



# METHODIST

## 2023 Awards Overview

This year, the 2023 Birth Services Campaign, Winner's Circle VIP event materials, Methodist My Care app and *The Meaning of Care Magazine* were submitted to three healthcare-focused advertising and marketing award shows:

- **The Healthcare Advertising Awards**
- **The Aster Awards**
- **The Healthcare Digital Marketing Awards**

Entries need to have appeared in public in the 2023 calendar year for the Healthcare Advertising Awards and Aster Awards, and in 2023 or 2024 for the Healthcare Digital Marketing Awards.

Methodist received **21 awards** for its submissions: three from the Aster Awards, nine from the Healthcare Advertising Awards and nine from the Healthcare Digital Marketing Awards.



## 2023 Award Winner

## Winner's Circle VIP Materials

### Healthcare Advertising Awards

**AWARD:** Gold

**CATEGORY:** Special Event Materials

#### Save-the-Date Postcard



#### Invitation and A7 Envelope



Event Logo

#### Program



#### RSVP Card

Name _____	
Address _____	
City _____ State _____ Zip _____	
Phone _____	
Email _____	
Reservations _____	
Please use the enclosed card for information on becoming a sponsor.	
Each portion will receive a special thank-you gift, preferred seating and recognition in the event program.	
... \$4,000 or \$1,000 each or \$1,750 per table of 10 ...	
... \$1,000 or \$250 each or \$1,750 per table of 10 ...	
... (We are unable to attend. Enclosed is a donation for \$1,000.)	
Payment Method _____	
Click on PURCHASE TICKETS or MAKE A DONATION	
Click on the enclosed card for information on becoming a sponsor.	
Check enclosed made payable to Methodist.	
Please return this card with payment in the enclosed envelope.	
On the reverse side of this card.	
All the people with whom you	
wish to be seated.	
PLEASE RSVP BY	
MONDAY, APRIL 26, 2023.	

SEAT THE FOLLOWING ATTENDEES AT MY TABLE	
NAME	EMAIL
1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	
Please use only one table for dietary restrictions on the first table.	
Please provide extra for your guests so that we may assist them in	
seating as we are unable to assist them in seating as we are	
unable to assist them in seating as we are unable to assist them in	



METHODIST

2023 Award Winner

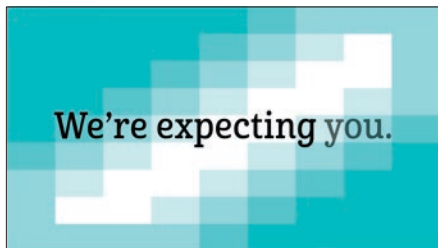
## Birth Services Campaign

### Healthcare Advertising Awards

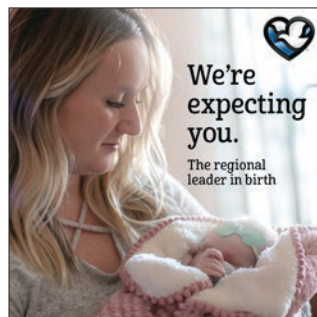
**AWARD:** Gold

**CATEGORY:** Total Advertising Campaign

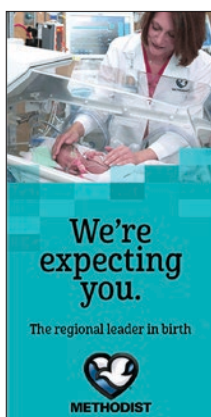
:30 Spot



Social Graphics



Digital Banners



Anderson Partners  
ADVERTISING



**METHODIST**

2023 Award Winner

## Birth Services Campaign – Social Graphics



1080 x 1080 (mp4)

### Healthcare Advertising Awards

**AWARD:** Gold

**CATEGORY:** Social Media Content

### Aster Awards

**AWARD:** Gold

**CATEGORY:** Social Media–Series

### Healthcare Digital Marketing Awards

**AWARD:** Silver

**CATEGORY:** Facebook Ads



1080 x 1080 (mp4)

### Healthcare Advertising Awards

**AWARD:** Merit

**CATEGORY:** Social Media Content

### Aster Awards

**AWARD:** Gold

**CATEGORY:** Social Media–Series

### Healthcare Digital Marketing Awards

**AWARD:** Bronze

**CATEGORY:** Facebook Ads



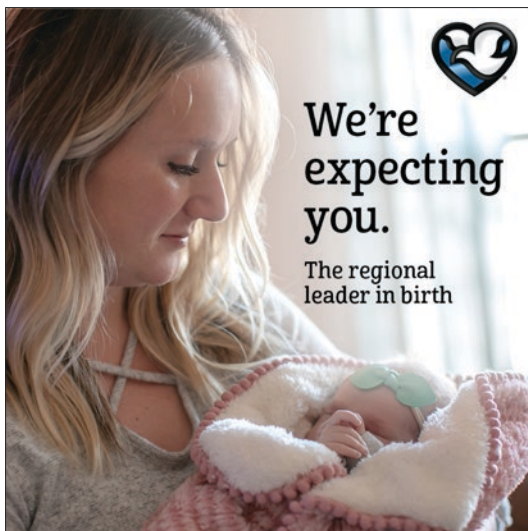


METHODIST

2023 Award Winner

## Birth Services Campaign – Social Graphics (cont.)

---



1080 x 1080 (mp4)

