

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.

Over the past 18 years, 50 plus awards have been 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**