

**THE NICHOLAS HALL
ASIA-PACIFIC CONSUMER HEALTHCARE
MARKETING AWARDS 2019**
Benchmarking the World of OTC



**15-17
OCTOBER
2019**

Venue: Fairmont Singapore
80 Bras Basah Rd
Singapore, 189560

Entry deadline:

23 August 2019

Send entries to

e: [Antoinette.Stamaria@](mailto:Antoinette.Stamaria@NicholasHall.com)

NicholasHall.com





The Nicholas Hall Asia-Pacific Consumer Healthcare Marketing Awards 2019

We are proud to announce that our Consumer Healthcare Marketing Awards is back! This event will take place during the main Conference. The shortlisted candidates will be presented to our delegates on 16 October and the results will be announced the following day.

Get involved – Enter your Marketing Campaign and Products for a chance to clinch the only APAC Consumer Healthcare Marketing Awards!

The Consumer Healthcare Awards categories are:

ASIA-PACIFIC CREATIVE AWARD

Sponsored by Nicholas Hall's *OTC.Newsflash*

Voted for by delegates, this Award will be given for the most outstanding example of creativity in consumer healthcare advertising that has appeared on TV, internet or out-of-home media between 1 September 2018 and 1 October 2019.

ASIA-PACIFIC NEW PRODUCT OF THE YEAR AWARD

Sponsored by Nicholas Hall's OTC NEW PRODUCTS TRACKER

This Award will be given for the most innovative and successful product launch or Rx-to-OTC switch in any APAC country between 1 September 2018 and 1 October 2019. Significant line extensions may also be considered.

WORLDWIDE DIGITAL AWARD

Sponsored by Nicholas Hall's OTC DASHBOARD

This Award will be given for the most innovative new digital marketing campaign for any consumer healthcare brand. This could be a campaign or a launch from anywhere in the world, which has appeared for the first time globally between 1 September 2018 and 1 October 2019.

The Selection Process

From all entries, a shortlist will be selected by Nicholas Hall, Executive Chairman & Creative Solutions Director of Nicholas Hall Group of Companies, and a judging panel comprised of external industry experts. With decades of experience of how to launch and advertise in the self-medication industry, our panel will analyse the entrants' ability to disrupt the market through offering a unique health solution, look at the media selection and promotion process, question consumer awareness of the products, HCP backing, and much more. The shortlisted entries will be offered a 5-minute case study slot at our Conference where they will showcase their campaign in front of an audience of the judges and our delegates.

Finally, all three awards will be voted for by our delegates at the Conference in Singapore. Delegates will have the chance to rate favourite campaigns based on memorability, humour, provocation, clarity and any other factor that you feel makes or breaks an advertising campaign.

There will be an additional award – **The Special Achievement Award** – Nicholas and the judging panel will choose one entry based on overall 360 degrees marketing campaign.

The results for each category will be announced on Day Two of the Conference (17 October).

Submit your entries:

To find out more about how to enter your product or campaign, please email Antoinette at Antoinette.Stamaria@NicholasHall.com
Deadline: 23 August 2019

Good luck!

THE NICHOLAS HALL ASIA-PACIFIC CONSUMER HEALTHCARE MARKETING AWARDS 2019

- I wish to enter _____ brand name(s) for the Worldwide Digital Award.
- I wish to enter _____ brand name(s) for the Asia-Pacific Creative Award.
- I wish to enter _____ brand name(s) for the Asia-Pacific New Product of the Year Award.

The advertising agency(ies) involved are: _____ ; _____ ; _____

Mr/Mrs/Ms/Dr First name: _____ Surname _____
 Company: _____ Job Title: _____
 Address: _____ Post / Zip Code: _____
 City: _____ Country: _____
 Tel: _____ Email _____@_____

I enclose / will supply separately the material detailed below.

Submissions must be received by 23 August 2019 and must include:

- Covering document (250 words max) giving your reasons why the submitted brand(s) deserve the award
- Brief statement of marketing strategy
- Examples of packaging
- Examples of campaign execution (eg: consumer and trade advertising in film, TV, internet, press or out-of home media, and point-of-sale if applicable). Entries for the Best APAC OTC Advertising need include only the material you wish the judges to consider.
- An indication of the brand’s performance in the marketplace (please note that detailed commercial information is not required)
- If possible we would prefer all TV campaigns to be submitted in mpeg format

By entering, you give permission to include a link to the product website and run the advert on the Nicholas Hall Group of Companies website and related NHC platforms.

By entering, you agree to the information being made available to the judging panel. The panel will hold the information confidential and will not reveal this information to anyone for any purpose other than the assessment of entries for these awards.

The organiser reserves the right to change the judging panel without prior notice to entrants.



NICHOLAS HALL'S ASIA-PACIFIC CONFERENCE & CHC TRAINING ACADEMY WORKSHOP 2019

Redefining Consumer Healthcare

Innovating from within our Organisations

I would like to book _____ place/s for the following event(s):

- Workshop only (15 October)
- Conference only (16-17 October)
- Conference & Workshop (15-17 October)

Bookings on / before	Full Rate
16 August	(After 16 August)
S\$1,495	S\$1,595
S\$3,095	S\$3,295
S\$3,995	S\$4,195

PAYMENT DETAILS

I would like to pay £ _____ GBP | Company invoice reference: _____

Signed: _____ Date: DD / MM / YYYY

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