



MARKETING AWARDS

Recognising the best of the British OTC Industry

— 2019 —

ENTRY INFORMATION PACK

THE AWARDS

- OTC Company of the Year
- OTC Brand of the Year
- OTC Launch of the Year
- OTC Brand Revitalisation of the Year
- Most Innovative New OTC Product **E**
- Best Big Budget OTC Marketing Campaign **E**
- Best Small Budget OTC Marketing Campaign **E**
- Best OTC Consumer Advertising in the Press or Out-of-Home **E**
- Best OTC Social Media Campaign **E**
- Best OTC Digital or Mobile Marketing Campaign **E**
- Best OTC Audio-Visual Advertising **E**
- Best OTC Public Relations Campaign for a Medicine **E**
- Best OTC Public Relations Campaign for a Non-Medicine **E**
- Best New OTC Packaging Design **E**
- Best OTC Trade Advertising & Support Package **E**
- Best OTC Pharmacy Training **E**
- Best OTC Pharmacy Salesforce
- Best OTC Performer Outside Pharmacy
- Best OTC Multiple Retailer of the Year

E = Entered Awards. To enter these Awards a written submission & payment is required.
No entry fee and no supporting materials are required for the remaining Awards

Gala Dinner & Awards Presentation - Royal Lancaster London Hotel
Thursday, 7th March 2019

GALA DINNER TICKETS: EARLY BOOKING DISCOUNT

Save up to £180 on Gala Dinner table bookings and £15 on individual tickets before 7th December 2018
T: 01564 777 550 Website: OTC-bulletin.com/awards

ENTRY FEE

There is an entry fee of £85 plus VAT (total £102.00) for each Award. See page 4 for payment options.

ENTRY DEADLINE
Friday 7th December

HOW TO ENTER



ABOUT THE AWARDS

The OTC Marketing Awards 2019 comprise:
- Principal Awards - Entered Awards

For the seven Principal Awards, there is no entry fee and no supporting information is required. OTC companies or OTC retailers should simply email their proposals to Awards@OTC-bulletin.com.

These proposals will be considered by our Judging Panels. These comprise either senior representatives from both grocery and pharmacy retailers, or from industry.

For the 12 Entered Awards, entrants must formally supply supporting information for evaluation by members of our Expert Judging Panel. Judges comprise both independent OTC industry experts and authorities in the disciplines involved. There is an entry fee for each of these 12 Awards.

PRINCIPAL AWARDS

Proposals are sought for seven Principal OTC Marketing Awards 2019

- OTC Company of the Year
- OTC Brand of the Year
- OTC Launch of the Year
- OTC Brand Revitalisation of the Year
- Best OTC Pharmacy Salesforce
- Best OTC Performer Outside Pharmacy
- Best OTC Multiple Retailer of the Year

FREE ENTRY

No entry fee for these Awards.

HOW TO ENTER

No supporting materials required.
Companies should simply email their proposals to:
Awards@OTC-bulletin.com
marked OTC Marketing Awards 2019.
For OTC Brand of the Year, for example, simply propose the OTC brand/s you think stood out in 2018.

JUDGING

Judging will take place in early January 2019 and the nominated entries will be published in OTC bulletin and online prior to the Gala Dinner & Awards Presentation on 7th March 2019.

ENTERED AWARDS

Entries are encouraged for 12 prestigious OTC Marketing Awards 2019

- Most Innovative New OTC Product
- Best Big Budget OTC Marketing Campaign
- Best Small Budget OTC Marketing Campaign
- Best OTC Consumer Advertising in the Press or Out-of-Home
- Best OTC Social Media Campaign
- Best OTC Digital or Mobile Marketing Campaign
- Best OTC Audio-Visual Advertising
- Best OTC Public Relations Campaign for a Medicine
- Best OTC Public Relations Campaign for a Non-Medicine
- Best New OTC Packaging Design
- Best OTC Trade Advertising & Support Package
- Best OTC Pharmacy Training

ENTRY FEE

There is an entry fee of £85.00 plus VAT (total £102.00) for each Award. See page 4 for entry payment details.

