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OTC Marketing Awards 2023: What The Judges Said About The Leading Entries

by Tom Gallen

The trophies have been presented at the OTC Marketing Awards 2023 - but what did the judging panel have to say about the winning and highly-commended entries?

Consumer health companies and their agencies have been recognized for their achievements over the past year at the OTC Marketing Awards 2023.

A panel of 30 expert judges decided the winners across 14 categories with the trophies handed out at a ceremony in London on 23 November.

Sanofi was the night's biggest winner, taking home four awards, including the prestigious OTC Company of the Year. (Also see "[Sanofi Voted Company Of The Year At OTC Marketing Awards 2023](#)" - HBW Insight, 23 Nov, 2023.)

Here, HBW Insight presents a selection of the judges' comments about the leading entries.

OTC Company of the Year – Supported by HBW Insight

Winner – Sanofi

"Sanofi continues to impress. Allevia took the market by storm, Cialis Together has the potential to do the same."

"A world class player in innovation and OTC marketing. Hats off to you!"

Highly Commended – Kenvue

"So much to be proud of here from sales increases across brands to impressive campaigns. Well done!"

"A great OTC company which continues to launch innovative products that are backed by great marketing."

Highly Commended – Perrigo

"Perrigo is a unique, powerful, well managed OTC company with a beautiful balance of brands and store brand products, positively impacting UK health and wellness."

"Perrigo carries some superb OTC lines that are staple products for community pharmacy and are backed up by effective marketing and support."

Other nominations in this category - Bayer; Haleon; Prestige Consumer Healthcare; Reckitt; Thornton & Ross

OTC Brand of the Year – Sponsored by Skills in Healthcare

Winner – Allevia, Sanofi

“Prominent, very visible on shelf, already supported by consumers and has successfully stepped into an established market.”

“Allevia continues to be a 'go to' item in pharmacy and has a strong hold on shelf in all pharmacies despite fierce competition.”

Highly Commended – Bronchostop, Perrigo

“Bronchostop continues to be a leader in the cough remedy category.”

“The results speak for themselves. Excellent ROI across so many markers.”

Highly Commended – Nurofen, Reckitt

“A really interesting entry for an established brand which used the gender pain gap to identify a need in the market.”

“Very insightful and creative. I would love to see where you take the gender pain gap next.”

Other nominations in this category - Calpol, Kenvue; Eroxon, Futura Medical, Ceuta Healthcare, Cooper Consumer Health; Gina 10 micrograms vaginal tablets, Novo Nordisk, Bray Leino; Nicorette, Kenvue; Pyrocalm Control, Dexcel Pharma

OTC Launch of the Year – Sponsored by HH Global

Winner – Cialis Together, Sanofi

“A thorough understanding of the problem to solve and astutely addressing the barriers to treatment has delivered a stellar launch for Cialis Together.”

“Great marketing launch of this erectile dysfunction product that was equally well supported in community pharmacy via training

and detailing.”

Highly Commended – Eroxon, Futura Medical, Ceuta Healthcare, Cooper Consumer Health

“Excellent results demonstrated for Eroxon with PR a core driver of success.”

“An amazing launch and great handling of a sensitive issue.”

Highly Commended – Gina 10 micrograms vaginal tablets, Novo Nordisk, Bray Leino

“An innovative product, that was launched well, moves the category into a different therapeutic area and addresses a significant need.”

“A well-executed POM-to-P switch. An excellent product that's been long awaited.”

Other nominations in this category - Benylin Herbal Chesty Cough Sugar Free Syrup, Kenvue; Cetraben Pro Hydrate Five, Thornton & Ross; Idavøll, Idavoll Limited; Sudafed Plus Blocked Nose Nasal Spray, Kenvue; TheraTears 5 in 1 Eyecare, Prestige Consumer Healthcare

OTC Brand Revitalisation of the Year

Winner – Germoloids, Bayer

“A clear and concise entry which identified the key issues prior to the revitalisation and then demonstrated how the revised campaign addressed these. It was particularly pleasing to see that much of the revitalisation was a result of listening to consumer feedback.”

“This brand revitalisation has breathed new life into Germoloids. A real pain in the backside for its competitors!”

Highly Commended – DenTek, Prestige Consumer Healthcare

“This revitalisation campaign has resulted in reducing the carbon footprint of the portfolio by >80%, growing the brand, displacing less sustainable competitors and overall demonstrating an impact on the consumer in terms of helping them improve their oral health. An enormous achievement.”

“Solid work, well executed and delivering results.”

Highly Commended – Difflam, Viatris

“Some good design changes which reflected a more consumer-centric approach, supported by stats which showed it achieved its aim.”

