

SMH, Pelican Creative Services recognized for marketing and advertising excellence

(Jun. 13, 2014 – Slidell, La.) – Slidell Memorial Hospital and Pelican Creative Services of Covington have been recognized with five national awards and two international awards for excellence in healthcare marketing and advertising.

“Being in literally the most competitive healthcare market in the United States and going up against competition that has such an enormous resource advantage on us, makes us extremely proud to be selected as a winner just once. But to be selected so many times, at such a high level in the state, nationwide, and even internationally, is truly humbling and at the same time very motivating for our team,” said SMH Chief Executive Officer Bill Davis.

The **31st Annual Healthcare Advertising Awards** has named SMH and Pelican Creative Services the winners of the following awards:

- Gold Award, Newspaper Single, for the ad titled “The Arctic Sun”
- Silver Award, Health Promotion Program, for the various posters, flyers, calendars and other materials used to educate community members on health topics
- Silver Award, Poster, for the Doctors Day event promotion poster titled “Relax, This Won’t Hurt a Bit”
- Silver Award, Outdoor, for the billboard design titled “Two Miles Ahead”
- Bronze Award, Total Integrated Marketing Campaign, for the television commercials, print ads, event invitations and other materials used for the “Emergency and Cardiac Campaign”

In addition, The Aster Awards has named the hospital and creative team winners of these awards:

- Gold Award, Patient Education-Series, for the series of “Cancer Education Posters” used to promote cancer prevention
- Bronze Award, Magazine Advertising-Single, for the ad titled “The Arctic Sun”

“We are honored and humbled by all the recent recognition we have received for the quality of our creative advertising work,” said SMH Business Development Director Sam Caruso, Jr. “It is a pleasure to work with such an outstanding team of creative professionals, and the volunteers, staff and physicians of Slidell Memorial Hospital. Our Board of Commissioners and our Senior Management Team have provided us with the resources we need to do our best work.”

Creative Team members who worked on these award-winning materials are Sam Caruso, Jr., and SMH Public and Community Relations Representative Jennifer Berger, along with Pelican Creative Services Creative Director Joe Sanford, Art Director Jonathan Bourgeois of Bourgeois Design, Executive Producer Jenny Landry of Magnolia Media and Public Relations practitioner Ann Barks, APR, of Ann Barks Public Relations.

“Our team is privileged to work with a client like SMH who has such a visionary Marketing Director combined with powerful leadership from the entire Senior Management Team. Our work is designed to reflect their incredible efforts to make SMH the finest healthcare facility in the region,” Sanford said

The **Healthcare Advertising Awards**, conducted by Healthcare Marketing Report, is the largest healthcare advertising awards competition and one of the ten largest of all advertising awards. This year, more than 3,700 entries were submitted. A national panel of judges granted the awards based on creativity, quality, message effectiveness, consumer appeal, graphic design and overall impact.

The **Aster Awards** is an international medical marketing awards program that recognizes the most talented healthcare marketing professionals for outstanding excellence in advertising. Entries are judged on creativity, layout/design, typography, production, quality and overall effectiveness. The Aster Awards is hosted by Creative Images Inc., an internationally recognized firm that has specialized in strategic healthcare marketing for more than 22 years.

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ABOUT SMH

Slidell Memorial Hospital is a full-service 229-bed acute care not-for-profit community hospital located at 1001 Gause Blvd., in the heart of Slidell. Founded in 1959, SMH serves as a primary healthcare resource for families in St. Tammany Parish, La.; and, Pearl River County, Miss. For more information, visit <http://www.slidellmemorial.org/>. The hospital's main phone number is (985) 280-2200.

ABOUT PELICAN CREATIVE SERVICES

Pelican Creative Services is a subsidiary of Pelican Pictures, Inc., a Louisiana production company responsible for producing International television programming and commercials as well as national and regional documentaries, corporate videos and commercials. Clients have included The New Orleans Tourism Marketing Corporation, The New Orleans Fair Grounds, International Paper, Entertainment Tonight, The National Geographic Channel, Access Hollywood and many other commercial, broadcast and corporate clients nationwide.

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