

 **Nicholas Hall's**
CHC Marketing Awards 2026

16 April 2026



The Selection Process

Nicholas Hall

Executive Chairman & Creative Solutions Director
Nicholas Hall Group of Companies

Judging panel

Featuring a panel of
experts from the CHC industry



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.



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.



Results will be announced during the Awards Dinner on 16 April 2026.
All winners will be asked to take part in a recorded interview, which will be posted to our website and other online channels.



Awards Categories

WORLDWIDE MARKETING AWARD

1ST PLACE



Starazolin
Polpharma

2ND PLACE



Promag
Kalbe Consumer Health

3RD PLACE



Allertec
Polpharma

Voted on by delegates, this award recognizes excellence and innovation in digital marketing across global markets in consumer healthcare industry. It honors the most impactful and creative digital campaigns, highlighting achievements in areas such as social media, content marketing, SEO, email campaigns, and more. Open to brands worldwide in the consumer healthcare industry. The award celebrates the best in digital strategy, creativity, and measurable results. This can include campaigns or launches that took place between 1 February 2025 and 24 February 2026.

COLIN BORG CREATIVE AWARD

1ST PLACE



Pevaryl
Karo Healthcare

2ND PLACE



Maxon Forte
Adamed

3RD PLACE



Stilaxx Drops
Kosan Pharma

Voted on by delegates, this award recognizes the most innovative and impactful marketing campaigns in the European Consumer Healthcare Sector. Celebrating creativity, strategic thinking, and effective execution. This award honors campaigns that stand out for their originality and ability to connect with the market in meaningful ways, through TV, radio, print ads (newspapers, magazines), and billboards, Event Marketing Campaigns, Sponsorship and Partnership Campaigns, etc. Open to brands across Europe in the consumer healthcare market. This could be a campaign or a launch which has appeared in the European market between 1 February 2025 and 24 February 2026.

Entry deadline: 2 March 2026

Send entries to: elizabeth.bernos@NicholasHall.com



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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.

Mr/Mrs/Ms/Dr First name: _____ Surname _____

Company: _____ Job Title: _____

Address: _____

Post / Zip Code: _____ City: _____

Country: _____ Tel: _____

Email _____@_____

BOOK TO ATTEND The Nicholas Hall CHC Marketing Awards 2026

I would like to book: _____ place(s) at £495 GBP per person

PAYMENT DETAILS

- ☐ Please send me a secure link so I can pay by credit card
- ☐ Please invoice my company quoting reference / order number _____

Invoice/Billing Address: _____

Signed: _____ Date: DD / MM / YYYY

☐ If you would like to book to attend the conference please tick this box and we will be in touch with further information

I enclose / will supply separately the material detailed below.

Submissions must be received by 2 March 2026 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
- Which country the brand and the marketing were launched in
- 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.

