

## Awards

The following list of awards represents the work of Kelly Griffin and her respective teams in collaboration with two different advertising agencies and a graphic design consultant. The awards are shared by all involved. After 60 awards, KGA stopped keeping track of them.

Over Kelly Griffin's career, 60 plus awards were received from the following annual competitions:

### **National Healthcare Advertising Awards:**

- 1 "Best of Show" Award – all categories – for an Ad Series (an award given out rarely – not on an annual basis)**
- 8 First Place/Gold Awards – 4 for Annual Reports, 1 for Magazine/Single Ad, 1 for Radio Advertising/Single Spot, 1 for Billboard/Transit Advertising Campaign and 1 for Four-Color Illustrated Ad Series**
- 2 Second Place/Silver Awards – 1 for Newsletter, 1 for an Annual Report**
- 3 Third Place/Bronze Awards – 2 for Annual Reports, 1 for an Ad Series**
- 8 Certificates of Merit – 1 for Patient Handbook, 1 for Total Advertising Campaign, 1 for Radio Advertising Campaign, 1 for Annual Report, 1 for Magazine Advertising Series, 1 for Series of Newspaper Ads, 1 for Special Video Production, 1 for Direct Mail Campaign**

### **New Jersey Communications, Advertising and Marketing Association Annual ASTRA Awards:**

- 1 "Best of Show" Award – all categories – Annual Report**
- 7 First Place Awards – 5 for Annual Reports, 1 for Consumer/Trade Magazine Advertising, Print Campaign One to Three Colors, 1 for Direct Marketing – Business-to-Business Campaign**
- 5 Special Merit Awards – 3 for Annual Report Illustrations, 1 for Annual Report Graphic Design, 1 for Annual Report Copywriting**

### **New Jersey Hospital Public Relations and Marketing Association Annual Percy Awards Competition:**

- 3 First Place Awards – 2 for Annual Reports, 1 for Web Site**
- 5 Second Place Awards – 1 for Print Ad Campaign, 1 for Public Service, 1 for "Excellence in Writing," 1 for Employee Newsletter, 1 for Marketing Brochure**

### **New Jersey Press Association:**

- 1 Third Place – Newspaper Insert**



**International Association of Business Communicators (NJ Chapter) Annual IRIS Awards for Excellence in Communications:**

- 2 Awards of Excellence – 2 for Annual Reports**
- 3 Awards of Merit – 3 for Annual Reports**
- 1 Honorable Mention – Annual Report**

**Art Directors Club of New Jersey:**

- 1 Certificate of Excellence – Annual Report**
- 1 Second Place/Silver Award – Annual Report**
- 1 Third Place/Bronze Award – Four-Color Illustrated Magazine Advertisement Series in the Four-Color Consumer Magazine Category**

**The Academy for Health Services Marketing of the American Marketing Association Flashes of Brilliance Competition:**

- 1 Third Place/Bronze Award – Annual Report**

**Art Direction Magazine Creativity Awards:**

- 2 First Place/Certificates of Distinction – 2 for Annual Reports**

**National Association of Psychiatric Health Systems Annual Awards Competition:**

- 2 First Place Awards – 1 for Employee Newsletter, 1 for Annual Report**

**Virginia Society for Hospital Public Relations/Marketing Regional Awards Competition “Best in the East”**

- 1 First Place Award – Annual Report**