



News Release

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CCH wins 20 Service Industry Advertising Awards, including Best of Show

For Immediate Release

(COLUMBUS, Neb.) — Columbus Community Hospital recently received 20 awards through the 18th annual Service Industry Advertising Awards, including a Best of Show award.

The SIA awards celebrate advertising excellence in the service industry. This year, more than 500 advertising agencies and more than 1,000 institutions participated in the awards competition.

More than 1,200 entries were submitted and evaluated by a national panel of judges who rated them based on execution, creativity, quality, consumer appeal and overall breakthrough advertising content. Best of Show awards were selected based on their “outstanding creative execution.”

Based on these criteria, the judges awarded 139 gold awards, 71 silver awards and 40 bronze awards.

CCH received six golds, six silvers, four bronzes and four merit awards. It was also one of only six institutions to receive a Best of Show award for its Thank You Healthcare Workers newspaper ad, created with Midwest Marketing Services of Ravenna. This is the second year in a row CCH has received a Best of Show designation.

Below is a full list of their winning campaigns:

Award	Campaign/Advertisement	Advertisement Category
Best of Show/Gold	Thank You Healthcare Workers (with Midwest Marketing Services)	Newspaper advertising – single ad
Gold	Virtual We Can Run, Walk & Roll Race (with Midwest Marketing Services)	Mobile media content
Gold	Hands, Shoulders, Knees and Toes (with Midwest Marketing Services)	Outdoor advertising



Gold	Caring for our (new) neighbors. Arriving daily.	Digital video ad – more than 2 minutes
Gold	Story Time	Radio advertising - single
Gold	Dr. Ernst – COVID Song	Streaming/On Demand
Silver	Sports Medicine Vehicle Wrap (with Midwest Marketing Services)	Advertising industry self-promotion out-of-home
Silver	Where Your Health Matters – 2019/2020 Annual Report (with Midwest Marketing Services)	Annual report
Silver	Importance of Caring during COVID-19 (with Midwest Marketing Services)	Newsletter
Silver	Cooking Together (with Midwest Marketing Services)	Publication
Silver	We Stay Here for You, Please Stay Home for Us (with Midwest Marketing Services)	Social media content
Silver	Dr. Cimpl's Last Surgery	Streaming/On demand content
Bronze	2021 Columbus Community Hospital Calendar (with Midwest Marketing Services)	Calendar
Bronze	Stay Home – Slow the Spread of COVID-19 (with Midwest Marketing Services)	COVID-19 response materials
Bronze	Stay Home – Slow the Spread of COVID-19 (with Midwest Marketing Services)	Integrated marketing campaign



Bronze	Expert Care, Close to Home (with Midwest Marketing Services)	Total advertising campaign
Merit	Reducing Opioid Use – Annual Report (with Midwest Marketing Services)	Annual report
Merit	Face it: Masks Save Lives (with Midwest Marketing Services)	COVID-19 marketing campaign
Merit	Caring for our (new) neighbors. Arriving daily.	Magazine advertising – single
Merit	Keeping You Healthy and Strong	Digital video ad – less than 2 minutes

For more information on the awards, including a full list of winners, visit siaawards.com. For more information on CCH or its programs and services that were advertised in these winning entries, visit www.columbushosp.org.

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