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# OTC Marketing Awards 2022 Shortlist Announced

by Tom Gallen

Find out if your company or agency is among those nominated for this year's OTC Marketing Awards, which takes place on Monday 28 November at the Royal Lancaster London.

The shortlist has been unveiled for the upcoming 27th Annual OTC Marketing Awards, which takes place on Monday 28 November 2022 at the Royal Lancaster London.

Following consideration by our panel of expert judges, a total of 17 consumer health companies – from large multinationals to SMEs – have been nominated, together with the agencies who put the noteworthy campaigns together.

Finalists for the prestigious OTC Awards are [listed online here](#).

Awards across 15 categories will be handed out to worthy winners at the ceremony in London, including a new trophy for Sustainable OTC Product of the Year.

HBW Insight and headline sponsor Maxwellia are looking forward to welcoming the best and brightest of the British OTC industry on the night and celebrating what manufacturers and agencies large and small have achieved since last year's event.

Those nominated should be proud of the innovation and creative excellence they have displayed to catch the eye of our handpicked judging panel, which includes retailers, consumer healthcare specialists, and authorities on advertising, innovation, packaging design, pharmacy training, public relations, and digital and social media.

Our thanks go to Maxwellia, our category sponsors IQVIA Consumer Health, Purple Agency and Skills In Healthcare, our event supporter PAGB, and of course the judging panel, for making this year's OTC Marketing Awards possible.

### **Don't Miss Out!**

Make sure you join the party at the British OTC industry's most talked-about and glamorous night of the year. Reserve a table to entertain clients or say thank you to your colleagues. Or simply come along to enjoy networking with your industry peers.

Tickets and tables can now be [booked online](#) at the OTC Marketing Awards website. For sponsorship opportunities or table bookings contact: [George.Wilkins@informa.com](mailto:George.Wilkins@informa.com).

Spanning the full range of activities in the British OTC industry, the OTC Marketing Awards focus exclusively and entirely on suppliers of consumer healthcare products – non-prescription medicines, food supplements, and selected unlicensed healthcare products – across retail, pharmacy and grocery.