

A NEW ERA IN CONSUMER HEALTHCARE

21 November 2019 • São Paulo

26 November 2019 • Mexico City



THE NICHOLAS HALL LATIN AMERICAN CREATIVE MARKETING AWARD 2019



The Selection Process

Nicholas Hall and senior colleagues will look at the media selection and promotion process, questioning consumer awareness of the products, HCP backing, and much more. With decades of experience of how to launch and advertise in the self-medication industry, our panel will shortlist entries to present a 5-minute case study at our Latin American CHC Annual Conference in São Paulo and Mexico City. The winners will then be voted for by delegates and will be announced at the end of the conferences. Winners may be asked to take part in a recorded interview, which will be posted to our website and other online channels.



ENTRY FORM - (return form to Antoinette.StaMaria@NicholasHall.com)

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

Mr/Mrs/Ms/Dr First name: _____
Job Title: _____
Post / Zip Code: _____
Tel: _____

Surname _____ Company: _____
Address: _____
City: _____ Country: _____
Email _____

I enclose / will supply separately the material detailed below.
Submissions must be received by 1st October 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).
- 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.

NICHOLAS HALL'S 5TH LATIN AMERICAN CONSUMER HEALTHCARE CONFERENCE

São Paulo, 21 November 2019
Mexico City, 26 November 2019

	Early Bird Rate (on or before 20 September)	Full Price
<input type="checkbox"/> São Paulo, 21 November 2019	US\$650	US\$750
<input type="checkbox"/> Mexico City, 26 November 2019	US\$650	US\$750
<input type="checkbox"/> Please tick if you do not want your email published on our delegate list (only for meeting attendees)		

Payment Details

- Please invoice my company quoting the Ref / Order no. _____
 Please send me a secure link so that I can pay by credit card

Mr/Mrs/Ms/Dr Full Name _____ Job Title _____
Company _____
Address _____
City _____ Country _____ Postcode _____
Tel _____ Fax _____ Email _____