

Jennings & UHS Bring Home Five Wallie Awards

By Dan Dunlop

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Jennings, the Chapel Hill branding and advertising agency, was honored with five Wallie Awards in a ceremony held Thursday, November 13. The Wallie Awards are given annually by the Carolinas Healthcare Public Relations & Marketing Society (CHPRMS).

Chapel Hill, N.C. – Jennings, the Chapel Hill branding and advertising agency, was honored with five Wallie Awards in a ceremony held Thursday, November 13. The Wallie Awards are given annually at the Carolinas Healthcare Public Relations & Marketing Society (CHPRMS) fall conference and recognize the finest in healthcare advertising and public relations. This year's conference was held in Charleston, S.C.

All five awards were in the large hospital category and recognized work produced by Jennings for University Health Systems of Eastern Carolina (UHS).

- Gold Wallie Award – ECU Jumbotron Spot – Audiovisual/Television Programming Category
- Gold Wallie Award – University Health System Radio – Radio Campaign Category
- Silver Wallie Award – UHS Colors Campaign – TV Campaign Category
- Silver Wallie Award – Health Headlines – Radio Campaign Category
- Silver Wallie Award – UHS Colors Campaign – Billboard Campaign Category

Since 2004, Jennings has received twenty-four Wallie and Silver Tusk Awards on behalf of its healthcare clients.

About Jennings

Jennings, founded in 1979, specializes in advertising, public relations and brand development for businesses in healthcare, transportation, financial, telecom, real estate and the arts. Using both consumer anthropology and healthy skepticism, Jennings finds the relevant, relatable connection between a person and a product. For more, see <http://www.jenningsco.com>.

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