

# MINTZ+HOKE

## MINTZ + HOKE'S INTERNATIONAL AIRPORT CARE ACTIVATION NAMED FINALIST IN MEDIAPOST PLANNING & BUYING AWARDS

**AVON, Conn. (April 3, 2026)** – Mintz + Hoke, New England's Immersively Different advertising agency, today announced that its strategic media planning and buying work with Hartford HealthCare has been named a finalist in MediaPost's Planning & Buying Awards in the Health/Wellness category.

The Planning & Buying Awards recognize excellence in media strategy, planning and buying, highlighting the role these practices play alongside traditional creative development in driving impactful campaigns.

Winners will be announced at an awards ceremony in New York City Wednesday, April 15.

In partnership with Hartford HealthCare, Mintz + Hoke negotiated and launched a first-in-the-nation OnMed virtual care experience at Bradley International Airport, offering on-the-go care to an on-the-go community.

The category-exclusive installation gives busy travelers, airline crew members, and airport staff access to real-time, high-tech virtual care, reflecting Hartford HealthCare's commitment to meeting people where life happens.

"We don't just buy media—we make it. This program brings that to life through strong partnerships and innovative thinking," said Sara-Beth Kozlowski, Principal, Media, at Mintz + Hoke. "It's an honor to be one of three finalists for this award. We congratulate all finalists on their outstanding work and look forward to celebrating everyone on April 15."

Mintz + Hoke extends its thanks to Hartford HealthCare, OnMed, Bradley International Airport and Departure Media for their collaboration in bringing this activation to life.

### **About Mintz + Hoke**

Mintz + Hoke is an Immersively Different full-service advertising agency established over 50 years ago. Today, the agency offers an array of services, including branding, campaign analytics, creative, design, digital, event management, media, public relations, research, strategy, and social media services. Mintz + Hoke has been recognized as one of Connecticut's Best Places to Work by the Hartford Business Journal. Connect with them at [www.mintz-hoke.com](http://www.mintz-hoke.com) and follow them on [Facebook](#), [LinkedIn](#) and [Instagram](#).