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Shortlist Revealed For OTC Marketing Awards 2021

by Tom Gallen

Is your company in the running to win an OTC Marketing Award on 1 December?

Informa Pharma Intelligence has announced the shortlist for the upcoming 26th Annual OTC Marketing Awards, which is supported by PAGB.

A total of 22 consumer healthcare companies – from large multinationals to nimble start-ups – have been nominated for Awards, together with the PR agencies who put the noteworthy campaigns together. Alongside these firms, seven OTC retailers have also been nominated.

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

Awards across 19 categories will be handed out to worthy winners at the ceremony on 1 December 2021 at the Royal Lancaster London.

HBW Insight is looking forward to welcoming the best and brightest of the British OTC industry on the night and celebrating what manufacturers and agencies large and small have achieved in difficult times.

Those nominated should be proud of the innovation and creative excellence they have displayed to catch the eye of our specialist judging panel, which includes retailers, consumer healthcare specialists, and authorities on advertising, innovation, packaging design, pharmacy training, public relations, and digital and social media.

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.

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](#). For sponsorship opportunities or table bookings contact: George.Wilkins@informa.com.