HOW TO ENTER

Entries should be submitted electronically through the Entry website: <https://www.eventsforce.net/informabi/frontend/reg/thome.csp?pageID=8157&eventID=17>

Hard-copy sample materials should be posted to:

OTC Marketing Awards 2019, OTC Publications Ltd,
4 Poplar Road, Dorridge, Solihull B93 8DB, UK.

DEADLINE FOR ENTRIES: Friday, 7th December 2018

HOW TO ENTER



ABOUT THE AWARDS

The OTC Marketing Awards 2019 are open to all consumer healthcare companies, including retailers operating in the UK, and their agencies or associates. Entries are restricted to OTC brands – licensed non-prescription medicines, unlicensed food supplements, herbal and homoeopathic remedies, medical devices and other selected unlicensed healthcare products* – marketed in the UK.

Entries are open to launches, campaigns and packaging introductions/changes carried out between January and December 2018.

Advertising and social media campaigns, public relations initiatives and training should involve at least some elements carried out between January and December 2018, although some activity may pre-date this period or extend into 2019.

* Please contact Awards@OTC-bulletin.com to check eligibility

HOW TO ENTER

1. Select the relevant category/ies for your business and review the entry criteria at [OTC-bulletin.com/awards](https://www.eventsforce.net/informabi/17/home)
2. Prepare your entry off-line
3. Submit your entry by 8 December online via: <https://www.eventsforce.net/informabi/17/home>

Please refer to the category criteria as a guide.

Hard-copy sample materials:

Hard-copy samples are only required for entries for two of the Awards. These are the Awards for Most Innovative New OTC Product and Best New OTC Packaging Design.

Six of each hard-copy sample - one for each Judge - should be sent to the address below. Please include a copy of your entry.

Please note:

- Before submitting your entry, please ensure that you have obtained authorisation from your client and permission to feature material created by external suppliers, as appropriate.
- Information contained in entries may be published in editorial unless it is clearly marked 'Not for publication'.
- Entries will not be processed until payment is received. See page 4 for an Entry Payment Form.
- No entries or hard-copy samples will be returned.
- The decision of the Judges is final.

SENDING YOUR ENTRY

Entries should be submitted through our Awards Entry Website at:
<https://www.eventsforce.net/informabi/17/home>

by Friday 7th December 2018

Please Register for an account on the entry website, login, and choose which categories you would like to enter. You can go back and edit your entry at time.

Hard-copy sample materials, where applicable, should be sent to:
OTC Marketing Awards 2019, OTC Publications Ltd, 4 Poplar Road, Dorridge, Solihull B93 8DB, UK.

OTC MARKETING AWARDS CATEGORY CRITERIA

MOST INNOVATIVE NEW OTC PRODUCT

This Award is open to any OTC product – either a new brand or a line extension to an existing brand – launched during 2018. Judges will be looking for innovation in terms of active ingredients, switch of legal status, delivery format, packaging and/or market positioning. Samples must be submitted.

To enter this category, please answer the following:

- Description of the main elements of the Product (500 words maximum)
 - Description of the main objectives of the campaign (500 words maximum)
 - Description of any innovative features of the product (500 words maximum)
 - Evidence that the campaign & product was effective (500 words maximum)
 - Electronic sample materials
 - Hard copy samples of the product
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BEST BIG BUDGET OTC MARKETING CAMPAIGN

This Award is designed for big-budget OTC brands which have been supported by a total marketing spend – both above-the-line and below-the-line – exceeding £0.5 million in a 12-month period starting or ending in 2018. Your entry can be for the umbrella OTC brand or for a product/sub-brand of the umbrella OTC brand. Please provide an overview of all the main marketing initiatives, such as advertising, public relations and training. Sponsorship campaigns should also be submitted in this category if the spend is eligible. Sponsorship may involve broadcast media, such as television and radio; sporting events; health-related initiatives; the arts; the environment, or community projects. The target audience can be consumers, retailers, and/or healthcare professionals. Judges will be looking for creative excellence and effective use of a big budget in communicating an OTC brand's essence, positioning and key sales messages to the target audience(s).

