

## PERCY AWARD: Official Rules



**The PERCY AWARD is given annually in December to recognize the best in Hospital and Non-Hospital Marketing, Public Relations and Planning campaigns.**

Awards will be given in the following categories:

- Best Hospital Marketing Program
- Best Hospital Planning Program
- Best Hospital Public Relations/ Media Placement Program
- Best Use of Social Media in Healthcare
- Best Hospital Outdoor Advertising
- Best Marketing or Planning Program: Non-Hospital group

### Entry Preparation and Deadline

The entry submission period will be open from July 1, 2010 to October 15, 2010. Postmark must be no later than October 15, 2010.

Entry forms are available by mail and on the HPMSNJ website.

One entry form is required per category submission. If a hospital is submitting two or more entries, a separate form must be included for each entry. Payment can be mailed in together.

Hospitals may submit different components of the same program for up to the five categories. Separate fees would be required.

## Project Description

Please provide the following for each submission:

- **General description:** Describe the program and what the campaign sought to achieve.
- **Goal:** Outline the specific goal(s) of the program, i.e., introduction of new women's center, new service at an outpatient facility, new member of the staff, introduction of a new technology, etc.
- **Objective(s):** Define quantitative or qualitative objectives, e.g., increased patient visits, revenue, foundation contributions, web site hits, etc.
- **Cost:** Estimated cost of the campaign. Please specify if the cost is for the entire campaign or only for what is submitted in application.
- **Results:** How well did the campaign or program meet the goals and objectives? Provide statistics and analytics to determine success.

## Items to Include on CD or DVD

Please include the following with each submission (as appropriate):

- **Print:** Press ready PDF's
- **Electronic:** Campaign materials including any TV or radio spots
- **Web collateral:** Screen shots of web sites
- **Billboards:** Images of billboards and locations (city, road and direction)
- **Events:** Visual description of special events

- **Customer Relationship Marketing:** Visual presentation to describe any one-to-one marketing programs with specifics including:
  - How customers are targeted
  - How campaigns are executed
  - How results are measured
- **Media placement schedule:** High visibility placement schedule

\* Please note that all graphics must be high resolution (300dpi)

### Entry Fee and Eligibility

There is a non-refundable entry fee of \$100 per entry

The PERCY AWARD is open to hospitals and non-hospitals that are New Jersey-licensed facilities.

Campaigns must have run between November 1, 2009, and September 30, 2010.

Verification:

- Entries are subject to individual verification by HPMSNJ.
  - Entries must be from organizations that are currently operating as a hospital or non-hospital health care provider.
  - HPMSNJ reserves the sole right to determine other qualifications for a verifiable entry.
  - Ineligible entries will be disqualified and entry fee forfeited.
- **Judging- MARKETING/ PUBLIC RELATIONS/ PLANNING:** Eligible entries will be judged on the following criteria:

### Judging

The art of marketing/ public relations/planning (50%)

- Overall quality and look of campaign
- Overall creativity
- Campaign organization
- How well campaign conveys the message and reaches its intended audience as stated in the written submission description

The science of marketing/ public relations/planning (50%)

- How well the campaign meets its marketing/ media placement/ PR objectives as stated in the written submission description
- General review of return on investment and analytics

Contest judges may disqualify any entry found to be unsuitable (whether because of inappropriate language or content, contains inaccurate or fraudulent statements, exhibits an obvious lack of effort or for any other reason). Entry fees for disqualified entries are forfeited.

If entry is submitted in an incorrect category, judges may resubmit them appropriately after discussing with submitting representative.

Judges will be chosen by HPMSNJ and judging will take place between October 16, 2010, and November 30, 2010.

Winners will be notified by December 1, 2010.

## Awards

Awards will be presented at the annual meeting of HPMSNJ on December 3, 2010. Winners will be informed of their award and may choose to send a representative to accept the award. Winners will receive the Percy Award.

The list of winning organizations will be released within a week of the awards ceremony on the HPMSNJ web site at [www.hpmsnj.org](http://www.hpmsnj.org).

## Limitation of Liability

*The PERCY AWARD contest will be open to all hospitals and non-hospital healthcare providers that are licensed facilities in the state of New Jersey.*

*HPMSNJ, NJHA and affiliates are not responsible for typographical errors in any contest-related materials; for lost, late, misdirected, incomplete or illegible entries; or for technical, hardware, software, internet or telephone failures of any kind that may limit or interfere with a participant's ability to take part in the contest.*

*HPMSNJ reserves the right to cancel or modify the contest if fraud or technical failure compromises the integrity of the promotion, or corrupts or impairs the administration, security, fairness or proper play of the contest, as determined by HPMSNJ in its sole discretion.*

*HPMSNJ or its members or officers shall not be liable for injury, losses, damages or costs of any kind resulting from participation in this contest, or acceptance of or use or misuse of a prize or parts thereof.*

*HPMSNJ may prohibit any entrant from participating in this contest or any future promotion, if, in the sole opinion of HPMSNJ, such entrant has tampered with the entry process or the operation of the contest, repeatedly shows a disregard for the rules, or acts (a) in an unsportsmanlike manner, (b) with an intent to annoy, abuse, threaten, or harass HPMSNJ, or any other entrant, or (c) in any other disruptive manner.*

*The contest may be terminated at any time after its commencement without prior notice; however, if such termination should occur, awards will be presented to winners judged from valid entries received.*

*All entries become the property of HPMSNJ and will not be returned. Winning entries may be posted on the HPMSNJ web site.*

*There is no cash payment to winners.*

*Campaigns must have run during the period of November 1, 2009, to September 30, 2010.*