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Shortlist Revealed For OTC Marketing Awards 2020

by

Has your company been nominated for a prestigious OTC Marketing Award?

Informa Pharma Intelligence has announced the shortlist for the upcoming 25th Annual OTC Marketing Awards.

More than 20 consumer healthcare firms – from large multinationals to nimble start-ups – have been nominated for Awards, along with seven OTC retailers.

Finalists for the prestigious Awards are listed [online here](#).

25 Years Of The OTCs

Celebrating its silver anniversary, the OTC Marketing Awards will take place on 5 March 2020 at the Royal Lancaster London. The evening will be a night to remember, and one not to be missed, with Awards across 19 categories to be handed out to worthy winners.

“To be shortlisted for an OTC Marketing Award is an achievement in itself given the exceptionally high quality of entries we’ve seen this year,” commented Tom Gallen, managing editor, Europe, HBW Insight. “Those nominated should be proud of the innovation and creative excellence they have displayed to catch the eye of our specialist judges.”

More than 70 expert judges – including retailers, consumer healthcare specialists, and authorities on advertising, innovation, packaging design, pharmacy training, public relations, and digital and social media – participated in the finalist selection process.

“Our judges now have the unenviable task of picking the winners from a highly competitive field of nominations,” Gallen noted. “Drawing on their expert knowledge and years of industry experience, they will decide which campaigns, brands and companies really stood out from the

crowd in 2019. Very best of luck to all those shortlisted!”

Spanning the full range of activities in the British OTC industry, the OTC Marketing Awards focus exclusively and entirely on suppliers of consumer healthcare products – non-prescription medicines, food supplements, and selected unlicensed healthcare products – across retail, pharmacy and grocery.

A special thanks goes to our Award sponsors Chemist + Druggist, Four Health, GSK, IQVIA Consumer Health, and Skills in Healthcare, as well as UK consumer healthcare association PAGB for their support.

Thanks also to our panel of esteemed judges for their time and commitment to the Awards and judging process.

Don't Miss Out!

Make sure you join the party at the British OTC industry's most talked-about and glamorous night of the year. Reserve a table to entertain clients or say thank you to your colleagues. Or simply come along to enjoy networking with your industry peers.

Tickets and tables can now be booked online at the [OTC Marketing Awards website](#).