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Over The Counter, 16 August 2021: How To Win An OTC Marketing Award With Satellite's Pauline Kent

by [David Ridley](#)

As the entry deadline for the OTC Marketing Awards approaches, HBW Insight's senior editor David Ridley talks to multi-award-winning agency Satellite PR's Pauline Kent about how to put together a stand out entry.

In this special edition of Over The Counter for the 2021 OTC Marketing Awards, HBW Insight speaks to Pauline Kent, managing director of Satellite PR, to discuss what it takes to win an OTC Award and why the event is so highly regarded by industry.

Over the past four years, Satellite PR has won four OTC Awards and has been highly commended five times.

Entries are now open for the 2021 Awards across 19 categories, including Best OTC Social Media Campaign, Most Creative OTC Campaign, and Most Innovative New OTC Product. But don't delay – the deadline for entries is Wednesday 1 September.

The event itself will take place in person on Wednesday 1 December at the Royal Lancaster London.

Tickets will soon be available through the [OTC Marketing Awards website](#), which is also the place to go to submit your entry.

For further information on the Awards or support with submitting your entry please contact Natalia Kay (Natalia.Kay@informa.com).

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