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# Sanofi Voted Company Of The Year At OTC Marketing Awards 2023

by [Tom Gallen](#)

Winners across 14 categories were announced at the OTC Marketing Awards 2023 on 23 November, with Sanofi crowned OTC Company of the Year.

Sanofi has been voted OTC Company of the Year securing the top prize at the OTC Marketing Awards 2023.

At a gala dinner held in London on 23 November to celebrate the achievements of the consumer health industry, Sanofi was the night's biggest winner taking home four awards in total.

The annual OTC Marketing Awards – which is now in its 28th year – rewards outstanding achievement in the UK's consumer health market, from product launches to digital campaigns and packaging changes, across 14 categories. This year's event was sponsored by Kenvue, along with Dexcel Pharma, HH Global, Inspiros Consulting, Precision, and Skills in Healthcare, and supported by UK consumer healthcare association PAGB.

## Winners By Category

Sanofi earned the OTC Company of the Year award for the outstanding launch of Cialis Together following an Rx-to-OTC switch, according to the panel of expert judges, as well as for its success in establishing Alleuvia as a go-to option in pharmacy for allergy relief.

These achievements were reflected in wins for Sanofi in the OTC Brand of the

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

By [Tom Gallen](#)

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

Year category – with Allevia taking the prize – and OTC Launch of the Year, which was awarded to Cialis Together.

and highly-commended entries?

[Read the full article here](#)

The OTC Brand Revitalisation of the Year award went to Bayer's Germoloids for effectively using consumer feedback to breathe new life into the established brand.

Most Innovative New OTC Product was awarded to Novo Nordisk's Gina 10 micrograms vaginal tablets for introducing the first Hormone Replacement Therapy drug available without a prescription in the UK, while the award for Best OTC Packaging Design was handed to Kenvue's Benlyn for an innovative and modern design which tied together a diverse product range.

Offering a different take on erectile dysfunction which delivered results ensured Eroxon – from Futura Medical, Ceuta Healthcare and Cooper Consumer Health – secured the award for Best Big Budget OTC Marketing Campaign, while the award for Best Niche OTC Marketing Campaign went to Viatrix' Difflam for producing an eye-catching and quirky creative.

Viatrix's Difflam also grabbed the award for Best OTC Digital or Mobile Marketing for its innovative use of geo and proximity advertising, while Perrigo's Beconase took home the award for Best OTC Audio-Visual Advertising for cutting through the fluff around hay fever ads.

Effectively communicating the key benefits over other OTC options ensured Sanofi's Allevia won the award for Best OTC Pharmacy Training & Learning, while Reckitt's Nurofen earned the Best OTC Public Relations Campaign for a Consumer Healthcare Product award for shining a light on the under-recognized issue of women's pain.

Attention-grabbing creatives which drove increased market share helped Thornton & Ross' Hedrin win the award for Best OTC Social Media Campaign, while Kenvue's Nicorette QuickMist was presented with the Best OTC Trade Advertising & Sales Support award for a campaign with the potential to disrupt the trend towards vaping.

Check out the full list of winning and highly-commended entries at the [OTC Marketing Awards website](#).