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Don't Miss Your Chance To Win A Prestigious OTC Marketing Award

by [Tom Gallen](#)

The 25th Annual OTC Marketing Awards entry deadline is fast approaching. Don't miss this opportunity to spotlight your recent smash launch or gain the recognition your latest campaign deserves.

Time is running out to enter the prestigious 25th Annual OTC Marketing Awards with the entry deadline less than two weeks away. Don't miss this opportunity to spotlight your recent smash launch or gain the recognition your latest campaign deserves.

Entries are coming in thick and fast from consumer healthcare companies and PR agencies large and small hoping to win one of the 19 coveted Awards which celebrate the best and brightest in the British OTC industry.

But don't panic if you haven't yet submitted your entry. The deadline is Friday 6 December so it's not too late for you to enter the Awards if you're excited about your most recent campaign or love your latest launch.

Maybe you're delighted with your digital marketing, have made a sensational social-media splash, or are just enormously proud of your team's hard work and creative excellence.

Get Your Entries In Today

Entries are sought for 12 prestigious Awards, covering advertising, marketing, social media, digital and public relations campaigns, as well as packaging, training and innovation.

This year will see two new Awards presented, 'Most Creative OTC Campaign' and 'Best Niche OTC Marketing Campaign', and the consolidation of 'Best OTC Pharmacy Sales Force' and 'Best OTC Pharmacy Training' into the new category 'Best Pharmacy In-Store Support'.

Entering could not be simpler: visit the [Awards website](#) to submit your entry online.

We're also asking OTC firms and their distributors and retailers for names of possible candidates for our six Principal Awards. For these Awards – OTC Company of the Year, OTC Brand of the Year, OTC Launch of the Year, OTC Brand Revitalisation of the Year, Best OTC Performer Outside Pharmacy and Best OTC Multiple Retailer of the Year – there is no entry fee and no supporting information is required. Simply visit the [Awards website](#) to put forward your suggestion.

Awards Ceremony Taking Place In March

Nominations for the Awards will be revealed in *HBW Insight* at the start of February 2020, and the winners will be announced at a Gala Dinner & Awards Presentation on Thursday 5 March 2020 at the Royal Lancaster London.

The OTC Marketing Awards 2020 are supported by the Proprietary Association of Great Britain (PAGB), and sponsored by IQVIA Consumer Health, GSK, Skills in Healthcare, and Chemist & Druggist.

Tickets for the Awards are on sale now. They can be purchased [online](#) at discounted early-bird prices before 6 December.

Sponsorship Opportunities Are Available

Bespoke sponsorship packages are also available to put your company centre stage in front of the British OTC industry. There is no better way to showcase your name, your business and your contribution to the British OTC industry than to sponsor an OTC Marketing Award. For more information about sponsorship opportunities, please contact Rob Coulson:

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