



**METHODIST**

2018 Award Winner

## Methodist TMOC Magazine Series



### Aster Award

**AWARD:** Gold

**CATEGORY:** Magazine Publication - Series

### Healthcare Marketing Report Award

**AWARD:** Gold

**CATEGORY:** Publication - External



## 2018 Award Winner

### Behind the Badge Radio Series

#### :30 Brand Spot

Speaker: Dr. Kolkman

Why do I wear the Methodist Badge?  
Because it represents our passion  
and commitment to our patients  
and their families.  
Because just like us,  
they're parents,  
sons and daughters,  
and friends.  
*(Slight pause)*

Like the loved ones in our lives,  
we want what's best for them.  
*(Slight pause)*

And that's the kind of care you can expect  
from someone wearing the Methodist badge.  
*(Slight pause)*

Methodist: The meaning of care.

#### :30 Primary/Women's Services Spot

Speaker: Dr. Hays

As a doctor,  
I'm honored  
to wear the Methodist badge.  
It's a sign of passion  
and commitment to patients like you,  
who turn to us  
for personalized care and expertise.  
Keeping your family healthy and happy  
starts with finding a team  
you can trust for lifelong health.  
*(Slight pause)*

And that's the kind of care you can expect  
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Methodist: The meaning of care.

#### :30 Cardio/Oncology Spot

Speaker: Dr. Coughlin

As a specialist at Methodist,  
I'm honored  
to wear my badge.  
It's a sign of my passion  
and commitment to patients like you,  
who turn to us  
for life-saving care and treatment.  
When everything in your life suddenly changes  
you deserve a team you can depend on  
for hope and healing.  
*(Slight pause)*

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### Aster Award

**AWARD:** Gold

**CATEGORY:** Radio - Series

### Healthcare Marketing Report Award

**AWARD:** Bronze

**CATEGORY:** Radio Advertising - Series



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## The Commitment Behind the Badge Magazine Ad Series



**PERSONALIZED CARE  
AND EXPERTISE  
FOR YOUR FAMILY'S HEALTH**

With more than 20 clinic locations, 24/7 virtual care and hundreds of healthcare experts throughout the community, Methodist gives you access to everything you need to keep your family healthy. We know how valuable the relationship is between you and your doctor, which is why we take the time to get to know you and to understand your goals for lifelong health. That's the kind of care your family deserves, and it's what you can expect from those of us who wear the Methodist badge. [bestcare.org](http://bestcare.org)



**METHODIST**  
The meaning of care.™

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**A TRUSTED TEAM FOR  
COMPLETE HEART HEALTH**

At Methodist, our team of cardiac experts helps improve the lives of patients and their families thanks to our comprehensive approach to preventing and treating cardiovascular disease. With our nationally recognized emergency response times, certified diagnostic centers, advanced technology and leading-edge rehabilitation services, we've earned the trust of families by helping our patients lead healthier lives. That's the kind of care you deserve, and it's what you can expect from those of us who wear the Methodist badge. [bestcare.org](http://bestcare.org)



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**INNOVATION AND COMPASSION  
FOR YOUR CANCER FIGHT**

At Methodist, you'll find a nationally accredited team of experts focused on the prevention, early detection and treatment of cancer. Our comprehensive approach to oncology care means we have everything you and your family need, including the latest research, screenings, clinical trials, advanced radiation therapy and survivorship services. That's the kind of care you deserve, and it's what you can expect from those of us who wear the Methodist badge. [bestcare.org](http://bestcare.org)



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**YOUR PARTNER FOR  
LIFELONG WOMEN'S HEALTH**

At Methodist, we know your healthcare experience should be based on your individual needs, and we are dedicated to providing you with the care you deserve throughout life. In addition to being the regional leader in birth, high-risk obstetrics and newborn intensive care, Methodist has a full team of women's health experts and specialty clinics offering everything from adolescent gynecology to menopause care. Having the most comprehensive options in women's health demonstrates our commitment to helping you become your best self. And that's the kind of care you can expect from those of us who wear the Methodist badge. [bestcare.org](http://bestcare.org)



