

World's Best Healthcare Advertising: Call for entries

NEW YORK, US: [The Global Awards](#), for the World's Best Healthcare Advertising, announced the Call for Entries for the 2013 competition. The Global Awards, now in its 19th year, receives entries from healthcare corporations, hospitals, advertising agencies, production companies, and design studios that produce communications for medical, pharmaceutical, and healthcare related products.



This year, The Global Awards added multiple new [categories](#) to their robust category roster, as well as launching the Young Globals Student Competition. Michael Demetriades, Executive Director of the Global Awards had this to say, "The Global Awards continually monitors the healthcare industry to keep the competition relevant by creating categories that reflect the industry's evolving landscape. These important new categories were added to the competition's roster based on entrant feedback and comments from the Global Awards Advisory Board and Grand Jury."

New categories

New categories unveiled for the 2013 competition include three for products and services designed to promote wellness and healthy lifestyle. One of the new categories, Wellness Product & Service, launched under Communication to the Consumer/Patient, includes health & diet programs, prevention education, vitamins, and nutraceutical products. Categories include Print & Mixed Media, and Video / Audio / Interactive Media: Radio Commercial and TV Commercial. The new Corporate Social Responsibility category, for Communication to the Healthcare Professional & Consumer/Patient: Social Commitment (relating to health issues) will honour healthcare and consumer brands that contribute to the community by supporting and creating initiatives that promote a healthier populous.

The Global Awards launched the Young Globals Student Competition to support the work of upcoming student talent and to honour future stars in healthcare advertising. This competition showcases the most inspiring student work in healthcare advertising and offers a forum for students to be recognised and rewarded for their creativity. Categories include: Communication to the Healthcare Professional - TV, Radio, Print, Interactive, Guerilla, and Integrated (Mixed Media) campaigns; and Communication to the Consumer/Patient - TV, Radio, Print, Interactive, Guerilla, Outdoor, and Integrated (Mixed Media) campaigns.

The Global Awards Advisory Board is represented by prominent health care professionals whose respected reputations and knowledge of the industry continually generates prominence for the competition, while expanding the international reach of the Global Awards.

The Global Awards [Grand Jury](#) comprises a panel of international industry experts, representing the top creative minds in the field of healthcare advertising. The 2013 Global Awards Grand Jury will be announced soon.

Live judging sessions

Each year, in addition to online judging sessions, the Global Awards organises live judging sessions around the globe to review digital based works as well as collateral materials that support a campaign and which cannot be judged online. These live sessions hosted at prominent international healthcare communication agencies, allow jurors to examine in detail multi-paged works including: sales kits, direct mail, brochures, point of purchase displays, and annual reports.

Ogilvy Germany earned the 2012 Grand Global Award for "Waiting. For Seven Years." for client Foundation For Life - Organ Donation. McCann Health was recognised as Global Network of the Year and Langland, UK earned the title of Global Healthcare Agency of the Year for the second year in a row. The 2012 Global Awards [Grand Jury](#) recognised winners from 17 countries with 39 Global Awards and 136 Finalists with Global Awards presentations taking place in New York City and Sydney, Australia.

Entry fees for the 2013 Global Awards are: US\$345 for a single entry; US\$595 for Campaign Single Media; US\$695 for a Campaign Mixed Media; and US\$50 for Young Globals student entry. The Global Awards deadline for entries is 31 July 2013. For more information visit the [Global Awards website](#).

The Global Awards will host award ceremonies in New York City and Sydney, Australia on Friday, 15 November to celebrate 2013's award-winning entries.

For more, visit: <https://www.bizcommunity.com>