Please note: products/sub-brands of a big-budget umbrella OTC brand may not be entered individually for the Small Budget Award.

To enter this category, please answer the following:

- Description of the main elements of the marketing campaign (500 words maximum), including a list of the media used and timings
- Description of the main objectives of the campaign (500 words maximum)
- Description of any innovative features of the campaign (500 words maximum)
- Evidence that the campaign was effective (500 words maximum)
- Electronic sample materials

BEST SMALL BUDGET OTC MARKETING CAMPAIGN

This Award is designed for OTC brands which have been supported by a total marketing spend – both above-the-line and below-the-line – of up to and including £0.5 million in a 12-month period starting or ending in 2018. By OTC brand, we mean the overall umbrella OTC brand. Line extensions of umbrella OTC brands can only enter for this Award if the total marketing spend for the umbrella OTC brand falls within the definition of a small budget.

Please provide an overview of all the main marketing initiatives – advertising, public relations etc – for the brand. Sponsorship campaigns should also be submitted in this category if the spend is eligible. Sponsorship may involve broadcast media, such as television and radio; sporting events; health-related initiatives; the arts; the environment, or community projects. The target audience can be consumers, retailers, and/or healthcare

professionals. Judges will be looking for creative excellence and effective use of a small budget in communicating an OTC brand's essence, positioning and key sales messages to the target audience(s).

Please note: Products/sub-brands of a big-budget umbrella OTC brand cannot be entered individually for this Award.

To enter this category, please answer the following:

- Description of the main elements of the marketing campaign (500 words maximum), including a list of the media used and timings
 - Description of the main objectives of the campaign (500 words maximum)
 - Description of any innovative features of the campaign (500 words maximum)
 - Evidence that the campaign was effective (500 words maximum)
 - Electronic sample materials
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BEST OTC CONSUMER ADVERTISING IN THE PRESS OR OUT-OF-HOME

This Award is open to any press or out-of-home advertising aimed at consumers, including magazine 'advertorials', point-of-sale initiatives, in-store television advertising, posters, street furniture advertising, radio commercials, and club-, community- and transport-based advertising for an OTC brand during 2018. Judges will be looking for creative excellence and effectiveness in communicating an OTC brand's essence, positioning and key sales messages to the target audience(s).

To enter this category, please answer the following:

- Description of the main elements of the marketing campaign (500 words maximum), including a list of the media used and timings
- Description of the main objectives of the campaign (500 words maximum)
- Description of any innovative features of the campaign (500 words maximum)
- Evidence that the campaign was effective (500 words maximum)
- Electronic sample materials

BEST OTC SOCIAL MEDIA CAMPAIGN

This Award is open to any social media campaign aimed at consumers, patients or healthcare professionals run on social networks like Facebook, Twitter, LinkedIn or other social platforms – for an OTC brand during 2018. Judges will be looking for creative excellence and effectiveness in raising awareness, promoting the personality and encouraging sales of the OTC brand directly or indirectly to a target audience.

To enter this category, please answer the following:

- Description of the main elements of the marketing campaign (500 words maximum), including a list of the media used and timings
 - Description of the main objectives of the campaign (500 words maximum)
 - Description of any innovative features of the campaign (500 words maximum)
 - Evidence that the campaign was effective (500 words maximum)
 - Electronic sample materials
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BEST OTC DIGITAL OR MOBILE MARKETING CAMPAIGN

This Award is open to any digital or mobile campaign (excluding terrestrial and satellite television) aimed at consumers, patients or healthcare professionals – such as mobile device apps, websites, email marketing – for an OTC brand during 2018. Judges will be looking for creative excellence and effectiveness in raising awareness, promoting the personality and encouraging sales of the OTC brand directly or indirectly to a target audience.

