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New Date For The OTC Marketing Awards 2021

by [Tom Gallen](#)

The OTC Marketing Awards – the biggest night of the year for the British consumer healthcare industry – will now take place in Summer 2021 after careful consideration. There is also a new entry deadline.

The upcoming OTC Marketing Awards will now take place in Summer 2021 due to the ongoing COVID-19 pandemic.

After careful consideration, and out of concern for the health and safety of our attendees and staff, the new date for the OTC Awards is Thursday, 24 June 2021 at the Royal Lancaster London.

While a change of date may be unexpected or inconvenient, rescheduling gives us the best opportunity to gather together the innovators, leaders, and other high-achievers from across the British OTC industry for a fantastic evening of food, entertainment, and camaraderie.

Along with a new event date, we are extending the entry deadline to ensure everyone has plenty of time to get their nominations in. The new deadline is Friday, 19 March 2021.

Entries are submitted electronically through [our website here](#), with all the information you need on the event [available here](#).

So get working on your entries now and shine a spotlight on the accomplishments of your team. We can't wait to see what you have achieved over the past year!

Entries sought for the following Awards:

- Most Innovative New OTC Product
- Best Big Budget OTC Marketing Campaign

26th Annual OTC Awards

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 in 2020 was taken home by Perrigo. (Also see "[Perrigo Crowned Company of the Year and Pfizer's Viagra Is Best Brand At OTC Marketing Awards 2020](#)" - HBW Insight, 6 Mar, 2020.)

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

- 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