“I like it, the revitalisation has given Difflam a new lease of life.”

Other nominations in this category - Alvita, Alliance Healthcare; Benylin, Kenvue

Most Innovative New OTC Product – Sponsored by Dexcel Pharma

Winner – Gina 10 micrograms vaginal tablets, Novo Nordisk

“Gina brings much needed innovation to support women through the menopause by widening access to treatment for vaginal atrophy. With menopause becoming less taboo, products such as Gina help to support this messaging further. The stories by real women affected by VA were a key highlight.”

“Great to see an unmet need being met by new OTC medicine.”

Highly Commended – Eroxon, Futura Medical, Ceuta Healthcare, Cooper Consumer Health

“Eroxon successfully bridges the gap between existing solutions to offer new support for sufferers of erectile dysfunction.”

“It is genuinely a really good product idea, well executed via a great launch programme.”

Highly Commended – Nicorette QuickMist Mouthspray & Nicorette QuickMist SmartTrack Mouthspray, Kenvue

“Nicorette is addressing a need that is only going to grow given the current trends around vaping. Good innovation and story to support consumers in this space.”

“An innovative approach to provide a bridge for consumers wishing to move to a safer product whilst managing their nicotine

consumption.”

Other nominations in this category - Benylin Herbal Chesty Cough Sugar Free Syrup, Kenvue; Cialis Together 10mg tablets, Sanofi; Nizoral Anti-Dandruff Daily Prevent Shampoo, Thornton & Ross; Sensodyne Sensitivity & Gum, Haleon; TheraTears 5 in 1 Eyecare, Prestige Consumer Healthcare

Best Big Budget OTC Marketing Campaign – Sponsored by Precision

Winner – Eroxon, Futura Medical, Ceuta Healthcare, Cooper Consumer Health, Starcom, Jungle Cat, BETC, B-Ad, FKC

“Bang for your buck is always going to be a key consideration for success and this campaign produced the biggest bang!”

“A different take on erectile dysfunction with a clever campaign and phenomenal results. Well done.”

Highly Commended – Allevia, Sanofi, Hearts & Science, PHD, Media Monks

“The standout brand and campaign in 2022 has once again delivered in 2023 with impressive sales growth taking Allevia to the number-one spot in the category.”

“Great differentiation and growth. Job done.”

Highly Commended – Nurofen, Reckitt, McCann, Golin

“An incredibly creative, emotive and powerful campaign idea built on a key strategic insight. This enabled the brand to differentiate and demonstrate empathy in turn building connectivity.”

“This far reaching campaign has enabled Nurofen to stay top of mind.”

Other nominations in this category - Beconase, Perrigo, Wavemaker; Cetraben Pro Hydrate Five, Thornton & Ross, We Are Twelve; Cialis Together, Sanofi, Hearts & Science, Saatchi & Saatchi Wellness, Salutem; Gina 10 micrograms vaginal tablets, Novo Nordisk, Bray Leino; Nicorette, Kenvue, OneVue, AMV BBDO, Four, 21Six, BCW

Best Niche OTC Marketing Campaign – Supported by PAGB

Winner – Difflam, Viatris, VMLY&R, Havas Media, Toluna, CIG

“A strong, attention grabbing creative from Difflam. A great use of mixed channels for different audiences with a clear focus on the

consumer journey.”

“The eye-catching and quirky creative really ties this campaign together. A good strategy which delivered impressive results.”

Highly Commended – Hedrin, Thornton & Ross, We Are Twelve

“A well thought through and comprehensive campaign for Hedrin targeting all key stakeholders, particularly parents and schools/teachers. Strong educational materials highlighted how the condition can also have quite an emotional impact.”

“A fun campaign with a simple but effective premise delivering impressive results on a tight budget.”

Highly Commended – TheraTears 5 in 1 Eyecare, Prestige Consumer Healthcare, PNK28!, Shynee, Satellite PR, Click, Mediacom, Ceuta

“This strong entry for TheraTears highlights the challenges in the OTC eye care marketplace and clearly demonstrates how

consumer insights inform their marketing approach. The creative execution and packaging are strong and the results look very positive.”

“A clearly articulated brand vision, with strong ambition and an engaging campaign.”

Other nominations in this category - Buscopan, Sanofi, Hearts & Science, MRM Spain; Cetraben, Thornton & Ross, We Are Twelve; Germoloids, Bayer, Oliver Marketing, Essence MediaCom; Rennie, Bayer, MullenLowe, Mediacom, Oliver Agency; Tiger Balm, Perrigo, Wavemaker, Curious, GMG

Best OTC Social Media Campaign – Supported by Pharma Ignite

Winner – Hedrin, Thornton & Ross, We Are Twelve

“In a difficult environment for Hedrin, the 'comeback' creative approach was clear and engaging and proved highly successful in gaining market share.”

