

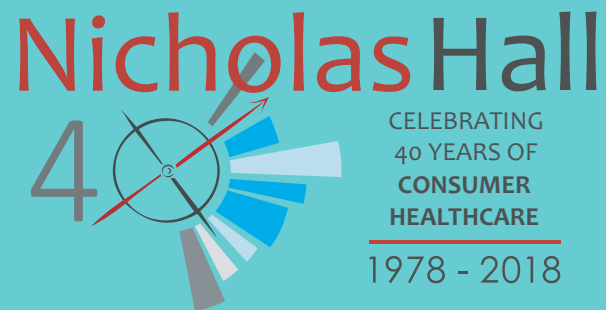
THE NICHOLAS HALL OTC MARKETING AWARDS 2018

Benchmarking the World of OTC

Venue: Fairmont Rey Juan Carlos I
Barcelona, Spain

Entry deadline: 1 February 2018

Send entries to Jennifer at
jennifer.odonnell@NicholasHall.com



19 APRIL 2018

WORLDWIDE MARKETING AWARD

Sponsored by Nicholas Hall's *OTC.Newsflash*

This award will be given for the most innovative new marketing campaign for any OTC 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 2017 and 31 January 2018.

2017 winners:

Sudocrem (Teva, UK) — winner

Swisse (PGT Healthcare) — 2nd place

Cenovis (Sanofi, South Korea) — 3rd place

THE COLIN BORG CREATIVE AWARD

Sponsored by Nicholas Hall's OTC DASHBOARD

Voted for by delegates, this award will be given for the most outstanding example of creativity in OTC advertising that has appeared on TV, internet or out-of-home media between 1 February 2017 and 31 January 2018.

2017 winners:

Sanispira Allergia (So.Se Pharm, Italy) — winner

Smecta (Ipsen, France) — 2nd place

Tantum Verde Forte (Angelini, Russia) — 3rd place

EUROPEAN NEW PRODUCT OF THE YEAR AWARD

Sponsored by Nicholas Hall's OTC 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 2017 and 31 January 2018. Significant line extensions may also be considered.

2017 winners:

OMNi-BiOTiC Hetox (Allergosan, Austria) — winner

MaxOn Active (Adamed, Poland) — 2nd place

Acatar (USP Zdrowie, Poland) — 3rd place





The Selection Process

Nicholas Hall, Chairman & CEO of Nicholas Hall Group of Companies, and a judging panel comprised of external industry experts will choose the winners of the **Worldwide Marketing Award** and **European New Product of the Year Award**. 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. The judges will shortlist two entries from each category to present a 5-minute case study at our *OTC INSIGHT* 29th Annual Conference & Action Workshop in Barcelona in front of an audience of the judges and our delegates.

The Colin Borg Creative Award will be voted for by delegates at main conference in Barcelona. 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 OTC Marketing Award Ceremony in April 2018. All winners will be asked to take part in a recorded interview, which will be posted to our website and other online channels.

PAST WINNERS



2017



Colin Borg Award for the Best European OTC Advertising

Given for the most outstanding example of creativity in OTC advertising which appeared in film, TV, internet or out-of-home media between 1 Feb 2016 and 31 Jan 2017. This was won by Sanipira Allergia, So.Se Pharm of Italy. Voted for by Munich conference delegates.



Most Innovative European New Product of the Year

Given for the most innovative and successful product launch or Rx-to-OTC switch in any European country between 1 Feb 2016 and 31 Jan 2017. This was won by OMNi BiOTiC Hetox, Allergosan (Austria). Voted for by Munich conference delegates.



Most Innovative Global OTC Marketing Campaign

Given for the most innovative new marketing campaign for any OTC brand, which appeared for the first time globally between 1 Feb 2016 and 31 Jan 2017. This was won by Sudocrem, Teva UK / Orbital Media. Awarded by an expert panel of judges.

2016



Colin Borg Award for the Best European OTC Advertising

Delegates from the 27th European conference voted for PGT / P&G's #HugYourDad campaign for Wick VapoRub in Germany. Mandy Borg was at the Awards Dinner to present the prize to Anna Sacha, Global Head, Consumer & Market Knowledge at PGT Healthcare.



Most Innovative European New Product of the Year

RB was awarded this prize for Strepsils Flurbiprofen Spray (marketed as Strepfen, Dobendan Direkt and Benactiv Gola in other markets). A delighted Akhil Chandra, Global Category Director Analgesics at RB, collected the award.



Most Innovative Global OTC Marketing Campaign

The top prize went to GSK's Flonase Allergy Relief (fluticasone 0.05mg) in the US. Nick Srikanth, Chief of Staff, Europe Americas Region at GSK, graciously accepted the award from Claire Foillet, Editor of Nicholas Hall's *OTC.Newsflash*.

Nicholas Hall



CELEBRATING
40 YEARS OF
CONSUMER
HEALTHCARE

1978 - 2018

This year's ceremony will not only celebrate some of the most creative marketers of the industry; Nicholas Hall Group of Companies will be celebrating its 40th anniversary. We would love to welcome both new and familiar faces on what promises to be a night to remember!

Nicholas Hall Group of Companies

Founded in 1978, Nicholas Hall Group of Companies today has 60 staff including consultants, researchers, writers and editors, event organisers and marketers based around the world. Today, NHC continues to be led by Nicholas Hall and his senior colleagues based in the UK and abroad.

Nicholas Hall Group of Companies consists of:

- **Nicholas Hall Europe Ltd** (UK-based)
- **Coigne International Ltd** (Guernsey-based)
- **Nicholas Hall Asia-Pacific Pte Ltd** (Singapore-based)
- **Nicholas Hall International Pte Ltd** (Singapore-based)

Our Consultancy services specialise in the consumer healthcare industry, providing data and analysis, competitive intelligence and strategic advice on a global basis.

Over the years, the company has built a truly global presence with NHC Network Partners in Argentina, Australia, Benelux, Brazil, Canada, C&EE Region, China, France, Germany, Greece, India, Italy, Japan, Mexico, Middle East, New Zealand, Nordic Region, Poland, Portugal, Russia, Spain, Taiwan, Turkey, UK and USA.



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.

The advertising agency(ies) involved are: _____ ; _____ ; _____

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 1st February 2018 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 OTC 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 OTC MARKETING AWARDS CEREMONY 2018 (APRIL 2018)

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 THE 29TH NICHOLAS HALL'S OTC INSIGHT CONFERENCE & ACTION WORKSHOP 2018 (3 DAY EVENT – ENTRY TO AWARDS CEREMONY INCLUDED)

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

	Bookings before 23rd December	Bookings on / before 26th February	Full Rate
Workshop only	£600 GBP	£725 GBP	£800 GBP
Conference only	£1,000 GBP	£1,150 GBP	£1,300 GBP
Conference & Workshop	£1,500 GBP	£1,700 GBP	£1,900 GBP

PAYMENT DETAILS

I would like to pay £ _____ GBP

Company invoice reference: _____

Signed: _____ Date: DD / MM / YYYY