To enter this category, please answer the following:

- Description of the main elements of the marketing campaign (500 words maximum), including a list of the media used and timings
 - Description of the main objectives of the campaign (500 words maximum)
 - Description of any innovative features of the campaign (500 words maximum)
 - Evidence that the campaign was effective (500 words maximum)
 - Electronic sample materials
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BEST OTC AUDIO-VISUAL ADVERTISING

This Award is open to any television or video advertising campaign – excluding sponsorship and point-of-sale broadcasting – for an OTC brand running during 2018. This can include television commercials, videos created for social media, and YouTube channels and videos. Judges will be looking for creative excellence and effectiveness in communicating an OTC brand's essence, positioning and key sales messages to the target audience(s).

To enter this category, please answer the following:

- Description of the main elements of the marketing campaign (500 words maximum), including a list of the media used and timings
- Description of the main objectives of the campaign (500 words maximum)
- Description of any innovative features of the campaign (500 words maximum)
- Evidence that the campaign was effective (500 words maximum)
- Electronic sample materials

Submit your entries online at: <https://www.eventsforce.net/informabi/17/home>

BEST OTC PUBLIC RELATIONS CAMPAIGN FOR A MEDICINE

This Award is open to any trade or consumer public relations campaign running during 2018 for an OTC medicine. Judges will be looking for evidence that the campaign's objectives have been realised in terms of measurable results. Entries are invited for initiatives including trade-press launches,

innovative pharmacist training and brand involvement, help-lines, disease awareness days, healthcare websites, consumer information packs, work with patient or healthcare professional groups, activities supporting sponsorship campaigns, newsletters or a myriad of other activities and techniques that can be used to promote the personality and use of an OTC brand indirectly to a target audience.

To enter this category, please answer the following:

- Description of the main elements of the marketing campaign (500 words maximum), including a list of the media used and timings
 - Description of the main objectives of the campaign (500 words maximum)
 - Description of any innovative features of the campaign (500 words maximum)
 - Evidence that the campaign was effective (500 words maximum)
 - Electronic sample materials
-

BEST OTC PUBLIC RELATIONS CAMPAIGN FOR A NON-MEDICINE

This Award is open to any trade or consumer public relations campaign running during 2018 for an OTC non-medicine brand. Judges will be looking for evidence that the campaign's objectives have been realised in terms of measurable results. Entries are invited for initiatives including trade-press launches, innovative pharmacist training and brand involvement, help-lines, disease awareness days, healthcare websites, consumer information packs, work with patient or healthcare professional groups, sponsorship, newsletters or a myriad of other activities and techniques that can be used to promote the personality and use of an OTC brand indirectly to target audience.

To enter this category, please answer the following:

- Description of the main elements of the marketing campaign (500 words maximum), including a list of the media used and timings
 - Description of the main objectives of the campaign (500 words maximum)
 - Description of any innovative features of the campaign (500 words maximum)
 - Evidence that the campaign was effective (500 words maximum)
 - Electronic sample materials
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BEST NEW OTC PACKAGING DESIGN

This Award is for any OTC brand launched or repackaged during 2018. Judges will be looking for packaging that is not only informative and practical to use, but also gets noticed on the shelf and conveys the essence of the OTC brand. Judges will also be interested in the design of any patient information leaflet. Samples must be submitted.

To enter this category, please answer the following:

- Description of the main elements of the marketing campaign (500 words maximum), including a list of the media used and timings
- Description of the main objectives of the campaign (500 words maximum)
- Description of any innovative features of the campaign (500 words maximum)
- Evidence that the campaign was effective (500 words maximum)
- Electronic sample materials & Hard copy samples are required

Submit your entries online at: <https://www.eventsforce.net/informabi/17/home>

BEST OTC TRADE ADVERTISING & SUPPORT PACKAGE

This Award is open to any trade and/or professional advertising campaign and/or support package for an OTC brand running during 2018. Advertising in any type of trade/professional media – online, magazines, newsletters or a combination of some or all of these – is eligible to enter. This Award is also open to support packages – alone or in combination with trade and/or professional advertising – such as in-store promotions and point-of-sale materials.

