

NICHOLAS HALL'S ASIA-PACIFIC CHC CONFERENCE & MARKETING AWARDS

# Nicholas Hall's Asia-Pacific Creative Marketing Awards 2023



**ParkRoyal Collection  
Marina Bay, Singapore  
21-22 November 2023**

 **Nicholas Hall's**  
APAC MARKETING AWARDS 2023

**For more information please contact  
[elizabeth.bernos@NicholasHall.com](mailto:elizabeth.bernos@NicholasHall.com)**

# Nicholas Hall's Asia-Pacific Creative Marketing Awards 2023

We are proud to announce that our Nicholas Hall's Asia-Pacific Creative Marketing Awards are back! The shortlisted candidates will be presented to our delegates at our Asia-Pacific CHC Conference in Singapore on 21 November and the results will be announced the following day.

Get involved – enter your Marketing Campaign and / or Products for a chance to clinch the only APAC Consumer Healthcare Marketing Awards!

The Asia-Pacific Creative Marketing Awards categories are:

## **ASIA-PACIFIC MARKETING AWARD**

Voted for by delegates, this award will be given for the most outstanding example of creativity in consumer healthcare advertising that has appeared on TV, internet or out-of-home media between 1 November 2022 and 1 October 2023.

## **WORLDWIDE DIGITAL AWARD**

This award will be given for the most innovative new digital marketing campaign for any consumer healthcare brand. This could be a campaign or a launch from anywhere in the world, which has appeared for the first time globally between 1 November 2022 and 1 October 2023.

## **The Selection Process**

From all the submitted entries, a shortlist will be selected by Nicholas Hall, Executive Chairman & Creative Solutions Director of Nicholas Hall Group of Companies, and a judging panel comprised of external industry experts.

With decades of experience of how to launch and advertise in the self-medication industry, our panel will analyse the entrants' ability to disrupt the market through offering a unique health solution, look at the media selection and promotion process, question consumer awareness of the products, HCP backing, and much more.

## **Submit your entries:**

To find out more about how to enter your product or campaign, please email [elizabeth.bernos@NicholasHall.com](mailto:elizabeth.bernos@NicholasHall.com)

Deadline: 20 October 2023

*Good luck!*

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## THE NICHOLAS HALL APAC CREATIVE MARKETING AWARDS 2023

I wish to enter \_\_\_\_\_ brand name(s) for the Creative Marketing Award

I wish to enter \_\_\_\_\_ brand name(s) for the Worldwide Digital Award

The advertising agency(ies) involved are: \_\_\_\_\_ ; \_\_\_\_\_  
\_\_\_\_\_

Mr/Mrs/Ms/Dr First name: \_\_\_\_\_ Surname \_\_\_\_\_

Company: \_\_\_\_\_ Job Title: \_\_\_\_\_

Address: \_\_\_\_\_

Post / Zip Code: \_\_\_\_\_

City: \_\_\_\_\_ Country: \_\_\_\_\_

\_\_\_\_\_

Tel: \_\_\_\_\_ Email \_\_\_\_\_

I enclose / will supply separately the material detailed below.

Submissions must be received by 20 October 2023 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).
- 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

By entering, you give permission to include a link to the product website and run the advert on the Nicholas Hall Group of Companies website and related NHC platforms.

By entering, you agree to the information being made available to the judging panel. The panel will hold the information confidential and will not reveal this information to anyone for any purpose other than the assessment of entries for these awards.

The organiser reserves the right to change the judging panel without prior notice to entrants.

**Entry deadline:** 20 October 2023

Send entries to [elizabeth.bernos@NicholasHall.com](mailto:elizabeth.bernos@NicholasHall.com)