“I loved the use of attention-grabbing creatives specifically for the channel and the clear branding.”

Highly Commended – Berocca, Bayer, EssenceMediacom, Evoke Mind+Matter, Oliver

“A simple message from Berocca backed up by solid execution resulted in great engagement and a clear uplift in sales.”

“A strong and well delivered social campaign. The clever use of influencers helped to drive awareness.”

Highly Commended – Metanium, Thornton & Ross, We Are Twelve

“Great use of a channel-specific creative for Metanium that ties the brand benefits in with the emotional benefits for parents.”

“A well-targeted campaign which delivered results including increased brand awareness and, importantly, sales growth.”

Other nominations in this category - Allevia, Sanofi, Hearts & Science, PHD; Benylin, Kenvue, Onvue, AMV BBDO, Hogarth; Cetraben Pro Hydrate Five, Thornton & Ross, We Are Twelve; Jungle Formula, Perrigo, The Social Shepherd; Lovima, Maxwellia

Best OTC Digital or Mobile Marketing

Winner – Difflam, Viatris, VMLY&R, Havas Media

“Difflam’s campaign features charming and memorable ads. The innovative use of geo and proximity advertising was clever and helped deliver tangible results.”

“A well thought through strategy delivered good commercial brand benefits. A great example of activating healthcare professionals to generate a sales impact.”

Highly Commended – Allevia, Sanofi, Hearts & Science, PHD

“Loved this campaign for Allevia. The phased breakdown was well thought out and there was a good combination of creativity and data driven activity.”

“A textbook example of a brand making impact in a crowded market and establishing itself quickly.”

Highly Commended – Cetraben Pro Hydrate Five, Thornton & Ross, We Are

Twelve

“A well thought through 360-degree strategy targeting Pro Hydrate Five's core audience to gain campaign cut through.”

“I loved the activation at point of fixture and use of really impactful graphics. Pro Hydrate Five delivered good integration of digital and in person marketing.”

Other nominations in this category - Calpol, Kenvue, UM London; Cetraben, Thornton & Ross, We Are Twelve; Hana, Perrigo, Precision Marketing Group, Dirt & Glory Media, UM London, Fountain Partnership; Nurofen, Reckitt, McCann, Energy Studios; Tiger Balm, Perrigo, Wavemaker, Curious, GMG

Best OTC Audio-Visual Advertising

Winner – Beconase, Perrigo, Curious, Wavemaker

“A simple, bold and direct campaign from Beconase, that cuts through all the fluff around hay fever ads.”

“The fact that the brand recorded such positive results despite the

weather means that the message clearly resonated with core users.”

Highly Commended – Cetraben Pro Hydrate Five, Thornton & Ross, We Are Twelve

“The campaign clearly focused on the target audience using everyday life to engage with the consumer. There was a clear link from advertising to website to increased sales, achieved with a modest budget.”

“Impactful visuals from Pro Hydrate Five demonstrated a new approach to addressing the problems of dry skin.”

Highly Commended – Nurofen, Reckitt, McCann

“A great piece of work for Nurofen which used a trusted brand position to champion women’s health and highlight the continuing health gap, and ensure pharmacy knows how to work with women in pain.”

“The focus on empowerment and positivity is really crucial for this industry. It is great that Nurofen is encouraging people to re-evaluate their approach and acceptance of such problems.”

Other nominations in this category - Allevia, Sanofi, Hearts & Science, PHD; Deep Heat, Deep Freeze & Deep Relief, Menthol tum, Seven Stars, 1DA; Eroxon, Futura Medical, Ceuta Healthcare, Cooper Consumer Health, BETC, B-Ad, FKC, Starcom; Nytol, Perrigo, Wavemaker, Brands2Life, All Creative, HH Global; Olbas, Lanes Health, Bray Leino

Best OTC Public Relations Campaign for a Consumer Healthcare Product

Winner – Nurofen, Reckitt, McCann, Golin

“I loved this concept to find a USP for Nurofen in differentiating women’s pain as an under recognised area, which results in women feeling marginalised in their suffering. The campaign shone a light on the need for more acceptance and support. Great coverage.”

“A powerful and purposeful campaign, with a good link from the research to the product.”

Highly Commended – Eroxon, Futura Medical, Ceuta Healthcare, Cooper Consumer Health, Jungle Cat Solutions

“Pretty much a textbook way to launch a healthcare product. Delivering all the imperatives well against stated objectives.”