Judges will be looking for creative excellence and effectiveness in communicating an OTC brand's essence, positioning and key sales messages to the target audience(s).

To enter this category, please answer the following:

- Description of the main elements of the marketing campaign (500 words maximum), including a list of the media used and timings
 - Description of the main objectives of the campaign (500 words maximum)
 - Description of any innovative features of the campaign (500 words maximum)
 - Evidence that the campaign was effective (500 words maximum)
 - Electronic sample materials
-

BEST OTC PHARMACY TRAINING

This Award is open to any pharmacy education and/or training initiative running during 2018 for an OTC brand or portfolio of OTC brands. Education and training initiatives in a variety of formats – including training manuals, digital and/or online guides and seminars – are eligible to enter for this Award. The scale of training is unimportant: entries may range from a single seminar up to an extensive programme comprising many different elements. The target audience could be either pharmacists or their assistants or both. Judges will be particularly keen to see evidence that the training achieved its objectives.

To enter this category, please answer the following:

- Description of the main elements of the marketing campaign (500 words maximum), including a list of the media used and timings
- Description of the main objectives of the campaign (500 words maximum)
- Description of any innovative features of the campaign (500 words maximum)
- Evidence that the campaign was effective (500 words maximum)
- Electronic sample materials

HOW ARE THE AWARDS PRESENTED?

The OTC Marketing Awards will culminate in a gala black-tie dinner and awards ceremony on Thursday 7 March at the Royal Lancaster London. For security purposes, attendance at the event is by ticket only and guests are required to provide some personal details beforehand. All shortlisted companies and individuals are required to attend the Awards ceremony.

To discuss table bookings and event sponsorship please contact:

Rob Coulson

Tel: +44 (0)7825 845 666

Email: Rob.Coulson@informa.com

Or visit www.OTC-bulletin.com/Awards

USEFUL TIPS FOR A WINNING ENTRY

Read the entry details and judging criteria carefully for each category before starting your submission

- Write your entry specifically for the category in question, check the nomination is in the correct category and would not stand a better chance of winning in a different category
- Do not exceed the word limits. Supporting materials should be uploaded with your entry.
- Ensure the activities included were undertaken between the date parameters, 1 January 2018 to 31 December 2018
- Ensure each entry meets the specific criteria for its category
- Ensure you have answered each entry question under a separate heading in your submission
- Plan ahead to ensure it arrives in plenty of time so that, should it be incomplete, there will still be time to correct and re-submit it before the closing date of 7 December 2018.

HOW DO THE JUDGES SELECT THE WINNER?

The OTC Marketing Awards prides itself on its Judging Panel, comprised of independent, senior industry experts from around the world, each chosen for their knowledge, objectivity and credibility.

The judges separately consider entries from those categories that are relevant to their particular areas of specialist knowledge, expertise and experience, ensuring a considered response to every individual submission. Each category is reviewed by at least six judges.

The judges mark each entry. Each entry is scored out of 10. The scores are then collated by the OTC Marketing Awards team to determine which entries are included in the shortlist, and the ultimate winner.

The chair of the Judging Panel reserves the right to cast any deciding vote, should the need arise. The judges' decision is final and neither the organisers nor the Judging Panel will enter into any correspondence about the results. Judging will take place throughout January, and the shortlist will be announced in early February. Details of the winners are strictly embargoed until the night but further details of all of the shortlisted entries will be published in the weeks leading up to the ceremony on Thursday 7 March at the Royal Lancaster London.



Thank you

Entry and General Enquiries:

Natalie Cornwell, Event Manager

Tel: +44 (0)7827 993 776 | Email: natalie.cornwell@informa.com

Sponsorship and Table Booking Enquiries:

Rob Coulsonw, Sponsorship and Sales Manager

Tel: +44 (0)7825 845 666 | Email: Rob.Coulson@informa.com

ENTRY DEADLINE
Friday 8th December