

2 0 1 8
CALL FOR ENTRIES

**WALLIE &
GOLDEN
TUSK
AWARDS**



CAROLINAS HEALTHCARE PUBLIC RELATIONS & MARKETING SOCIETY

ANNUAL CONFERENCE DEC 5-7
FRANCIS MARION HOTEL, CHARLESTON, SC



CHPRMS

Carolinac Healthcare Public Relations & Marketing Society

Dear Colleagues,

On behalf of the Carolinas Healthcare Public Relations and Marketing Society (CHPRMS) Board of Directors and all CHPRMS members, welcome to the 2018 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.

***New this year, we are pleased to include two judging categories; one for Hospital/Health Systems, and one for Non-Hospitals.* These categories will be judged separately so that clinics and other healthcare specialties are competing among like rivals. *Advertising and creative agencies should submit entries on behalf of their client in the category appropriate for their client.

As we did last year, we are asking you to submit one PowerPoint slide with each entry, with the visuals embedded that you would like to be shown during the awards presentation, should your entry win. *Please note - video and audio clips may not exceed 60 seconds in length. Please create your PowerPoint slide in a 4:3 aspect ratio.

Again, welcome to the CHPRMS Wallie and Golden Tusk Awards competition. We look forward to seeing you and your work December 5 - 7, at the Francis Marion Hotel, in Charleston, SC.

Michele Affronte-McCausland
Wallies Chair

GENERAL INFORMATION

ELIGIBILITY

- The competition is open to all members of the Carolinas Healthcare Public Relations and Marketing Society.
 - CHPRMS members who are not healthcare providers (e.g., advertising agencies, research, creative or interactive firms, etc) may submit entries on behalf of a healthcare client located in North or South Carolina. If the healthcare client is not currently a member of CHPRMS, the membership fee of \$55 must be added to the entry fees for their entries to qualify.
 - To be eligible for judging, the program or project must have run in the market between July 15, 2017 and July 15, 2018.
 - *** Every entry must include one PowerPoint slide to be used in the awards presentation if your entry should win. The slide should contain representative images, audio or video embedded into the slide in a 4:3 aspect ratio.
- NOTE - Audio and video clips must be no longer than 60 seconds in length.**

DEADLINE AND ENTRY FEES

Early Bird Rates of \$55 for Wallies entries, and \$65 for Golden Tusk entries will apply for entries entered by August 6, 2018.

After August 6, entries will be charged and additional \$15 per entry (\$70 for Wallies entries and \$80 for Golden Tusk entries.) All entries **must be** received by **Monday, August 13, 2018.**

NO ENTRIES WILL BE ACCEPTED AFTER Monday, August 13, 2018.

Payment is expected at the time of entry. Online, secure credit card processing is available, and you may pay for all your entries in one payment. Payment by credit card / PayPal is preferred. If you require an alternative payment method, please call Andre LaCroix at 864 -242-0204 or mail a check to: CHPRMS, c/o Andre LaCroix, 302 Stono Court, Piedmont, SC 29673.

COMPETITION JUDGING

1. Each entry is judged by three judges.
2. Judges will rate entries based on the following criteria:
 - Response to issue/Clear project goals and objectives.
 - Project implementation
 - Creativity, originality, quality and appropriateness of materials
 - Achievement of objectives/measurement of results
3. Only one Gold and one Silver Wallie Award will be given in each category.
4. Only one Golden Tusk Award will be given in each income division of each category.
5. A "Best of Show" entry may be selected by the judges from all of the award winners.

SEVEN EASY STEPS TO CONTEST ENTRY

Please follow these seven easy steps to ensure a successful online submission of your contest entry/entries:

Step 1: Go to www.CHPRMS.com and click on the Wallie/GoldenTusk Award icon to register.

Step 2: Fill out and review your entrant form by clicking on the Entrant button.

Step 3: Review competition rules and regulations by clicking on Rules button.

Step 4: Add your entry/entries by clicking on the Add Entry button.

Step 5: Review your entry/entries by clicking on the View button.

Step 6: Make payment by clicking on the Pay Now button.

Step 7: Submit your entry/entries by returning to the View Entries button and clicking on Incomplete.

GUIDELINES AND PROCESS FOR SUBMITTING YOUR ONLINE WALLIE OR GOLDEN TUSK AWARD ENTRY

1. Go to www.CHPRMS.com and click on the Wallie/GoldenTusk Award icon to register a username and password, which will allow you access to the competition web site. You will receive an email confirming your registration, including your username and password.
2. After logging in, click on the Entrant button to complete an entrant form. Be sure to fill out all fields. An incomplete entry form will result in the inability to submit your entry/entries and possible disqualification.
3. Please review competition rules by clicking on the Rules button.
4. Begin your contest entry/entries submission by clicking on the *Add Entry button*. Three tabs – *Entry, Description and Upload* – will appear on this page. Fill out the Entry tab first. Be sure to include your entry title and select the correct competition division (Interactive - Website, Audiovisual Programming, Single Audience Publication, etc.) per your entry submission. There is no limit, however, to the number of different entries a member may submit. Click *Save*. Next, click on the *Description* tab. Here, you will enter a concise summary introducing and/or explaining your work to the judges. **Each entry per category must be accompanied by a summary.**

For a Wallie Award entry:

Include a concise summary, 300 words or less, to introduce your project to the judges. Entries will be judged on the following criteria and the summary should include the following information:

- a. Statement of the problem/situation/purpose
- b. Concept to address the problem/situation/purpose
- c. Design and Content
- d. Measurement of how objectives were met, if applicable

Please include the names of other agencies, vendors or others who helped with your project.

