



2013 Multicultural Health Marketing Advertising Awards Finalists

Best Overall Campaign		
Brand	Company	Agency
Arkansas Dept. of Health	Arkansas Dept. of Health	Advantage Communications
Centers for Medicare and Medicaid Services	Centers for Medicare and Medicaid Services	Sensis
DeKalb Medical at Hillandale	DeKalb Medical	Lattimer Communications
Exelon Patch	Novartis Pharmaceutical Corporation	Prime Access
Greater Than AIDS	Greater Than AIDS	In house
Highmark	Highmark	Mullen
Johnson's Baby	Johnson & Johnson	Universal McCann/J3
The Mount Sinai Hospital (NYC)	The Mount Sinai Hospital (NYC)	Latin2Latin Marketing & Communications
Novolog FlexPen	Novo Nordisk	Cult Health
Zyrtec	Johnson & Johnson	Vidal Partnership

Best Branded TV Campaign		
Brand	Company	Agency
Asthma.com	GlaxoSmithKline	Havas Worldwide
Cancer Treatment Centers Of America	Cancer Treatment Centers Of America	Creative Civilization
Claritin	Merck	MGSCOMM
Exelon Patch	Novartis Pharmaceutical Corporation	Prime Access
Humana TV	Humana	Cronin LLC
Johnson's Baby	Johnson & Johnson	Universal McCann/J3
NovoLog FlexPen	Novo Nordisk	Cult Health
OraQuick	Orasure Technologies	Ferrara & Company
Pediasure	Abbott Nutrition	San Jose Group
Zyrtec	Johnson & Johnson	Vidal Partnership



Best Branded Print Campaign		
Brand	Company	Agency
Alzheimer's Association	Alzheimer's Association	Olson Advertising
DeKalb Medical at Hillandale	DeKalb Medical	Lattimer Communications
El Camino Hospital	El Camino Hospital	DAE Advertising
Greater Than AIDS	Greater Than AIDS	In house
Highmark	Highmark	Mullen
MD Anderson Cancer Center	MD Anderson Cancer Center	
Neutrogena	Neutrogena	
Stribild	Gilead	
UC Davis Health System	UC Davis Health System	SPM Marketing & Communications
Zostavax	Merck	Publicis Kaplan Thaler

Best Branded Radio Campaign		
Brand	Company	Agency
Arkansas Dept. of Health	Arkansas Dept. of Health	Advantage Communications
Centers for Medicare and Medicaid Services	Centers for Medicare and Medicaid Services	Sensis
DeKalb Medical at Hillandale	DeKalb Medical	Lattimer Communications
Greater Than AIDS	Greater Than AIDS	In house
Vidant Health	Vidant Health	Jennings

Best Branded Digital Campaign		
Brand	Company	Agency
Bedoyecta	Valeant Pharmaceuticals North America LLC	XL Alliance
Centers for Medicare and Medicaid Services	Centers for Medicare and Medicaid Services	Sensis
DeKalb Medical at Hillandale	DeKalb Medical	Lattimer Communications
Greater Than AIDS	Greater Than AIDS	In house
United Healthcare	United Healthcare	Sensis