



HPMSNJ
Healthcare Planning & Marketing
Society of New Jersey

The **PeRCy Awards** will be presented by **HPMSNJ**
in December, 2021
to Recognize the Best in New Jersey
Healthcare Planning, and Marketing and Public
Relations Programs
and Best Hospital Campaign Outside of New Jersey

Criteria for Each Category

BEST HOSPITAL CROSS MEDIA CAMPAIGN: This category awards a marketing campaign used to promote the hospital, a specific service line, or a program which incorporates numerous marketing platforms in a comprehensive campaign.

BEST HOSPITAL PLANNING PROJECT: This award category includes any major or minor building project, service line enhancement or special program for the community which involves the use of the hospital's plan team to bring concept to reality.

BEST HOSPITAL PUBLIC RELATIONS - RELATIONSHIP BUILDING This category awards any PR or Media Placement used to promote the hospital, hospital program, special event, or community service.

BEST HOSPITAL PUBLIC RELATIONS - CRISIS SITUATION: This category awards any PR or Media Placement used to respond to a local disaster, social media crisis, or situation negative to the good name of the hospital.

BEST USE OF DIGITAL MARKETING: Submissions for this category include any digital marketing method your team uses to promote the hospital, staff, service line, new or existing program or community health benefit. This can include your website, Facebook, Twitter, YouTube, Blogs, Instagram, Pinterest, Sanpchat, Emails, Text programs, etc.

BEST HOSPITAL OUTDOOR ADVERTISING: This category includes any use of outdoor advertising including Billboards, Walls, Bus and Rail Media, Street furniture, Specialty Signage, Digital, Mobile Billboards, and Sports Media used to promote the hospital, service line, community or hospital service, program or special event.

BEST HOSPITAL RADIO SPOT: This category includes any form of radio or audio advertising, including radio or internet audio spots used to promote the hospital or any marketing campaign.

BEST HOSPITAL TV SPOT: This category includes any form of TV advertising spots used to promote the hospital or any marketing campaign.

BEST VIDEO : This category includes videos that are specifically for use other than a 15/30/60 second commercial. They can be for YouTube, your website, etc.

BEST HOSPITAL USE OF PROMOTIONAL PRODUCTS: This category includes the effective use of promotional products to enhance a marketing a campaign or engage the public.

BEST HOSPITAL CAUSE MARKETING CAMPAIGN: This category awards a cause marketing or cause-related marketing campaign which demonstrates the cooperative efforts of the hospital and a non-profit organization for mutual benefit.

BEST HOSPITAL CAMPAIGN FROM A HEALTHCARE FACILITY LOCATED OUTSIDE OF NEW JERSEY: This category allows for submissions from any healthcare facility located outside of the state of New Jersey. Any marketing or planning campaign may be submitted.

All submissions should include complete program details along with supporting documents (goal/vision/methodology/white pages/videos/social media links/print documents/promotional pieces/results, etc.,) and be uploaded to an accessible drop box with link sent to jane.heimbecker@halo.com