Wallie & Golden Tusk Awards
Call for Entries

Awards Presented at Our Annual Conference
November 18, 2021
at the Omni Grove Park Inn, Asheville, NC.

CHPRMS
Carolinas Healthcare Public Relations & Marketing Society

GENERAL INFORMATION

CHPRMS

Carolinas Healthcare Public Relations & Marketing Society

Dear Colleagues,

On behalf of the Carolinas Healthcare Public Relations and Marketing Society Board of Directors and all CHPRMS members, welcome to the 2021 Wallie & Golden Tusk Awards competition!

As the region's premier healthcare 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.

The Wallie and Golden Tusk Awards are judged on a variety of factors including creative, strategy, implementation and measureable results. The work entered into this competition not only recognizes the incredible talent of our members, it also serves as inspiration for our peers.

After surviving 2020, we are anxious to see and celebrate everyone in person! Our Annual Conference will be held November 17 - 19 at the Omni Grove Park Inn, in Asheville, NC. To book your hotel room, call (800) 438-5800 and ask for the CHPRMS group rate. We can't wait to see you there!

Again, welcome to the CHPRMS 2021 Wallie and Golden Tusk Awards competition. We look forward to seeing you and your work in person in November!

Wishing you the best of luck,

Michele & Jessica

Michele Affronte-McCausland & Jessica Puder
Wallies Co-Chairs

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, 2020 and July 15, 2021.

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

Deadlines and Entry Fees

Early Bird Deadline: Friday, July 23

Final Deadline: Friday, August 13

Early Bird Entry Fees

Wallies Entry: Members $80, Non-Members $90

Golden Tusk Entry: Members $100, Non-Members $115

Regular Entry Fees

Wallies Entry: Members $100, Non-Members $110

Golden Tusk Entry: Members $120, Non-Members $135

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 a semi-formal event on the Thursday evening of our Annual Conference. Come prepared to eat, drink, dance and celebrate our award winners!

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 (required for both Wallie and 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.

Produced In-House Vs. Agency Produced

The major distinction between in-house and agency-produced entries is where the creative direction for an entry resides. When an advertising, design or PR agency is hired/directed by a client to create and produce a brochure, publication, ad or campaign, and the agency is responsible for the creative concept and execution, the entry should be considered AGENCY-PRODUCED. If a hospital marketing or PR staff member or team conceptualizes a brochure, ad or campaign, creates its content and coordinates its production/execution (even if freelance copywriters, freelance graphic designers, printers and/or mailing houses are hired to execute portions of it), this type of entry is considered PRODUCED IN-HOUSE.

Member Vs. Non-Member Rate

CHPRMS reserves the right to bill any non-member who paid the member rate. JOIN NOW! If you are questioning your membership status, please contact us at membership.chprms@gmail.com.

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.

Situation Analysis

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

Statement of Objectives

Provide a specific, detailed explanation of the objectives that guided the development of the publication/project/campaign, etc.

Program Planning and Strategy

Discuss the techniques, methods and approaches you used to achieve your objectives and/or solve the problem. Include explanation of strategic and tactical considerations.

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.

Design category entries will be judged on the visual craft that conveys brand or product/ service line messages in a distinctive way, and takes into consideration relevance to the audience and uniqueness.

For writing entries, judges will be asked to consider the quality of the writing: is it coherent, does it hold their attention, does it have resonance that stays with them after reading it, and how well does it communicate a strategic message.

For entries in creative categories (Graphic Design, Logo, Photography and Writing Project): Provide qualitative documentation of the success of the project, including all the elements that went into your creative process so that judges can evaluate your entry on how successfully it was executed. What was your original theme/idea? How does the creative work answer the problem/challenge you set out to solve? How is the style of the creative work suited for your target audience? What is unique and memorable about the creative work? What visual and/or emotional experience were you striving to create?

UPLOADING YOUR ENTRIES

All entries must be completed online

Please go to www.chprms.org/wallies2021 for the link to our entry platform.

Step 1: Review Your Entrant Form

Create a user profile. You will only have to do this once and all your information will automatically prefill for each of your subsequent entries. Multiple people from the same organization may create a profile; however, only actual members will receive the member rate.

Step 2: Add Entry

Create each entry individually. Create an entry by clicking on the Start Entry button. Fill out the entire entry form once for each entry.

Insert a brief summary of your entry (approximately 50 words)

Complete your Challenge Statement. This is the meat of your entry and the most important piece.

Upload your supporting materials. Supporting materials must accompany your entry. Supporting materials are how the judges review your entry. There is a maximum of six supporting documents. Videos should be submitted as a LIVE LINK to YouTube or your website, but please include a video file to download that can be used in the awards presentation if your entry wins.

List your team members/additional credits. Please list all your team members, vendors or departments that participated in the project.

Add your contact details. Please enter the contact information for the individual who is responsible if assistance is needed with the entry.

Step 3: Submit Entry

Draft entries may be updated at any time and will not be viewed by judges until they are finalized/submitted. Submit entries by clicking the green "submit entry" button at the bottom of the screen.

Step 4: Submit Payment

Complete this step only after you have submitted all your entries. You may pay by credit card online or, to pay with a check, select INVOICE. Please download and print your invoice by clicking the INVOICE link on the congratulations screen. A confirmation will be emailed to you along with another link to the invoice. Checks are due to CHPRMS within two weeks of the deadline date. If we don't receive your check in time, it could result in disqualification.

Entry Completion

Follow the step-by-step guidelines carefully and be sure to SUBMIT YOUR ENTRY by the deadline. Entry fees are based on the date of submission.