For a Golden Tusk Award entry:

Include a concise summary, 500 words or less, to explain your Golden Tusk entry to the judges. Focus on describing the issue, the opportunity it created, the program developed in response, and the results obtained. Make sure to include any research done, planning steps taken, and feedback from evaluations.

Include the names of other agencies, vendors or others who helped with your project.

Click Save to save your description information.

Last, click on the Upload tab to upload your submission entry.

5. Upload work samples and support documents. Acceptable files are: .doc, .pdf, .gif, .jpeg, .jpg, .png, .mpg, .mpeg, .avi, .mov, .rm, .wma, .wav, .mp3, .snd, .aiff, .au, .wmv, .swf, .zip, .url, .tif, .ppt, .pptx, .docx, .mp4
6. Click on the View Entries button on the navigation menu to ensure your entry/entries have been uploaded. You may print this invoice list to confirm your entry/entries submission.
7. Click on the Pay Now button. Payment is expected at the time of entry. Online, secure credit card processing through PayPal is available, and you may pay for all your entries in one payment.
Payment by credit card/PayPal is preferred. If you require an alternative payment method, please call Andre LaCroix at 864 -242-0204 or mail a check to:
CHPRMS, c/o Andre LaCroix, 302 Stono Court, Piedmont, SC 29673.
8. Submit your entry/entries by returning to the View Entries button and clicking on Incomplete.
9. You will be redirected to PayPal's secure website to complete the payment. You may be asked to create a PayPal account during the transaction.
10. Once the payment has been completed, please print your receipt and follow the steps provided by PayPal to return to the contest site.
11. Upon returning, you should be prompted with a Thank You screen for your payment confirmation. If for any reason you are not redirected to this page, please contact the Wallie Awards Committee Chair, Michele Affronte-McCausland, michele@redchoux.com, with your receipt, and she will make sure the payment gets registered to your entries.
12. **Your entry will be disqualified if:**
 - You fail to include a summary of your contest submission
 - You fail to complete in full your online entrant form
 - Your payment is not received as described above.
 - You fail to adhere to contest rules and guidelines



WALLIE AWARDS

DESCRIPTION OF CATEGORIES

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 very prestigious awards.

Wallie Award Entries will be judged based on their creativity, including concept, writing, design, photography, illustration, and overall appeal.

Advertising

- W1 Television Ad - :15 or :30 Single
- W2 Television Ad - :60 Single
- W3 Television Campaign
- W4 Radio Ad - Single
- W5 Radio Ad - Campaign
- W6 Print Ad - (Single Ad)
- W7 Print Ad - (Campaign)
- W8 Outdoor - Billboard
- W9 Outdoor - Other
- W10 Online Advertising - (Single Ad)
- W11 Online Advertising - (Campaign)

Collateral

- W12 Annual Report
- W13 Brochure
- W14 Internal Publication
- W15 Consumer Publication
- W16 Poster
- W17 Special Event Material - card, invitation, e-vite, announcement or other campaign element.
- W18 Direct Mail - Single
- W19 Direct Mail - Campaign

Elements of Advertising

- W20 Logo
- W21 Photography
- W22 Graphics/Illustration

Marketing Essentials

- W23 Web Design
- W24 Social Media Page
- W25 Video Production
- W26 Writing Project



GOLDEN TUSK AWARDS

DESCRIPTION OF CATEGORIES

Entries will be judged based on their strategy, creativity, including concept, writing, design, photography, illustration, and overall appeal.

- T1 Recruitment**
Programs designed to enhance recruitment efforts. (Physicians, nurses, etc.)
- T2 Special Event**
Staging and promoting special events. (open house, health fair, groundbreaking ceremony, annual meetings, fundraisers, etc.)
- T3 Foundation/Fundraising**
Any fund-raising 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.*
- T5 Physician Relations**
This category is designed to showcase projects and methods that illustrate how your organization partners with physicians in delivering specific health care services or programs to your community, as well as projects related to encouraging new physicians to join your organization.
- T6 Internal Relations**
Programs that improve internal efficiency through enhanced communications or programs affecting relations with employees, board members or volunteers.
- 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.
- T8 Patient Experience/Satisfaction**
Any project or campaign that markets or improves the patient experience/satisfaction. This can include internally and externally focused campaigns using any type of media. Inclusion of measurement tools/R.O.I. are key here.
- T9 Employee Engagement**
Publications and/or electronic communications/platforms intended to keep employees aware of the healthcare organization and its programs, services, goals.



GOLDEN TUSK AWARDS

T10 Issue/Crisis Management

An internal or external project dedicated to the management of a central issue that impacts the health care organization. This could be a one-time crisis intervention, an ongoing educational or communication campaign related to a single issue or topic, or ongoing management of a controversial issue that impacts the health care organization.

T11 Marketing on a Shoestring Budget

Many ideas and opportunities. Tight resources. Tell your story about working with limited resources to produce 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.

T12 Holiday Campaign/Promotion -

Any promotional event or promotion specifically implemented during or for a holiday season.

T13 Digital/Social Media Campaign

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

T14 Overall Marketing/Communications Program

Programs designed to introduce or promote new or established services or ideas.