

The Nicholas Hall Awards 2013

*Benchmarking OTC Success
Around the World*

The *OTC.Newsflash*
Worldwide Marketing Award



The Nicholas Hall's *INSIGHT*
European Creative Award



The Nicholas Hall New Product of
the Year Award (Europe)

Nicholas
HALL



Benchmarking the world of OTC

Entry Deadline 15th March 2013

In the 20 years since their inception, the Nicholas Hall marketing and creative awards have highlighted and rewarded outstanding achievements in European OTC marketing, and have done much to spur ever higher standards of innovation and execution. For the seventh year running, the Awards also recognise innovative marketing achievement on a worldwide basis. Winning a Nicholas Hall award is regarded as one of the most meaningful accolades in the industry.

The *OTC.Newsflash* Worldwide Marketing Award

This award will be given for the most innovative marketing campaign for a new or existing OTC product. This could be a new campaign or a launch from anywhere in the world. Campaigns may be local, regional or international, but must have appeared for the first time anywhere in the world between 1st March 2012 and 28th February 2013.

The *Nicholas Hall's INSIGHT* European Creative Award

This award will be given for the most outstanding example of innovative creativity in OTC advertising that appeared in film, TV, internet, press or out-of-home media between 1st March 2012 and 28th February 2013.

The Nicholas Hall New Product of the Year Award (Europe)

This award will be given for the most innovative and successful product launch or Rx-to-OTC switch in any European country between 1st March 2012 and 28th February 2013. Significant line extensions may be considered for this award.

The selection process

A panel of expert judges will be made up of Nicholas Hall, Chairman and CEO of Nicholas Hall & Company, and his senior colleagues. Entries for all three awards will be shortlisted and selected by the judging panel.

Entry qualification and conditions

The awards are open to any consumer healthcare company or its associates and its marketing/advertising agencies. Entries are restricted to registered non-prescription OTC brands, unregistered food supplements, and herbal and homoeopathic remedies. Companies entering a brand or brands must supply the material indicated on the entry form; and this material is non-returnable. Entries must be accompanied by the official entry form (opposite) or a photocopy of same. The closing date for entries is 15th March 2013.

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The *OTC.Newsflash* Worldwide Marketing Award
2012 winner: *Reckitt Benckiser* for 'Don't lose a Day'



The *Nicholas Hall's INSIGHT* European Creative Award
2012 winner: *Bayer* for *Berocca Boost*

Use the entry form overleaf
and please make sure we have all your entry material
before the closing date of 15th March 2013

Nicholas
HALL

Benchmarking the world of OTC

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www.NicholasHall.com | Join us on LinkedIn: <http://www.linkedin.com/company/nicholas-hall-&-company>

Presented at Nicholas Hall's *INSIGHT* Annual OTC Conference in London – April 2013

ENTRY FORM

THE NICHOLAS HALL AWARDS 2013

I wish to enter _____ brand name(s) for the *OTC.Newsflash* Worldwide Marketing Award

I wish to enter _____ brand name(s) for the *Nicholas Hall's INSIGHT* European Creative Award. The advertising agency(ies) involved are _____

I wish to enter _____ brand name(s) for the Nicholas Hall New Product of the Year Award (Europe)

Name Mr/Mrs/Ms/Dr First name _____ Surname _____

Company _____

Job Title _____

Address _____

City _____ Country _____ Post/zip code _____

Tel _____ Fax _____

Email _____

I enclose/will supply separately the material detailed below.

Submissions must be received by 15th March 2013 and must include:

- Covering document (250 words max) giving your reasons why the submitted brand(s) deserve the award
- Brief statement of marketing strategy
- Examples of packaging
- Examples of campaign execution (eg: consumer and trade advertising in film, TV, internet, press or out-of-home media, and point of sale if applicable). Entries for the Creative Award need include only the material you wish the judges to consider.
- An indication of the brand's performance in the marketplace (please note that detailed commercial information is not required)
- **If possible we would prefer all TV campaigns to be submitted in mpeg format**

I give permission to include a link to our product website and run the ad on the Nicholas Hall & Company's Awards web pages

Please send your submissions to Jenn O'Donnell, Nicholas Hall & Company, 35 Alexandra Street, Southend-on-Sea, Essex SS1 1BW, UK

T: +44 (0) 1702 220 215 E: jennifer.odonnell@NicholasHall.com

If you would like to attend the Nicholas Hall's *INSIGHT* 24th European Conference in London in April 2013 please contact Andrea Marchant Email: andrea.marchant@NicholasHall.com

Wednesday 17th April

Workshop followed by welcome drinks and early registration

Thursday 18th April

Full conference (day)

Delegate dinner

Friday 19th April

Full conference until lunch, with sightseeing tour in afternoon