

NICHOLAS HALL'S ASIA-PACIFIC CHC CONFERENCE & MARKETING AWARDS

20-21 November 2024

ParkRoyal Collection | Marina Bay | Singapore



 **Nicholas Hall's**
APAC MARKETING AWARDS 2024

For more information please contact
elizabeth.bernos@NicholasHall.com

We are proud to announce that our Nicholas Hall's Asia-Pacific Creative Marketing Awards are back!



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



AWARDS CATEGORIES

ASIA-PACIFIC MARKETING AWARD

Recognizing exceptional creativity in consumer healthcare advertising across TV, internet, or outdoor advertising from 1 October 2023 and 1 October 2024. Voted for by conference delegates.



WORLDWIDE DIGITAL AWARD

Honouring the most groundbreaking digital marketing campaign for any consumer healthcare brand, launched globally or in any part of the world for the first time between 1 October 2023 and 1 October 2024.

The Selection Process

Entries will be evaluated by Nicholas Hall, Executive Chairman & Creative Solutions Director of Nicholas Hall Group of Companies, alongside a distinguished panel of industry experts. With decades of experience in consumer healthcare marketing, their assessment will focus on market disruption, unique health solutions, media strategy, consumer awareness, HCP endorsement, and more.

Submit your entries:

To find out more about how to enter your product or campaign, please email elizabeth.bernos@NicholasHall.com | Deadline: 18 October 2024

Good luck!

Nicholas Hall's Asia-Pacific Creative Marketing Awards 2024

Last years' winners:

Creative Marketing Awards

1st Place – iNova - Diflam

2nd Place - Combiphar -
Insto Cool

3rd Place - Kenvue - Nicorette

Worldwide Digital Marketing Award

1st Place – Kalbe Consumer
Health - Promag

2nd Place - Combiphar - Eye Mo

3rd Place - Sanofi - Cenovis

THE NICHOLAS HALL APAC CREATIVE MARKETING AWARDS 2024

I wish to enter _____ brand name(s) for the Creative Marketing Award

I wish to enter _____ brand name(s) for the Worldwide Digital 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 18 October 2024 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).
- 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.

Entry deadline: 18 October 2024

Send entries to elizabeth.bernos@NicholasHall.com