

2012 Global Awards: The World's Best Healthcare Advertising: Entries open

NEW YORK, US: [The Global Awards](#) for the World's Best Healthcare Advertising, now in its 18th year, has announced the call for entries for the 2012 competition. The competition receives entries from healthcare corporations, hospitals, advertising agencies, production companies, and design studios producing communications for medical, pharmaceutical, and healthcare related products.



This year, the Global Awards will host awards ceremonies in both New York City and Sydney, Australia on 6 December to celebrate 2012's award-winning entries.

The Global Awards broad range of [categories](#) are reviewed and updated annual by the Global Awards Advisory Board to reflect the current trends in the healthcare industry.

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 Advisory Board is headed by Tom Domanico, Chairman Emeritus DraftFCB Healthcare, and under his leadership the board guides the judging process and ensures that the competition addresses the needs of the healthcare communication industry.

Digital-based works in the mix

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.

The Global Awards [Grand Jury](#) is comprised of a panel of international industry experts, representing the top creative minds in the field of healthcare advertising. Last year's jury was represented by 12 countries, spanning six continents. The 2012 Global Awards Grand Jury will be announced soon.

In 2011, the Global Awards recognised winners from 21 countries, honouring McCann Healthcare Worldwide Japan with the Grand Global Award for "Roll Up Your Sleeves, Japan!" and Langland, UK with the inaugural title of Global Healthcare Agency of the Year. The 2011 Grand Jury also awarded 31 Global Awards and 121 Finalist Certificates.

Entry fees for the 2012 Global Awards are: US\$345 for a single entry; US\$595 for Campaign Single Media; US\$695 for a Campaign Mixed Media. The Global Awards deadline for entries is 17 August 2012. To review the complete list of rules and regulations go to the Global Awards website at www.theglobalawards.com.

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