“Eroxon realised the potential of combining PR with clinical evidence in what is a highly emotive and taboo category. An incredibly comprehensive plan that covered a broad spectrum of touchpoints.”

Highly Commended – Olbas, Lanes Health, Speed Communications

“A well thought out and executed campaign for Olbas that re-introduced the common cold onto our respiratory defence agendas and delivered measurable commercial results.”

“A great creative hook on approach to coughs and colds and the 'cold culture'. Led by solid insights into behaviour shifts post pandemic. Well done and great coverage.”

Other nominations in this category - Calpol, Kenvue, Ogilvy, Mediabrand, OneVue, Rapport, Mediaworks, NSPCC; Deep Heat & Deep Freeze, Jungle Cat Solutions; DenTek, Prestige Consumer Healthcare, Satellite PR; Gina 10 micrograms vaginal tablets, Novo Nordisk, Real Chemistry; Sudocrem, Teva, Satellite PR

Best New OTC Packaging Design

Winner – Benylin, Kenvue, SGK Design

“Benylin’s redesigned packaging is innovative and modern looking. It pulls together a diverse range into one brand that stands out on shelf.”

“A fantastic upgrade for Benylin. On pack messaging around benefits are a great addition and it is excellent to see clear recycling messages.”

Highly Commended – Piri Allergy (Piriteze, Piriton, Pirinase, Pirinatural), Haleon, Elmwood

“A great use of bold colours for Piri Allergy, which is important in a congested category.”

“Good additional features included, the reinforcement of hay fever is a good addition to engage with consumers.”

Other nominations in this category - Savlon, Thornton & Ross, PB Creative; TheraTears 5 in 1 Eyecare, Prestige Consumer Healthcare, Hunt Hanson

Best OTC Pharmacy Training & Learning

Winner – Allevia, Sanofi, Skills in Healthcare, CIG

“A clear and focused training programme developed to communicate the key benefits of Allevia over other OTC options and continuing the momentum post launch. Great uptake demonstrated by a positive sales increase.”

“I was impressed by the reach of the campaign and the very good, high-end training video.”

Highly Commended – Gina: Treating postmenopausal VA symptoms, Novo Nordisk, Brand Champions, CIG Healthcare Partnership

“By tailoring the educational content to different levels of understanding in the pharmacy and using both peer-to-peer and sufferers in the training modules, the Gina team strengthened the validity of the content. This instilled more confidence in the pharmacists to answer questions around an increasingly topical subject.”

“A nice mix of content, I particularly liked the patient testimonials to pull through an emotive perspective and reinforce market need.”

Highly Commended – Nicorette QuickMist Mouthspray & Nicorette QuickMist SmartTrack Mouthspray, Kenvue, Four, 21Six, McCann Health, BCW

“Excellent strategy based on a key market insight which identified a gap in educating pharmacists on how to help people vaping and switch to Nicorette. A great rounded campaign with robust education and targeting with creative use of LinkedIn. Very strong results.”

“Impressive results with a short, targeted training programme specific for Nicorette QuickMist.”

Other nominations in this category - Aveeno, Kenvue, CIG Healthcare Partnership; Aveeno Baby CPD Programme, Kenvue, Health Professional Academy; The Pain Code, Perrigo, All Creative Branding, Skills in Healthcare, CIG/Pharmacy Network, Captivating Training Solutions; The Ultimate Guide To Care, Thornton & Ross, McCann Manchester; Women’s Health - Hana & ellaOne Training Programme, Perrigo, Skills in Healthcare, Captivating Training Solutions

Best OTC Trade Advertising & Sales Support

Winner – Nicorette, Kenvue, Four, 21Six, McCann Health, BCW

“A mega brand in every sense. Nicorette QuickMist has transformed the category and with its new indication, this trade campaign has the potential to disrupt the trend towards vaping.”

“Strategically sound delivery of a new product launch. The phased approach and use of multiple channels established awareness among a wide audience, leading to increased penetration.”

Highly Commended – Allevia, Sanofi, N20

“A lovely campaign supporting the launch of another fantastic switch. Clearly approached it with the consumer and condition in mind and brought interest to a historically sleepy category. Very different for a healthcare initiative and clearly created both a good buzz instore and a positive conversion.”

“A disruptive campaign to follow a disruptive launch, the gaming element capitalised on a huge trend among the target audience, as well as continuing to drive stand out among the competition.”

Other nominations in this category - Buscopan & Dulcolax, Sanofi, Think Creative; Care, Thornton & Ross, McCann Manchester