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Haleon Voted Company Of The Year At The OTC Marketing Awards 2022

by [Tom Gallen](#)

Winners across 15 categories were announced at the OTC Marketing Awards 2022 on 28 November, with Haleon crowned OTC Company of the Year.

Haleon secured the top prize at the OTC Marketing Awards 2022 winning the trophy for OTC Company of the Year.

At a Gala Dinner & Awards Presentation held in London on 28 November to celebrate the achievements of the consumer health industry, Haleon was voted the best British OTC company, ahead of highly-commended nominees Perrigo and Sanofi.

Haleon and Sanofi both took home three Awards, while Bayer, HRA Pharma and Prestige Consumer Healthcare were among the other winning companies, as decided by a panel of [30 expert judges](#).

Now in its 27th year, the annual OTC Marketing Awards rewards outstanding achievement in consumer health, from product launches to marketing campaigns and packaging changes, across 15 categories. This year's event was sponsored by Maxwellia, IQVIA Consumer Health, Purple Agency and Skills In Healthcare, and supported by UK consumer healthcare association PAGB.

Winners By Category

OTC Marketing Awards 2022: What The Judges Said About The Leading Entries

By [Tom Gallen](#)

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The trophies have been handed out at the OTC Marketing Awards 2022 - but what did the expert judges have to say about the winning

Haleon earned the OTC Company of the Year Award by achieving excellence across a number of marketing disciplines such as social and digital, according to the panel of expert judges, as well as for its successful transition from operating as part of GlaxoSmithKline to becoming a standalone company.

and highly-commended entries?

[Read the full article here](#)

The OTC Brand of the Year Award was handed to Bayer's Canesten for breaking down intimate health barriers and pushing to improve sexual health education.

Sanofi's Allevia received the Award for OTC Launch of the Year for shaking up the allergy category and offering consumers a new option to tackle their hay fever symptoms.

The OTC Brand Revitalisation of the Year Award went to Prestige Consumer Healthcare's DenTek for its transformation into a more sustainable, environmentally-friendly brand.

Most Innovative New OTC Product was awarded to Sanofi's Allevia for a well-executed prescription-only to general sales list reclassification, with the Award for Best OTC Packaging Design handed to Mentholatum's Rohto Dry Aid for its eye-catching pack, which helped it stand out from more established competitors.

A bold and empowering creative helped HRA Pharma's Hana secure the Award for Best Big Budget OTC Marketing Campaign, while the Award for Best Niche OTC Marketing Campaign went to Haleon's Centrum for championing inclusivity during Pride month.

Social Media Impact

Using Facebook to engage the LGBTQ+ community ensured Haleon's Centrum won the Award for Best OTC Social Media Campaign, while Sanofi's Allevia was presented with the Best OTC Trade Advertising & Sales Support Award for its effective point-of-sale materials.

Infirst's Flarin took home the Award for Best OTC Audio-Visual Advertising for its effective use of consumer testimonials, while Bayer's Canesten gained the Best OTC Digital or Mobile Marketing Award for empowering women and girls with educational videos on TikTok and Instagram.

An education program which delivered a notable uplift in sales helped HRA Pharma's Hana to secure the Award for Best OTC Pharmacy Training & Learning, while Puresentiel took home the Award for Best OTC Public Relations Campaign for a Consumer Healthcare Product for its effective use of research and expert insight to help consumers bounce back after the pandemic.

The new Award for Sustainable OTC Product of the Year was handed to Prestige Consumer Healthcare's DenTek Eco/Earth Friendly Range in recognition of the brand's transition from petroleum-based plastic to renewable plant-based sugarcane and recyclable packaging.

Check out the full list of winners at the OTC Marketing Awards [website](#).