

McGuffin Creative Group Captures Six Healthcare Pinnacle Awards

Written by Australian Business

FONTANA, Wis., Oct. 31, 2013 /PRNewswire/ -- McGuffin Creative Group, an advertising and communications agency based in Chicago's West Loop, was the recent winner of six Pinnacle Awards for healthcare design and communications at the Annual Conference for the Illinois Society for Healthcare Marketing & Public Relations.

Held from Oct. 23-25 at The Abbey Resort in Fontana, Wis., the ISHMPR Annual Conference drew more than 100 healthcare marketing and public relations professionals from Illinois and bordering states to exchange knowledge with peers. During the Pinnacle Awards presentation on the conference's final night, McGuffin's team was recognized for its recent work on behalf of client Cadence Health, an award-winning hospital system in Chicago's western suburbs that includes Central DuPage Hospital in Winfield and Delnor Hospital in Geneva.

.

For its Cadence Health work, McGuffin won Awards of Merit in the categories of "Advertising Campaign," Employee Communication," "Annual Report" and "Fund Raising," and earned Honorable Mentions for "Community Newsletter" and "Direct Mail."

"It feels great to be recognized for the work," said Andrew Huff, McGuffin Account Executive on the Cadence Health team. "Our team works very hard, and we're extremely pleased with and proud of our part in being able to win these awards."

McGuffin Creative Group is a 25-member creative agency whose specialties range from branding to advertising, web design to direct marketing. Founded in 2004, some of the firm's clients include BMO Harris Bank, Allstate, Cadence Health and Cars.com.

Contact: Andrew Huff McGuffin Creative Group 312.715.9812 x210

McGuffin Creative Group Captures Six Healthcare Pinnacle Awards

Written by Australian Business

SOURCE McGuffin Creative Group