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# OTC Marketing Awards Celebrates 25 Years

by **David Ridley**

Entries are now open for the OTC Marketing Awards 2020, which will take place at the Royal Lancaster London.

Next year, the OTC Marketing Awards returns to the Royal Lancaster London, Hyde Park, to celebrate its silver anniversary.

Featuring new branding – including newly designed trophies – a fabulous evening of glamour and celebration awaits attendees on March 5 next year as a total of 19 Awards are presented to worthy winners at the Gala Dinner & Awards Presentation.

This year will also see a new Award, ‘Most Creative OTC Campaign,’ to celebrate innovation in British consumer healthcare marketing, and the consolidation of ‘Best OTC Pharmacy Sales Force’ and ‘Best OTC Pharmacy Training’ into the new category ‘Best Pharmacy In-Store Support’.

“We congratulate the Awards on 25 years in the UK consumer healthcare industry,” commented Tom Gallen, HBW Insight’s managing editor, Europe. “We look forward to raising a glass with all the winners and attendees as we celebrate excellence across the industry at the fantastic Royal Lancaster London hotel in Hyde Park in March.”

“We are particularly excited about the new categories,” he continued, “which reflect a dynamic consumer healthcare market in the UK.”

## Time To Get Started

To avoid disappointment, UK OTC firms and their agencies should start working on their entries now, ahead of the deadline of 6 December 2019. The new entry system offers the opportunity to save and review your entry before submission.

Awards for campaigns using every form of media and application of all the marketing communications techniques will be bestowed on the night in a ceremony sponsored by Skills in

Healthcare and Chemist & Druggist.

If your firm or agency would like to sponsor the Awards, there is a range of different sponsorship packages available to suit all budgets.

There is no better way to present your name, your business and your contribution to the UK OTC industry than to sponsor an OTC Marketing Award.

In the months before, during and after the Gala Dinner & Awards Presentation, sponsors' brands enjoy the highest of profiles through promotional activities, including coverage in HBW Insight both online and in print, and direct involvement on the night.

A detailed breakdown of the criteria for each Award is will be soon be made available on the OTC Marketing Awards [website](#).

*Find out more about the OTC Marketing Awards 2020 by contacting Natalie Cornwell. Direct line: +44 (0)20 755 19727. Mobile: +44 (0)7827 993 776. Email: [Natalie.Cornwell@informa.com](mailto:Natalie.Cornwell@informa.com)*