



United Concordia Dental earned a Bronze Telly Award for the bowling alley “Need to Know” online commercial created for the TRICARE Dental Program (TDP) enrollment campaign.

Featuring a courier in a trench coat delivering a folder of classified information to National Guard and Reserve members, the submission won Bronze in the highly competitive “Fitness, Health and Wellness” Online Commercial category.

[About the Telly Awards](#)

The 44th Annual Telly Awards received over 12,000 entries from all 50 states and five continents. Highlighting the best work from some of the most respected advertising agencies, television stations and production companies, this year’s theme was “Break Through the Static.”



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