiple pieces of supporting material. Therefore, Golden Tusk Awards are considered prestigious awards. Entries are judged based on their strategy, creativity, including concept, writing, design, photography, illustration, overall appeal and measurement of results.

T1 Recruitment/Retention/Referral Generation

This category recognizes full campaigns that specifically target providers and/or employees to recruit them to work at an organization, improve relations with them to enhance retention, or generate leads from referring physicians. These campaigns can include creation of a newsletter and other publications, speaker's bureau, orientation sessions, physician referral service, websites, advertising, outreach programs and more.

T2 Special Event

This category recognizes the tremendous team effort on the part of public relations, marketing and other departments to stage a successful special event such as a groundbreaking ceremony, open house, health fair, fundraisers (e.g. golf tournaments), annual meetings and more.

T3 Foundation/Fundraising

Any fundraising project, outreach program or activity/event that benefitted a foundation. Entries should illustrate project planning and implementation as well as results of the efforts and how they impacted the organization.

T4 Public Relations

Programs designed to solve a specific problem or to communicate with a specific audience, using multiple communications channels. Examples include layoffs, major construction, facility openings or closings, legislation and crisis management.

- ▶ This category looks at the public relations professional's skill in proactively pitching a story to the media. Entrants should outline the objective of the pitch, describe how media targets were selected and cultivated and detail all obstacles overcome in the successful pitch. Show how the media story supports the strategic goals of the organization. Describe how you successfully worked with the journalist to secure the story(ies).

- ▶ Include a brief summary describing the scope of the campaign and any documented result (e.g., attendance to an event, screening participants, etc.). Supporting materials might include press releases, pertinent links to videos or news articles.

T5 Internal Relations, Employee Recognition and Employee Engagement

This category encompasses programs, publications and/or electronic communications/platforms intended to improve an employee's commitment and connection to your organization.

This category also includes programs that improve internal efficiency through enhanced communications or programs affecting relations with employees, board members or volunteers.

- ▶ Examples include performance improvement campaigns, employee recognition campaigns, employee newsletters, medical staff newsletters, brochures, posters, videos, intranets, voice mail, and other pieces used for communicating with staff — whether a one-time event or campaign, or an ongoing series.

T6 Community Outreach

Programs designed to give back to the community you serve, while supporting your marketing efforts by promoting an increased awareness of your health and wellness services. This category includes programs that target specific audiences and demographics and were developed to build relationships and deliver health information to the community through school programs, senior programs, special events, etc.

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GOLDEN TUSK CATEGORIES

T7 Issue/Crisis Management

This category recognizes specific crisis situations and unplanned events resolved through the use of public relations techniques. Entrants should outline the challenge, internal or external target audiences and evaluate the effectiveness of public relations strategy in resolving the problem. Examples include pandemics, medical accidents, investigations, security failures, labor disputes, natural disasters and others. Support materials should accompany the entry and may include newspaper clippings, broadcast stories, letters and other testimony.

T8 Marketing on a Shoestring Budget

Tell your story about working with limited resources to produce a communications, public relations and/or marketing campaign. Include a clear illustration of resources used, including dollars allocated and spent and creative ideas used to stretch those dollars and resources.

T9 Online/Social Media Campaign

A social media marketing campaign using primarily social network platforms such as Facebook, Twitter and YouTube, etc. This category can also include blogs, e-publications, advertisements or surveys that are exclusively emailed to consumers or other target audiences.

T10 Image/Brand Marketing Campaign

This category includes total marketing efforts designed to improve public perception, build brand awareness, or introduce a rebranding effort.

T11 Service Line Marketing Campaign

This category includes total marketing efforts designed to promote or announce a specific or multiple service line(s). Entries in this category may include joint efforts with other hospitals or healthcare providers.

T12 Health & Wellness Promotion Campaign

This award recognizes excellence in campaigns designed to improve the health and wellness of their organization or community through activities, such as marketing, grassroots outreach and community engagement, health education, policy initiatives or public awareness campaigns. Examples include breast cancer early detection, prostate screening, etc. Entries in this category may include joint efforts with other hospitals, healthcare providers or community organizations.

T13 Covid-19 Campaign or Communication Efforts

This category encompasses internal and external efforts to communicate with employees and medical staff and/or the community regarding Covid-19. This category reflects initiatives developed to increase awareness about this public health issue. Support materials should accompany the entry and may include newspaper clippings, broadcast stories, advertising, social media, brochures, letters, speeches and other testimony.