

Worthy Winners of Awards

The OTC Marketing Awards 2008 were presented by OTC bulletin – in association with IMS Consumer Health – at London's Park Lane Hotel on 6 March 2008. The winners of all the awards are listed below.

SUPER RETAIL PANEL

OTC COMPANY OF THE YEAR
Reckitt Benckiser Healthcare

OTC BRAND OF THE YEAR
Nurofen (Reckitt Benckiser)

OTC LAUNCH OF THE YEAR
Nurofen Express (Reckitt Benckiser)

OTC BRAND REVITALISATION OF THE YEAR
Vicks (Procter & Gamble)

EXPERT JUDGING PANEL

MOST INNOVATIVE NEW OTC PRODUCT
Fibresure Fibre Food Supplement (Procter & Gamble)

BEST OTC MARKETING CAMPAIGN ON A BIG BUDGET
Vicks (Procter & Gamble)
Agencies – Fleishman-Hillard, Interbrand, Publicis, Six & Co

BEST OTC MARKETING CAMPAIGN ON A SMALL BUDGET
Medised (SSL International)
Agency – McCann Erickson Communications House

BEST OTC CONSUMER ADVERTISING ON TELEVISION
NiQuitin (GlaxoSmithKline)
Agency – WCRS

BEST OTC CONSUMER ADVERTISING IN THE PRESS
Corsodyl (GlaxoSmithKline)
Agency – Grey London

BEST OTC CONSUMER ADVERTISING IN OTHER MEDIA
Oxy (Mentholatum)
Agency – Ogilvy Healthworld Advertising

EXPERT JUDGING PANEL

BEST OTC INTERNATIONAL ADVERTISING
Lamisil Once (Novartis Consumer Health)
Agencies – Grey Worldwide Germany, Mediaedge: CIA

BEST OTC PUBLIC RELATIONS CAMPAIGN
Litozin Joint Health (GR Lane Health Products)
Agency – Spink

BEST NEW OTC PACKAGING DESIGN
Murine (Prestige Brands)
Agency – Tin Racer Design

BEST OTC DIRECT MARKETING CAMPAIGN
Piriton (GlaxoSmithKline)
Agency – DDB Health

BEST OTC TRADE & PROFESSIONAL ADVERTISING
Piriton (GlaxoSmithKline)
Agency – DDB Health

BEST OTC PHARMACY TRAINING
30-Minute Tutor (Boots the Chemists)
Agency – CIG Healthcare Partnership

RESEARCH-BASED AWARDS

BEST OTC PHARMACY SUPPORT PACKAGE
Nurofen (Reckitt Benckiser)

BEST OTC PHARMACY SALESFORCE
GlaxoSmithKline Consumer Healthcare

INDUSTRY EXECUTIVE PANEL

BEST OTC MULTIPLE RETAILER OF THE YEAR
Lloydspharmacy