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The meaning of care.™

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### Healthcare Marketing Report Award

**AWARD:** Gold

**CATEGORY:** Magazine Advertising - Series



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## The Commitment Behind the Badge Newspaper Ads



**PERSONALIZED CARE AND EXPERTISE  
FOR YOUR FAMILY'S HEALTH**

With more than 20 clinic locations, 24/7 virtual care and hundreds of experts throughout the community, Methodist has everything you need to keep your family healthy. That's what you deserve, and it's what you can expect from those of us who wear the Methodist badge. [bestcare.org](http://bestcare.org)



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The meaning of care.™

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**COMPASSION AND EXCELLENCE  
FOR OUR COMMUNITY'S HEALTH**

From minor medical needs to life-changing events, we know how important your health is, and we are dedicated to delivering the compassion and expertise you deserve. That's what *The meaning of care* is all about, and it's what you can expect from those of us who wear the Methodist badge. [bestcare.org](http://bestcare.org)



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### Healthcare Marketing Report Award

**AWARD:** Merit

**CATEGORY:** Newspaper Advertising - Series



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## The Commitment Behind the Badge Billboard - Series



### Hospital Marketing Advertising Award

**AWARD:** Honorable Mention

**CATEGORY:** Best Outdoor/Community Outreach Campaign



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## The Commitment Behind the Badge Outdoor



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### Healthcare Marketing Report Award

**AWARD:** Merit

**CATEGORY:** Outdoor Advertising





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## The Commitment Behind the Badge Cardiac Service Line

Outdoor Board



Newspaper Ads



Magazine Ads



Television Spot



Radio Spot

:30 Cardio/Oncology Spot

Speaker: Dr. Coughlin

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### Aster Award

**AWARD:** Silver

**CATEGORY:** Service Line - Cardiac/Vascular



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## The Commitment Behind the Badge Television Campaign

Brand - Surgery Spot



Brand - Pulmonology Spot



Cardiac Spot



Primary Care - Women's Services Spot



### Healthcare Marketing Report Award

**AWARD:** Silver

**CATEGORY:** Television - Series





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## The Commitment Behind the Badge Television Campaign

Brand - Pulmonology Spot



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### Healthcare Marketing Report Award

**AWARD:** Merit

**CATEGORY:** Television Advertising - Single Spot



## 2018 Award Winner

# The Commitment Behind the Badge Total Campaign with TV

### Outdoor Boards



### Television Spots



### Magazine Ads



### Radio Spot

#### :30 Brand Spot

Speaker: Dr. Kolkman

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### Newspaper Ads



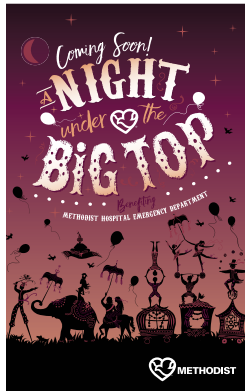
## Healthcare Marketing Report Award

AWARD: Bronze

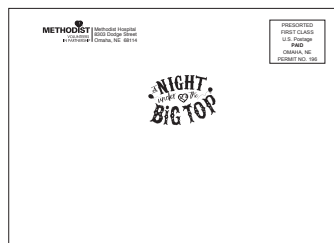
CATEGORY: Total Advertising with TV

# A Night Under the Big Top - Fundraising Event Invitation Package

Save-the-Date Postcards



Invitation with A7 Envelope



RSVP Card with A2 Envelope

**NIGHT Under the BIG TOP**  
FRIDAY, APRIL 20, 2018

Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Email: \_\_\_\_\_

**ADMIT:**  
\_\_\_\_\_ PATRONS (\$250 each or \$2,500 per table of 10): \$ \_\_\_\_\_  
Each patron will receive a special thank-you gift, preferred seating and recognition in the event program.  
\_\_\_\_\_ GUESTS (\$150 each or \$1,500 per table of 10): \$ \_\_\_\_\_  
We are unable to attend. Enclosed is a donation for: \$ \_\_\_\_\_

