

*the
creative
floor*
HEALTHCARE AWARDS

EST. 2013

W e l c o m e t o t h e f a m i l y

A b o u t u s

**We celebrate the world's best creative work, agency talent
and the industry's bravest clients.**

We are the only healthcare award show in the world that re-invests
a proportion of profits towards a Talent and Diversity Fund.

The fund helps greater diversity and under-represented talent break into the
healthcare communications industry.

Winners of the show vote on who gets the money.



OUR CATEGORIES

PATIENTS AND CONSUMERS

CHARITY/PRO BONO

HEALTHCARE PROFESSIONALS

VETERINARY

EQUITY, DIVERSITY & INCLUSION

BEST OF THE BEST (agency talent and clients)

MOST AWARDED

HALL OF LEGENDS

OUR ENTRIES

*USA, UK, EU, South America, Australia,
India, Singapore, Japan & Middle East*

AGENCIES WHO HAVE WON OUR AWARDS

21GRAMS, Abelson Taylor, Area 23, ARK, Astrazeneca, AMV BBDO, Antwerpes, BMore, Brunet Garcia, BX Design, CDM, Concentric Health, Cult Health, DDB Remedy, Deloitte Digital, Digitas Health, DJM PAN Unlimited, Disney, GSW Advertising, Grey New York, Grey Health Australia, Facebook, FCB Chicago, FCB Health, Fingerpaint, Habbar, Havas Life, Havas Lynx Group, Hill Holliday, Hive Health, H4Brands, ICC Health, IPG Health, Klick Health, Langland, Learner Adam Bones, Leith, Meta, M&C Saatchi, McCann Health, Humancare, McCann Echo, McCann Sydney, Ministry of Health Saudi Arabia, Meta, MRM, Mullen Lowe, Neon, Novartis, Ogilvy, Page&Page, Palio, Peix, Pfizer, Proximyl Health, Publicis Health ,R/GA, Reckitt, Saatchi and Saatchi Wellness, Sanofi, Serviceplan, Sevenstones, Syneos Health, Stendhals, Sorento Healthcare India, Tank Worldwide, TBWA London, The Bloc, The Considered, Therapy, VMLY&R Health, Ward6, Ward7, Wellmark, Wordbird, WPP WhatsApp & W20 Group

CLIENTS WHO HAVE WON OUR AWARDS



OUR JUDGES

No cookie-cutter judges for us. Only the most current and talented individuals are selected. Over the past seven years our judges have come from silicon valley entrepreneurs to creative directors from the most awarded consumer and healthcare agencies in the world.



TBWA \ LONDON



AMV BBDO



Wieden
Kennedy⁺

McCANN
HEALTH



JWT

MULLENLOWE

Tony Kaye

RANKIN

Google



Leo Burnett

TALENT AND DIVERSITY FUND

The only health and wellness award show in the world to re-invest a proportion of profits to help more diversity and underprivileged talent into healthcare communication agencies.

Raised over £200k

TALENT AND DIVERSITY FUND PROCESS

Any charity from across the world can pitch for the fund.

All they have to do is answer the following brief:

*How would you help talent from under-represented
backgrounds into health and wellness
communication agencies?*

Winners of the show vote on who gets the money.

TALENT AND DIVERSITY FUND WINNERS

2014 - School of Communication Arts

2015 - The Ideas Foundation

2016 - The Ideas Foundation

2017 - JOLT Academy and The Ideas Foundation

2018 - The Ideas Foundation

2019 - The Ideas Foundation

2020 - COVID Emergency Fund

2021 - The Ideas Foundation

2022 - SCA & Ideas Foundation

2023 - Education Pour Le Kilimanjaro, SCA, Key4Life & Brixton Finishing School

2024 - Schools 2023, AKF, Ideas Foundation, Key4Life & Brixton Finishing School

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“Everyone deserves access to the very best creative education, regardless of their background. A big thanks to The Creative Floor Awards who took the time to read our story and recognise our efforts to change lives, and our industry for the better.”

Marc Lewis

DEAN, **SCA**

OUR CEREMONY



OUR AWARDS

Our bespoke brick awards were designed by Little Miss Tiny.
Each one is individually handmade in the UK.



SPONSORSHIP AWARD SHOW 2025

£15k

- + Your company logo (hyperlinked) on awards website (expires 01.01.26)*
- + Your company logo on all email communications (expires 01.01.26)*
- + Your company logo at the award show (virtual/physical)*
- + Facebook, Instagram and X (Twitter) mentions*
- + 1 x vote on where the Talent and Diversity Fund should go*
- + 5 x Free Award Show Tickets if physical award show is allowed (value of £2500)*
- + Infinite Karma (priceless)*

PODCAST SPONSORSHIP 2025

Our podcasts reach between 20-30k downloads per episode and are available on Spotify, Apple Podcasts and on our website.

- + Mention of jobs, promotion or services on the podcast £500*
- + Embedding audio adverts (60 seconds max) into podcast £500*
- + Promotional podcast episode about yourself or agency - £4500*
- + Banner ad on podcast page - £3000 per month*

CONTACT

AWARDS@THECREATIVEFLOOR.COM