

**BENCHMARKING
OTC SUCCESS
AROUND THE WORLD**

**The
Nicholas Hall
Awards 2010**

The *OTC.newsflash*
Worldwide Marketing Award

•
The *Nicholas Hall's INSIGHT*
European Creative Award
(judged by industry peers)

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

Nicholas
HALL
Benchmarking the world of OTC

ENTRY DEADLINE 15TH MARCH 2010

In the 18 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 third 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 2009 and 28th February 2010. The judging panel will be looking primarily for imaginative marketing initiatives (eg: in audience targeting, packaging, product delivery, distribution and media selection) set in the context of a total campaign.

The *Nicholas Hall's INSIGHT* European Creative Award

This award will be given for the most outstanding example of innovative creativity in OTC advertising (single advertisement or multi-advertisement campaign) that appeared in film, TV, internet, press or out-of-home media between 1st March 2009 and 28th February 2010. The judging panel will select a shortlist of around 12 candidates, and the final selection will be made by vote of delegates attending the Nicholas Hall's INSIGHT 21st European Conference in Istanbul (15th & 16th April 2010).

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 2009 and 28th February 2010. Significant line extensions may be considered for this award.

The judging panel

The panel of expert judges will be made up of Nicholas Hall, Chairman and CEO of Nicholas Hall & Company, and his senior colleagues.

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 2010.

ENTRY FORM

THE NICHOLAS HALL AWARDS 2010

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 2010 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 NHC Awards web pages

Please send your submissions to Melissa Archer, Nicholas Hall & Company,

35 Alexandra Street, Southend-on-Sea, Essex SS1 1BW, UK

T: +44 (0) 1702 220 224 E: melissa.archer@NicholasHall.com

If you would like to attend the Nicholas Hall's INSIGHT 21st European Conference in Istanbul in April 2010 please contact Stacy Wootton, Email: Stacy.Wootton@NicholasHall.com

Wednesday 14th April

Workshop followed by welcome drinks and early registration

Thursday 15th April

Full conference and delegate dinner cruise plus awards presentation

Friday 16th April

Full conference until lunch, with sightseeing tour in afternoon.

THE NICHOLAS HALL AWARDS 2010

Benchmarking OTC success around the world

The OTC.newsflash
Worldwide Marketing Award
2009 winner: J&J / McNeil for Marketing Excellence

•
The Nicholas Hall's INSIGHT
European Creative Award
(judged by industry peers)
2009 winner: J&J / McNeil for Nicorette Inhalator

•
The Nicholas Hall
New Product of the Year Award
2009 winner: Actavis for Clamelle

Use the entry form overleaf –
and please make sure we have all your entry material
before the closing date of 15th March 2010



Nicholas Hall & Company, 35 Alexandra Street, Southend-on-Sea, Essex, SS1 1BW, UK
Tel: +44 (0) 1702 220 200 Fax: +44 (0) 1702 220 241
www.NicholasHall.com