

LOOMIS Delivers a Dozen Awards for Texas Oncology Ad Campaign



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The LOOMIS Agency delivered big for client Texas Oncology, taking home 12 awards at the 38th Annual Healthcare Advertising Awards show, including the Gold Award for “Total Advertising Campaign.”

The agency won five Gold, one Silver, four Bronze and two Merit awards for its “Right Here” campaign.

“We are so pleased with the recognition,” said Steven Paulson, M.D, president and chairman of Texas Oncology. “The **‘Right Here’ campaign** has been very well received by all of our stakeholders because it does a wonderful job communicating our important difference as a provider of oncology treatment and care.”

Texas Oncology’s 500+ physicians deliver leading-edge cancer care at its 210 locations in communities across the state, so patients don’t have to travel far from home to receive the expert treatment they need.

“That’s a big difference for Texas Oncology patients and it’s the basis of our campaign,” said LOOMIS account director Christina McKinney. “With Texas Oncology, patients don’t have to disrupt their lives to get the care they need,” McKinney said. “They can stay at home surrounded by the love and support of family and friends.”



The campaign launched January 1, 2021 and is running statewide across all major media channels, including television, digital display and video, print, outdoor, search and social.

There were more than 4,400 entries for this year’s **Annual Healthcare Ad Awards**, making it the largest healthcare advertising awards competition and placing it among the top 10 advertising awards shows in

the country.

<u>Award</u>	<u>Category</u>
Gold	Total Advertising Campaign
Gold	Online Display Ad
Gold	Newspaper Advertising Series
Gold	Magazine Advertising Series
Gold	Television Advertising Single
Silver	Newspaper Advertising Single
Bronze	Outdoor
Bronze	Digital Video Ad-Less Than 2 Minutes
Bronze	Television Advertising-Single
Bronze	Television Advertising-Series
Merit	Magazine Advertising-Single
Merit	Integrated Marketing Campaign



About LOOMIS:

LOOMIS is a full-service advertising agency in Dallas specializing in defining and leveraging strategic advantages for national and regional challenger brands. The agency was founded in 1984 by Paul Loomis, a composer and musician who earned a national reputation for brand-image music development. The agency was expanded in 1998 to meet growing client demand. Today, LOOMIS offers clients a unique blend of advertising and music production. Learn more at theloomisagency.com.

About Texas Oncology:

Texas Oncology is an independent private practice with more than 500 physicians and 210 locations across the state. Meeting the oncology needs of Texans for more than 35 years, the practice includes Texas Center for Proton Therapy, Texas Breast Specialists, Texas Oncology Surgical Specialists, and Texas Center for Interventional Surgery. As a lead participant in US Oncology Research, Texas Oncology played a role in the development of more than 90 FDA-approved therapies, about one-third of all cancer therapies approved to date. For more information, visit TexasOncology.com.

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