30 September 2020

# THE NICHOLAS HALL CHC MARKETING AWARDS

**Venue**: Royal Olympic Hotel Athens
**Entry deadline**: 14 August 2020
Send entries to Jennifer at
Jennifer.ODonnell@NicholasHall.com

# The Selection Process

Nicholas Hall, Chairman & Creative Solutions Director of Nicholas Hall Group of Companies, and a judging panel, with decades of experience of how to launch and advertise in the self-medication industry, 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 judges will compile a shortlist from each category, those shortlisted will be invited to present a 5-minute case study at our 31st Annual Conference in Athens in front of an audience of the judges and our delegates.

The three categories will then be voted for by delegates at the main conference in Athens. From a select list of campaigns, delegates will have the chance to rate your favourite campaign, based on memorability, humour, provocation, clarity and any other factor you feel makes or breaks an advertising campaign.

Prizes for all three awards will be presented at the Nicholas Hall CHC Marketing Awards Ceremony in September 2020. All winners will be asked to take part in a recorded interview, which will be posted to our website and other online channels.

## WORLDWIDE MARKETING AWARD

Sponsored by Nicholas Hall's *CHC.Newsflash*

This award will be given for the most innovative new marketing campaign for any CHC brand. This could be a campaign or a launch from anywhere in the world, which has appeared for the first time globally between 1 February 2019 and 31 July 2020.

2019 results:
Difflam (iNova Pharmaceutical, Philippines) — 1st place
Seven Seas Jointcare Supplex & Turmeric ( P&G Health) — 2nd place
Zovirax Duo (GlaxoSmithkline Germany) — 3rd place

1ST PLACE went to **Difflam** by **iNova Pharmaceutical**

## THE COLIN BORG CREATIVE AWARD

Sponsored by Nicholas Hall's CHC DASHBOARD

This award will be given for the most outstanding example of creativity in CHC advertising that has appeared on TV, internet or out-of-home media between 1 February 2019 and 31 July 2020.

2019 results:
Escapelle - Postinor (Gedeon Richter, Hungary) — 1st place
Theraflu - Flu Tracker (GlaxoSmithkline, Russia) — 2nd place
Excilor 2 in 1 Wart Treatment (Medical Brands & Vemedia) — 3rd place

The winner for this award was **Gedeon Richter's Escapelle**, an advert promoting a worldwide tried and proven morning after pill.

## EUROPEAN NEW PRODUCT OF THE YEAR AWARD

Sponsored by Nicholas Hall's CHC NEW PRODUCTS TRACKER

This award will be given for the most innovative and successful product launch or Rx-to-OTC switch in any European country between 1 February 2019 and 31 July 2020. Significant line extensions may also be considered.

2019 results:
Clearblue Connected Ovulation Test System (SPD) — 1st place
Frenadol Restage (J&J, Spain) — 2nd place
Dorflex (Sanofi, Brazil) - 3rd place

1ST PLACE was given to **Clearblue Connected Ovulation Test System** by **SPD Swiss Precision Dianostics**.

# ENTRY FORM

☐ I wish to enter _____ brand name(s) for the Worldwide Marketing Award.

☐ I wish to enter _____ brand name(s) for the Colin Borg Creative Award.

☐ I wish to enter _____ brand name(s) for the European New Product of the Year Award.

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 14 August 2020 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 European CHC 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.

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 and selection process without prior notice to entrants.

## BOOK TO ATTEND The Nicholas Hall CHC Marketing Awards

I would like to book: _____ place(s) at £250 GBP per person OR ☐ A table for 10 people at £2,000 GBP per table

Names of attendees (please provide title, first name, last name and job title)

1._____ 6._____

2._____ 7._____

3._____ 8._____

4._____ 9._____

5._____ 10._____

## BOOK TO ATTEND NICHOLAS HALL'S 31ST EUROPEAN CHC CONFERENCE 2020 (3 DAY EVENT – ENTRY TO AWARDS CEREMONY INCLUDED)

I would like to book: _____ place(s) to attend:

| | |
|---|---|
| Workshop only | £950 GBP |
| Conference only | £1,500 GBP |
| Conference & Workshop | £2,100 GBP |

PAYMENT DETAILS

I would like to pay £_____GBP

Company invoice reference:_____

Signed:_____ Date: DD / MM / YYYY