

19 Feb 2020 | News

# OTC Marketing Awards Just Two Weeks Away

by Tom Gallen

This year's OTC Marketing Awards is celebrating innovation and creativity in the British consumer healthcare industry.

There's only two weeks to go until the biggest night of the year for the British consumer healthcare industry.

Now is the time to book your ticket for this year's OTC Marketing Awards to ensure you don't miss out on a special evening of celebration.

Marking its 25<sup>th</sup> anniversary, the OTC Marketing Awards 2020 take place on 5 March at the Royal Lancaster London.

The room is filling up fast so head to the [OTC Marketing Awards website](#) to reserve a table to entertain clients or say thank you to your colleagues. Or simply come along to enjoy networking with your industry peers.

A total of 19 Awards will be presented to worthy winners including the much-coveted prizes for OTC Company of the Year and OTC Brand of the Year. Finalists for the prestigious Awards are listed [online here](#). (Also see "[Shortlist Revealed For OTC Marketing Awards 2020](#)" - HBW Insight, 7 Feb, 2020.)

This year's event will see a new Award handed out, introduced in response to the highly dynamic OTC market in Britain.

## New 'Most Creative' Award

The Most Creative OTC Campaign Award is designed to celebrate creative and innovative campaigns irrespective of media spend or channels used.

Our judges for this Award were looking for a creative use of varying marketing strategies, with design and delivery at the forefront.

In addition to this new Award, the Best OTC Pharmacy Sales Force and Best OTC Pharmacy Training prizes have been consolidated into the new category Best Pharmacy In-Store Support.

Awards for campaigns using every form of media and application of all marketing communications techniques will be bestowed on the night in a ceremony sponsored by Chemist + Druggist, Four Health, GSK, IQVIA Consumer Health, and Skills in Healthcare. The event is supported by the UK consumer healthcare association, PAGB.

For the latest updates on the event be sure to follow the OTC marketing Awards on [Twitter](#).