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Less Than Four Weeks Remain To Enter The OTC Marketing Awards 2022

by [Tom Gallen](#)

Entries to the OTC Marketing Awards are coming in thick and fast from industry players large and small across the 15 categories. With the entry deadline fast approaching on 29 August, don't miss out on your chance to win a prestigious trophy.

Consumer health companies and PR agencies hoping to win a prestigious OTC Marketing Award have less than four weeks to submit their entries before the deadline on Monday 29 August.

Now in their 27th year, the [OTC Marketing Awards](#) celebrate the best and brightest of the British consumer health industry. This year's event is sponsored by OTC switch specialist Maxwellia, marketing agency Purple, and pharmacy marketing experts Skills In Healthcare, and supported by PAGB, the UK's consumer healthcare association.

Entries are coming in thick and fast from industry players large and small across the 15 Award categories, covering advertising, marketing, social media, digital and public relations campaigns, as well as packaging, training and innovation.

New Award For '22

This year will see a new OTC Award handed out to recognize the ongoing efforts of the UK consumer health industry to become more sustainable.

The Sustainable OTC Product of the Year Award is open to any consumer health product launched between August 2021 and August 2022 which has been designed to be more sustainable or environmentally friendly. This could include use of recycled materials or

Entered Awards

Sustainable OTC Product of the Year

sustainable ingredients, recyclability of packaging, reduced environmental impact in the manufacturing process, or encouraging consumer behavior change.

While time is running out, it's not too late to begin the entry process, with submissions open to launches, campaigns and packaging introductions/changes carried out between August 2021 and August 2022. [Head to the OTC Awards website to get started.](#)

All entries will be carefully reviewed by our judging panel – a group of senior industry experts, handpicked for their experience.

Change To Event Date

This year's Awards ceremony has a new date and will now take place on Monday 28 November at the Royal Lancaster London. The event has been moved forward by one day to allow attendees to enjoy England's world cup match against Wales on the Tuesday, where the men will hope to replicate the success of the women's team at the recent Euro championships.

So don't miss out on a great opportunity to come together with your peers to celebrate the industry's achievements and enjoy a fantastic evening of food, entertainment, and camaraderie.

For support with your entry – or if you have any questions about the Awards – please contact our senior events and marketing manager Natalia Kay: natalia.kay@informa.com

Most Innovative New OTC Product

Best Big Budget OTC Marketing Campaign

Best Niche OTC Marketing Campaign

Best OTC Social Media Campaign

Best OTC Digital & Mobile Marketing Campaign

Best OTC Audio-Visual Advertising

Best OTC Public Relations Campaign for a Consumer Healthcare Product

Best OTC Packaging Design

Best OTC Pharmacy Training & Learning

Best OTC Trade Advertising & Sales Support

Principal Awards

OTC Company of the Year

OTC Brand of the Year

OTC Launch of the Year

OTC Brand Revitalisation of the Year

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