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# OTC Marketing Awards 2021 – New Date, New Deadline, New Category

by Tom Gallen

The OTC Marketing Awards 2021 will now take place on 1 December, with entries invited from activity in 2020 and 2021. A special award – Best COVID-19 initiative by an OTC Company – will also recognize the efforts made by the British consumer healthcare industry during the COVID-19 pandemic.

A new date and entry deadline has been set for the OTC Marketing Awards 2021 to give the British consumer health industry the best chance to celebrate in person in a safe environment.

The “Oscars of the OTC industry” will now take place on 1 December 2021 at the Royal Lancaster London where 19 awards will be handed out for excellence in marketing campaigns and product launches.

While the OTC Awards has traditionally taken place in March, a December event is a great opportunity for the industry to come together just before Christmas to celebrate its achievements and enjoy a fantastic evening of food, entertainment, and camaraderie.

## September Entry Deadline

Along with rescheduling the date of the awards ceremony, the deadline for entries has been pushed back until Wednesday 1 September.

The eligibility period for entries has also been extended, with nominations invited for all categories from campaigns or launches taking place at any point in 2020, and the first six months of 2021, until the end of June.

The full list of categories is available on the [OTC Awards website](#), where an Entry Information Pack can also be downloaded, which includes tips on how to prepare submissions.

As with previous years, the award categories are split into two – Principal Awards and Entered Awards. For the six Principal Awards, there is no entry fee and no supporting information required and OTC companies or retailers can simply submit their proposals online via the awards website.

For the 13 Entered Awards, entrants must formally supply supporting information for evaluation by our expert judging panel. There is an entry fee for each of these awards, except one, which is a one-off award for 2021.

### **Special Award For 2021**

The Best COVID-19 Initiative by an OTC Company is a special award created to acknowledge and applaud the efforts made by the British consumer healthcare industry during the COVID-19 pandemic.

This Award is open to any initiative run by a consumer health company in the 18 months to 30 June 2021 that contributed to the UK's fight against the coronavirus pandemic.

This can include, but is not limited to, charitable donations, awareness raising campaigns, research into public health applications for OTC products, training initiatives, promoting healthy living, and supporting disadvantaged communities.

Now in their 26th year, the prestigious OTC Marketing Awards recognize the best of the British OTC industry. These unique awards focus exclusively and entirely on suppliers of OTC products – non-prescription medicines, food supplements and selected unlicensed healthcare products – across the pharmacy, retail and grocery sectors.

Tickets and tables to the Gala Dinner and Awards Presentation will soon be available for purchase on the OTC Awards website. Purchasing tables is a great opportunity to host guests and colleagues and to celebrate your company's achievements.

We also have sponsorship opportunities available. Your company can select an appropriate package to demonstrate its support of the British OTC industry, and will benefit from excellent networking opportunities, enabling you to forge closer relationships with other guests in a celebratory atmosphere.