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 - Radio Advertising - Any length, single ad or campaign

W3 - Print Advertising - Single ad or campaign

W4 - Outdoor Advertising - Single ad or campaign

W5 - Online Advertising - Single ad or campaign

Collateral

W6 - Annual Report

W7 - Traditional Publications - brochures, internal, consumer, and physician publications

W8 - Posters, Banners, etc.

W9 - Special Event Material - Card, invitation, e-vite, announcement, etc.

W10 - Direct Mail - Single or campaign

Elements of Advertising

W11 - Logo

W12 - Photography

W13 - Graphics/Illustration

Marketing Essentials

W14 - Web Design

W15 - Video Production

W16 - Writing Project

W17 - Blog/Vlog

W18 - Podcast

COVID-19/Vaccine (C/V)

W19 - C/V Television Advertising

W20 - C/V Radio Advertising

W21 - C/V Print Advertising

W22 - C/V Outdoor Advertising

W23 - C/V Online Advertising

W24 - C/V Logo

W25 - C/V Photography

W26 - C/V Graphics/Illustration

W27 - C/V Web Design

W28 - C/V Video Production

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 virtual event, vaccine clinic, 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.

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GOLDEN TUSK CATEGORIES

T6 Physician Relations

This category is designed to showcase projects and methods that illustrate how your organization partners with physicians in delivering specific healthcare services or programs to your community, as well as projects related to encouraging new physicians to join your organization.

T7 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.

T8 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.

T9 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.

T10 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.

T11 Image/Brand Marketing Campaign

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

T12 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.

T13 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.

T14 COVID-19/Vaccine Campaign or Communication Efforts

This category encompasses internal and external efforts to communicate with employees and medical staff and/or the community regarding COVID-19and/or promoting vaccination efforts. 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, signage, brochures, letters, speeches and other testimony.
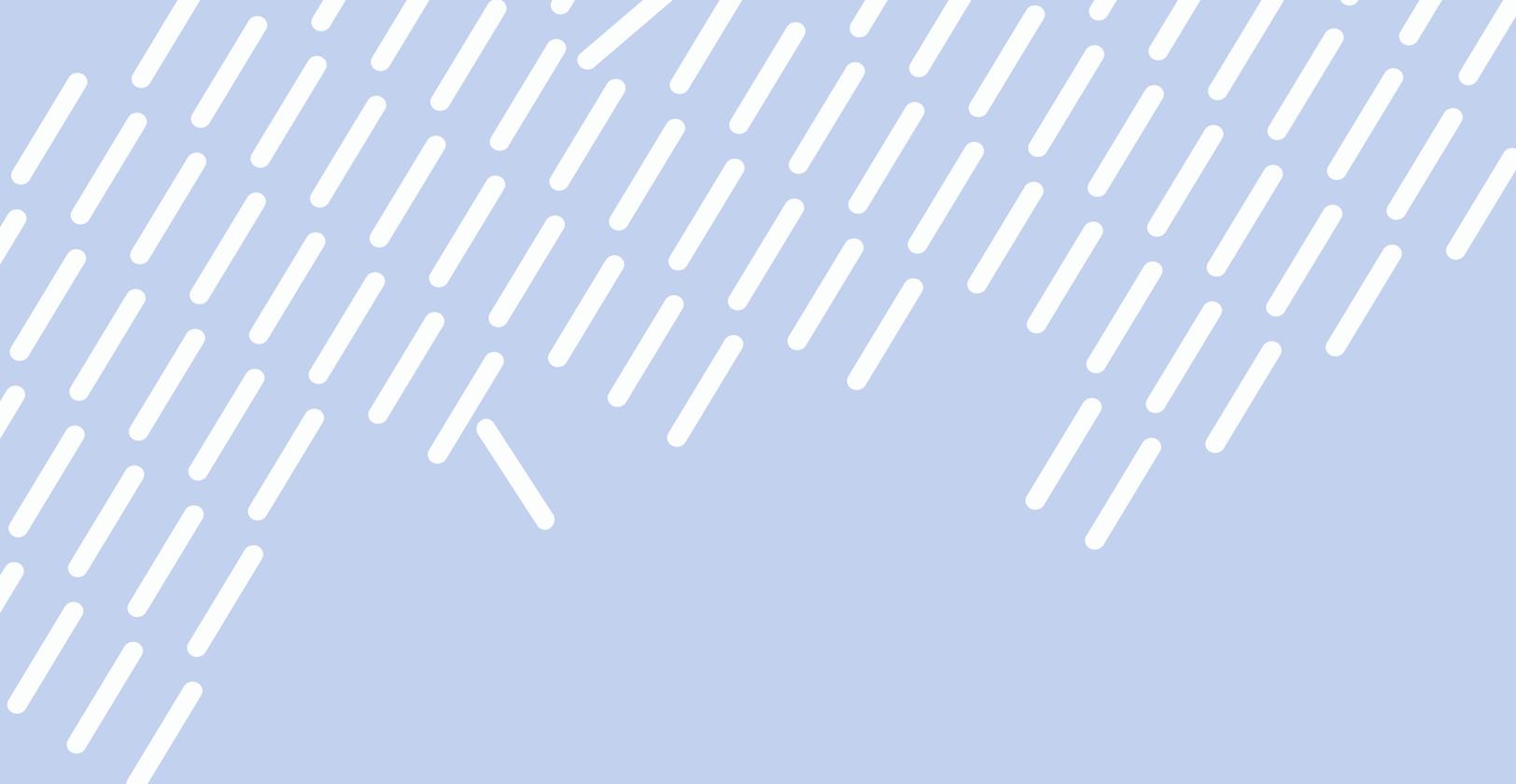
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CHPRMS ANNUAL CONFERENCE

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