**PAYMENT METHOD**  
☐ Check enclosed made payable to Methodist VIP  
☐ Charge to credit card: ☐ MasterCard ☐ VISA ☐ AmEx ☐ Discover  
Name on Card: \_\_\_\_\_  
Account #: \_\_\_\_\_ Security Code: \_\_\_\_\_  
Signature: \_\_\_\_\_

On the reverse side of this card, list the people with whom you wish to be seated.

**PLEASE RSVP BY WEDNESDAY, APRIL 11, 2018**

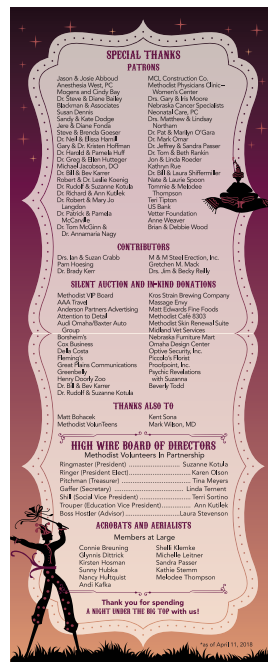
**SEAT THE FOLLOWING ATTENDEES AT MY TABLE:**

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

Please note any known allergies or dietary restrictions.



Program



## Aster Award

AWARD: Merit

CATEGORY: Invitations

## Healthcare Marketing Report Award

AWARD: Merit

CATEGORY: Special Events



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## Join Us on the Journey - Mobile 3D Mammography Race for the Cure Expo Event Campaign

Pull-up Banners



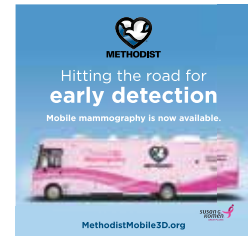
20' x 10' REXframe



Signature Banner



Giveaway Tags



### Aster Award

**AWARD:** Bronze

**CATEGORY:** Special Events

### Healthcare Marketing Report Award

**AWARD:** Silver

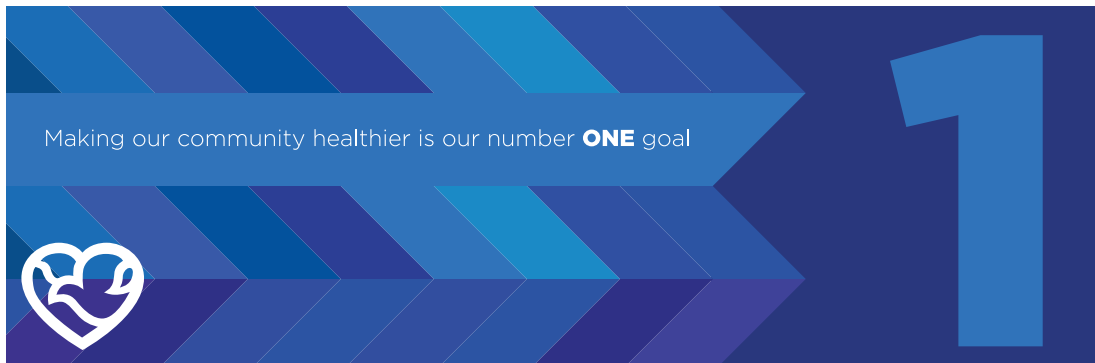
**CATEGORY:** Special Events



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## Corporate Offices Environmental Graphics



### Aster Award

**AWARD:** Gold

**CATEGORY:** Poster/Display - Series

### Healthcare Marketing Report Award

**AWARD:** Merit

**CATEGORY:** Other Miscellaneous