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Perrigo Crowned Company of the Year and Pfizer's Viagra Is Best Brand At OTC Marketing Awards 2020

by [Tom Gallen](#)

Perrigo was the night's biggest winner at the OTC Marketing Awards 2020, with Teva and The Mentholatum Company also among the firms recognized for outstanding consumer healthcare campaigns.

[Perrigo Co. PLC](#) has taken the top honors at the OTC Marketing Awards 2020 winning the trophy for Company of the Year.

At a Gala Dinner & Awards Presentation held in London on 5 March to celebrate the best of the British OTC industry, Perrigo and [Teva Pharmaceutical Industries Ltd.](#) were the night's biggest winners, with both firms taking home the top prize in three categories each.

The Mentholatum Company secured two Awards, while [GlaxoSmithKline PLC](#), [Reckitt Benckiser Group PLC](#) and [Procter & Gamble Co.](#) were among the other winning companies.

John Smith, chief executive of the PAGB, was honored with the Outstanding Contribution to the OTC industry Award, which was presented to mark the 25th Anniversary of the OTC Marketing Awards. (Also see "[John Smith Recognized For His Outstanding Contribution To The OTC Industry](#)" - HBW Insight, 9 Mar, 2020.)

Perrigo A Great Partner

Awarding Perrigo the trophy for Company of the Year, the panel of expert judges – drawn from multiple and independent retailers – praised the manufacturer for standing out from the crowd. “The branding, marketing, training and sales support packages offered by Perrigo are outstanding, demonstrating strong insight,” said one judge. Another noted, “Perrigo places partnerships high up on the agenda and this is demonstrated by our mutual returns. I have to give a special mention to the sales teams as their account handling is second to none.”

Alongside Company of the Year, a further 18 Awards were handed out on the night, for excellence across a wide range of disciplines including innovation, packaging, social media and brand revitalization.

Teva enjoyed a particularly good evening, picking up the Awards for Best Big Budget OTC Marketing Campaign (Sudocrem), Best Niche OTC Marketing Campaign (Infacol) and Best OTC Public Relations Campaign for a Medicine (Infacol).

Teva Wins Praise

Praising Teva for its Niche category-winning campaign for Infacol, one judge wondered, “Why doesn’t everyone do it like this?”

“Brave and determined, Teva delivered fantastic results for Infacol with a relatively low budget,” the judge noted.

“Beginning with real-world evidence and building the claims around this data, Teva maximised impact and delivered results for Infacol,” said another. “A big step forward in RWE-backed claims creation.”

Teva wasn’t the only company praised for delivering great results. The winner of the Award for Best OTC Social Media Campaign, Bayer’s Canesten, was applauded by one judge for a “very, very strong campaign...that used an innovative approach to exceed clearly defined targets.”

Another judge said, “Canesten delivered a brave, educational, consumer-focused campaign. This is a hard subject area but the brand’s creative approach felt natural and useful to the end user.”

Check out the full list of Winners in the table below. For more coverage of the 2020 OTC Marketing Awards visit: <https://pharmaintelligence.informa.com/events/awards/otc-marketing-awards-2020>

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