Nicholas Hall's
CHC MARKETING AWARDS 2023

NORTH AMERICA CHC MARKETING AWARDS 13-14 SEPTEMBER 2023

Entry deadline: 13 August 2023
Send entries to elizabeth.bernos@NicholasHall.com

THE NORTH AMERICAN CREATIVE MARKETING AWARD

We are proud to announce our North America CHC Marketing Awards Ceremony!

We would like to invite all of you to take part in the event by entering your brands / products and campaigns. Marketers will come together in this conference to celebrate the best and most creative campaigns from the North America region.

CREATIVE MARKETING AWARD 2023

Voted for by delegates during our North American CHC Conference, this Award will be given to the most outstanding example of creativity in CHC advertising that has appeared on TV, internet or out-of-home media between September 2022 and August 2023.

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The Selection Process

From all the submitted 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.

Submit your entries:

To ind out more about how to enter your product or campaign, please email elizabeth.bernos@NicholasHall.com
Deadline: 13 August 2023

Good luck!

THE NICHOLAS HALL CREATIVE MARKETING AWARD 2023

☐ I wish to enter _____ brand name(s) for the Creative Marketing 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 13 August 2023 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.

Please send your submissions to elizabeth.bernos@NicholasHall.com