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OTC Marketing Awards 2023 Open For Entries

by Tom Gallen

Consumer healthcare innovation will take center stage at the OTC Marketing Awards 2023, which is now open for entries until 1 September.

Entries are now open for the OTC Marketing Awards 2023, which this year takes place on Thursday 23 November at the Royal Lancaster London.

Recognizing excellence in consumer healthcare marketing, the OTC Awards has been celebrating the UK industry's best and brightest for almost three decades. These unique awards focus exclusively on OTC brands – including non-prescription medicines, food supplements and selected unlicensed healthcare products – across the pharmacy, retail and grocery sectors.

The 28th Annual OTC Awards is sponsored by Skills in Healthcare and Dexcel Pharma's Pyrocalm Control 20mg Gastro-Resistant Tablets, and supported by PAGB, the UK's consumer healthcare association.

OTC companies, agencies and associates have until Friday 1 September to submit their nominations for consideration by the Awards' expert panel of judges. Entries are sought for 15 prestigious Awards, covering advertising, marketing, social media, digital and public relations campaigns, as well as packaging, training and innovation.

Categories are split across two groups: Principal Awards, which are free to enter, and Entered Awards. The full list is shown in the sidebar.

Entered Awards

Sustainable OTC Product of the Year

Entries are open to UK launches, campaigns and packaging introductions/changes carried out between August 2022 and August 2023. Advertising and social

media campaigns, public relations initiatives and training should involve at least some elements carried out between these dates, although some activity may pre-date this period or extend further in 2023.

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

To submit an entry, head over to the [OTC Awards website](#) where you will also find all the information you need about the event.

You've done the hard work, now you just need to prepare your entry and convince the judges! [Enter now here.](#)

At last year's event, Haleon secured the top prize winning the trophy for OTC Company of the Year, with Bayer, HRA Pharma and Prestige Consumer Healthcare among the other winning companies. (Also see "[Haleon Voted Company Of The Year At The OTC Marketing Awards 2022](#)" - HBW Insight, 29 Nov, 2022.)

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