

17 Jul 2020 | News

OTC Marketing Awards 2021 Open For Entries

by [Tom Gallen](#)

It's time to get your entries in for the Oscars of the British OTC industry!

Does your marketing campaign stand out from the crowd? Is your team's latest launch breaking new ground in the consumer healthcare market?

Now is your chance to receive some well-deserved recognition for all that hard work with the OTC Marketing Awards 2021 open for entries.

Now in their 26th year, the OTC Marketing Awards – which are powered by HBW Insight and Chemist & Druggist – recognize the best of the British consumer healthcare industry.

Entries are sought for 12 prestigious Awards, covering advertising, marketing, social media, digital and public relations campaigns, as well as packaging, training and innovation. The full list is shown in the sidebar.

Entries are open to launches, campaigns and packaging introductions/changes carried out between January and December 2020. Advertising and social media campaigns, public relations initiatives and training should involve at least some elements carried out between January and December 2020, although some activity may pre-date this period or extend into 2021.

In addition to these entered awards, a further six principal awards will be handed out on the night – with proposals sought from OTC companies and retailers – including the much-coveted OTC Company of the Year title, which last year was taken home by Perrigo. (Also see ["Perrigo Crowned Company of the Year and](#)

Entries sought for the following Awards:

- Most Innovative New OTC Product

[Pfizer's Viagra Is Best Brand At OTC Marketing Awards 2020](#) - HBW Insight, 6 Mar, 2020.)

With the deadline for entries Friday 11 December it's never too early to start work on a submission. Entries are submitted electronically through [our website here](#), with all the information you need on the event [available here](#).

These unique Awards focus exclusively and entirely on suppliers of OTC products – non-prescription medicines, food supplements and selected unlicensed healthcare products – across the pharmacy, retail and grocery sectors in Great Britain.

The OTC Marketing Awards are the 'Oscars of the industry' with hundreds of attendees joining together to celebrate during the prestigious ceremony, which this year will once again take place at the Royal Lancaster London on 4 March 2021.

You've done the hard work, now you just need to prepare your entry and convince the judges!

- Best Big Budget OTC Marketing Campaign
- Best Niche OTC Marketing Campaign
- Best OTC Out-of-Home Advertising
- Best OTC Social Media Campaign
- Best OTC Digital & Mobile Marketing Campaign
- Best OTC Audio-Visual Advertising
- Best OTC Public Relations Campaign for a Consumer Healthcare Product
- Best OTC Packaging Design
- Most Creative OTC Campaign
- Best OTC Pharmacy Training & Learning
- Best OTC Trade Advertising & Sales Support

To learn more about the history of these prestigious awards check out our in depth article on the event's 25 year history. (Also see "[25 Years Of The OTC Marketing Awards](#)" - HBW Insight, 9 Mar, 2020.)