### **Aster Awards**

**AWARD:** Gold

**CATEGORY:** Social Media–Series

### **Healthcare Digital Marketing Awards**

**AWARD:** Gold

**CATEGORY:** Facebook Ads



METHODIST

## 2023 Award Winner

### Birth Services Campaign – Digital Banners



Leaderboard

#### Healthcare Advertising Awards

**AWARD:** Gold

**CATEGORY:** Online Display Ad

#### Aster Awards

**AWARD:** Gold

**CATEGORY:** Website Advertising–Series

#### Healthcare Digital Marketing Awards

**AWARD:** Merit

**CATEGORY:** Online Display Ads



300 x 250

#### Aster Awards

**AWARD:** Gold

**CATEGORY:** Website Advertising–Series

#### Healthcare Digital Marketing Awards

**AWARD:** Silver

**CATEGORY:** Online Display Ads



970 x 250

#### Aster Awards

**AWARD:** Gold

**CATEGORY:** Website Advertising–Series

#### Healthcare Digital Marketing Awards

**AWARD:** Gold

**CATEGORY:** Online Display Ads



METHODIST

2023 Award Winner

## Birth Services Campaign – :30 Spot

### Healthcare Advertising Awards

**AWARD:** Bronze

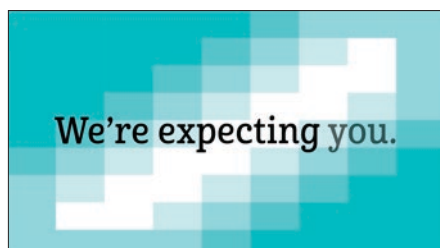
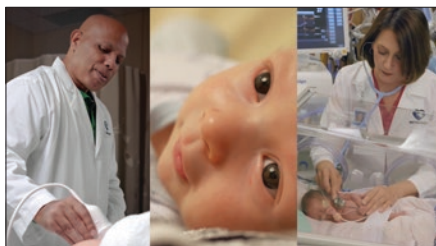
**CATEGORY:** Television Advertising–Single

### Healthcare Digital Marketing Awards

**AWARD:** Gold

**CATEGORY:** Streaming/On-Demand Content

:30 Spot





**METHODIST**

2023 Award Winner

## Birth Services Campaign – :15 Spot

### Healthcare Advertising Awards

**AWARD:** Gold

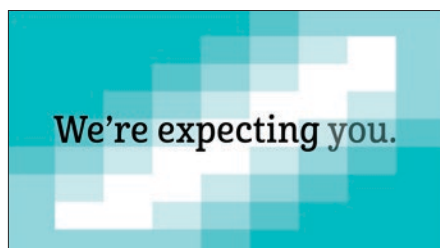
**CATEGORY:** Digital Video Ad

### Healthcare Digital Marketing Awards

**AWARD:** Silver

**CATEGORY:** Digital Video Ad

:15 Spot







METHODIST

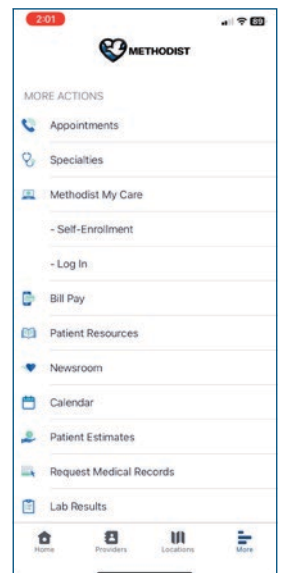
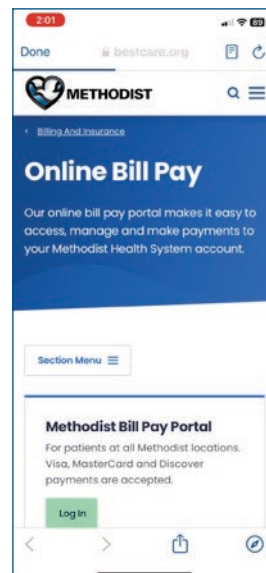
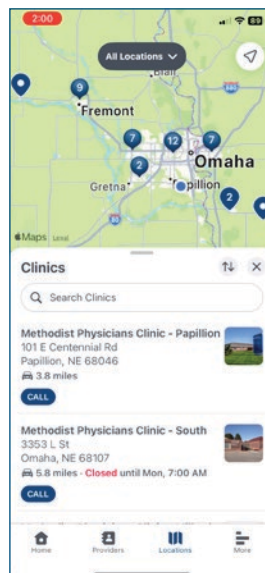
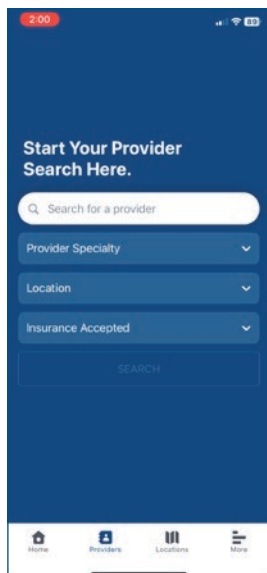
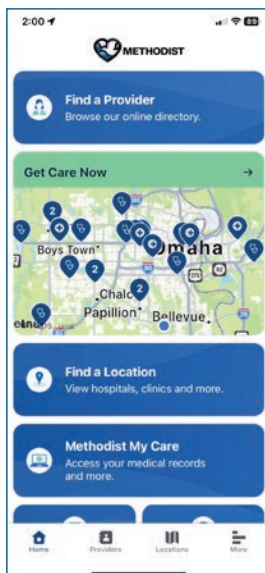
2023 Award Winner

## Methodist My Care App

### Healthcare Digital Marketing Awards

**AWARD:** Gold

**CATEGORY:** Mobile App





METHODIST

2023 Award Winner

## The Meaning of Care Magazine

### Healthcare Advertising Awards

**AWARD:** Gold

**CATEGORY:** Publication/External

**AWARD:** Gold

**CATEGORY:** Online Publication

### Aster Awards

**AWARD:** Gold

**CATEGORY:** Publication/External-Series



2023 Editions