

The Partnership receives three Telly Awards for NCH Healthcare Heart Institute Campaign Commercials

The Partnership wins three Telly Awards. The global honor recognizes the agency's outstanding achievements in consumer, branding, and promotional categories.

ATLANTA, GEORGIA, UNITED STATES, May 31, 2023 /EINPresswire.com/ -- The [Telly Awards](#), the global honor recognizing outstanding achievements in video and television across all screens, has unveiled the winners of its 44th annual competition, following an extraordinary year of exceptional entries. This year's recipients include renowned global brands, as well as emerging independent production houses, highlighting the diverse talent and creativity in the industry. Notable winners among the esteemed cohort include Netflix, Disney Parks, Paramount, National Geographic Society, and the legendary NBA team, the Golden State Warriors.



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Amanda Lucey, CEO of The Partnership

This year's awardees include [NCH Healthcare System](#) (NCH) and [The Partnership](#), its dedicated agency of record, receiving three bronze Telly Awards. The accolades were presented in the categories of Business to Consumer, Branding, and Promotional, lauding their outstanding collaboration and exceptional work on the impactful videos for "The Heart of What Matters Most" campaign.

The Partnership and NCH partnered to establish “The Heart of What Matters Most” campaign for the NCH Heart

Institute. Through a carefully crafted multichannel campaign, the team aimed to educate patients about NCH’s world-class care and expertise while emphasizing the importance of heart health. By highlighting their unique approach to cardiac care, The Partnership and NCH utilized

insights and data to distinguish the NCH Heart Institute as the leading provider for critical care when minutes matter most.

"I commend the extraordinary accomplishments of our NCH team, whose focus on quality has received incredible patient outcomes with remarkable recognition," said Paul Hiltz, President and CEO of NCH Healthcare System. "Our physicians, clinicians, and staff have demonstrated an unwavering passion for providing world-class care, and their tireless efforts have established the NCH Heart Institute for excellence in cardiac care in Southwest Florida."

The Telly Awards received an unprecedented number of submissions during this record-breaking year. The competition showcased the best of the best, from industry leaders to rising talents, underlining the dynamic landscape and creative achievements in the realm of video and television production.

Utilizing multiple tactics, such as print ads, digital banners, social media ads, billboards, radio segments, and website development, The Partnership highlighted the hands-on service, well-crafted care, cardiac excellence, experience, and expert capabilities in both English and Spanish. The campaign aimed to connect with the primary audience, including current and potential patients over the age of 65, and caregivers/family members between the ages of 45 and 64 seeking cardiac care for loved ones.

"The Heart of What Matters Most" campaign, a testament to NCH's unwavering commitment to excellence and the well-being of their community, captivated audiences with its compelling



The Partnership recognized by Inc.5000 as one of the country's fastest growing private companies.



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storytelling and remarkable visuals. The collaborative effort between NCH Healthcare System and The Partnership demonstrated their ability to craft a resonant message and deliver it with utmost impact and emotion.

“We are proud to be recognized for our cardiology marketing,” said Hiltz. “This noteworthy achievement marks another milestone for our organization and demonstrates the exceptional work of our marketing team and agency, The Partnership.”

The Telly Awards continues to be a shining beacon for exceptional talent, setting the standard for excellence in video and television production. A panel of judges consisting of industry experts and thought leaders, evaluated submissions, assessing elements such as creativity, impact, and storytelling prowess. With a global reach, the Telly Awards serves as an inspiration, acknowledging and celebrating remarkable achievements in the realm of video and television.

NCH recognizes the importance of heart health and the significance of cardiac and stroke care close to home. That’s why NCH is working on the development of a new heart, vascular, and stroke center at its NCH Baker Hospital Downtown location to meet the growing need for high-quality cardiac care – in the heart of Naples.

Amanda Lucey, CEO of The Partnership, expressed her excitement in winning the Telly Awards for “The Heart of What Matters Most” campaign.

“This recognition not only recognizes the culmination of over a year’s worth of strategy, driven by exceptional healthcare insights, but the creativity and collaborative of our team,” she stated. “This acknowledgement affirms our commitment to creating meaningful content that resonates with our audience and drives positive change.”

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