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Just Two Weeks Remain To Enter The OTC Marketing Awards 2021

by Tom Gallen

Don't miss out on a chance to win an Award at the Oscars of the British OTC industry!

Consumer healthcare companies and PR agencies hoping to win a prestigious OTC Marketing Award have just two weeks to submit their entries before the deadline on Wednesday 1 September.

Entries are coming in thick and fast from industry players large and small across the 19 Award categories.

While time is running out, it's not too late to begin the entry process, with submissions open to launches, campaigns and packaging introductions/changes carried out between January 2020 and 31 July 2021. Head to the [OTC Awards website](#) to get started.

Now in their 26th year, the OTC Marketing Awards celebrate the best and brightest of the British consumer healthcare industry. This year's Awards ceremony will take place on Wednesday 1 December at the Royal Lancaster London.

The event is a great opportunity for industry to come together just before Christmas to celebrate its achievements and enjoy a fantastic evening of food, entertainment, and camaraderie.

Why Enter The OTC Awards?

Entering the OTC Awards and being shortlisted is a great way to celebrate innovative ideas, according to Satellite PR's managing director Pauline Kent. The agency has won four OTC Awards and has been highly commended five times over the past four years. Speaking on HBW Insight's Over The Counter podcast Kent said she would encourage firms to enter the Awards for multiple reasons.

“It’s good for you, it’s good for your team, but it’s also good for the industry because the more we’re able to share campaigns that are strong campaigns, that demonstrate the value of an idea – and let’s face it ideas are the most valuable things that we possess – then the more we can inspire our peers. And I think that means that we generate the best work.”

How To Stand Out From The Crowd

Kent also shared her tips for putting together a winning entry, advising firms to convey the original idea behind the campaign. “What does the idea consist of that means that it works on a number of levels and the creative aspects of it? We’ve worked on pretty small campaigns which have won OTC Awards, but we’ve been able to show that the idea is the strongest asset and it’s worked on a number of levels. So it’s made something really quite small in terms of budget go a long way and have relevance on a number of platforms and be very shareable through social media.”

For more insights from Pauline Kent on how to win an OTC Award check out the full podcast.

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