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# OTC Marketing Awards 2022 Open For Entries

by [Tom Gallen](#)

The Oscars of the OTC industry returns for its 27th year, inviting entries from UK consumer health players across 15 categories. This year sees the introduction of a new award to recognize environmentally-friendly OTC innovation.

Entries are now open for the [OTC Marketing Awards 2022](#), which this year takes place on Tuesday 29 November at the Royal Lancaster London.

The OTC Awards have been running for almost three decades and recognize the best and brightest of the UK consumer healthcare industry. This year's event is sponsored by OTC switch specialist Maxwellia and marketing agency Purple, and supported by PAGB, the UK's consumer healthcare association.

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.

Entries are sought for 15 prestigious Awards, covering advertising, marketing, social media, digital and public relations campaigns, as well as packaging, training and innovation.

Categories are split across two groups: Principal Awards, which are free to enter, and Entered Awards. The full list is shown in the sidebar.

Entries are open to launches, campaigns and packaging introductions/changes carried out between August 2021 and August 2022. Advertising and social media campaigns, public relations initiatives and training should involve at least some elements carried out between these dates, although some activity may pre-date this period or extend further in 2022.

All entries will be carefully reviewed by our judging panel – a group of senior industry experts, handpicked for their experience.

## New Sustainable Product Award

This year will see a new OTC Award handed out to recognize the ongoing efforts of the UK consumer health industry to become more sustainable.

The Sustainable OTC Product of the Year Award is open to any consumer health product launched between August 2021 and August 2022 which has been designed to be more sustainable or environmentally friendly. This could include use of recycled materials or sustainable ingredients, recyclability of packaging, reduced environmental impact in the manufacturing process, or encouraging consumer behavior change.

With the deadline for entries Monday 29 August 2022 it's never too early to start work on a submission. Entries are submitted electronically through the [OTC Awards website](#), which also hosts all the information you need about the event.

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

[Click here to explore this interactive content online](#) ✨

## Entered Awards

Sustainable OTC Product of the Year

Most Innovative New OTC Product

Best Big Budget OTC Marketing Campaign

Best Niche OTC Marketing Campaign

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

Best OTC Pharmacy Training & Learning

Best OTC Trade Advertising & Sales Support

## Principal Awards

OTC Company of the Year

OTC Brand of the Year

OTC Launch of the Year

OTC Brand Revitalisation of the Year