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OTC Marketing Awards 2022: What The Judges Said About The Leading Entries

by [Tom Gallen](#)

The trophies have been handed out at the OTC Marketing Awards 2022 - but what did the expert judges have to say about the winning and highly-commended entries?

The winners of the OTC Marketing Awards 2022 have been announced in London, with the best and brightest of the British OTC industry in attendance at the ceremony on 28 November.

Now in its 27th year, the OTC Marketing Awards span 15 categories in all, attracting entries from consumer healthcare companies large and small.

Haleon and Sanofi were the biggest winners on the night, both taking home three OTC Awards, while Bayer, HRA Pharma and Prestige Consumer Healthcare were among the other winning companies. (Also see "[Haleon Voted Company Of The Year At The OTC Marketing Awards 2022](#)" - HBW Insight, 29 Nov, 2022.)

The winning and highly-commended entries were decided by the OTC Awards panel of [30 expert judges](#). Here we present a selection of the judges' comments about the leading entries.

OTC Company of the Year - Sponsored by IQVIA Consumer Health

Winner - Haleon

"Haleon has been quick to establish itself, building on the GSK heritage. A great business to partner with on a range of projects."

"An excellent entry which shows a good understanding of transformational change and keeping up with the green agenda."

Highly Commended - Perrigo

"Continued innovation and product development set Perrigo apart from the competition"

"Perrigo's launches this year have been very impressive."

Highly Commended - Sanofi

"Sanofi has had a great year and I have no doubt that in future years they will be a force to be reckoned with."

“Sanofi has done very well in terms of market growth, with Allevia being the best launch this year.”

Other nominations in this category - Bayer; Johnson & Johnson; Prestige Consumer Healthcare; Reckitt; Thornton & Ross

OTC Brand of the Year - Sponsored by Skills In Healthcare

Winner - Canesten, Bayer

“An excellent holistic campaign for Canesten showing real understanding of the insights behind this taboo topic. Bayer has thought of everything.”

“Good patient insight and truth establishing the direction of the marketing is fantastic to see. Additionally delighted to see that public affairs is evident: harnessing MP's to build connection and evangelism on the brand and this important issue.”

Highly Commended - Allevia, Sanofi

“Allevia is a great new product and has quickly established itself in a competitive market place”

“Sanofi created a strong visual brand presence on launch. It's great to see the brand cut through in a busy market.”

Highly Commended - Calpol, Johnson & Johnson

“Calpol has held it's own as an amazing brand for another year.”

“Calpol is a household brand name with strong awareness among consumers. I particularly liked the push to build the convenience option with on-the-go formats.”

Other nominations in this category: Compeed, HRA Pharma; DenTek, Prestige Consumer Healthcare; Jakemans, Lanes Health; Tiger Balm, Perrigo; Votarol, Haleon

OTC Launch of the Year

Winner - Allevia, Sanofi

“Sanofi achieved a difficult prescription-only to general sales list reclassification and then saw it through with a first-class product launch.”

“It’s great to see a new entrant in the established allergy category having such an impact.”

Highly Commended - Canesten & Ada Symptom Checker, Bayer

“This campaign used technology familiar to the target audience to support and inform about a potentially taboo subject. Well done for finding a way to do it so sensitively.”

“The Canesten & Ada Symptom Checker addresses an unmet need and empowers young people to self-care.”

Highly Commended - Nuromol, Reckitt

“A bold campaign maximizing familiarity with the Nurofen brand whilst bringing something new to the pain relief market.”

“Based on a solid insight of how much the consumer is suffering, Reckitt produced an engaging ad which is often hard in a commoditized category like pain.”

Other nominations in this category - BecoCleanse, Perrigo; Berocca Immuno, Bayer; Compeed Carton Boxes, HRA Pharma; Sudafed Natural Relief Blocked Nose Spray, Johnson & Johnson

OTC Brand Revitalisation of the Year – Supported by PAGB

Winner - DenTek, Prestige Consumer Healthcare

“A significant revitalization campaign meeting both consumer and wider society demand for sustainable packaging. Achieved without compromising on effectiveness or price while also providing the opportunity to introduce additional benefits and a new option.”

“A really good campaign. Loved the animal teeth creative. Delivered huge benefits for the brand and the planet. Excellent.”

Highly Commended - Otrivine, Haleon

“There was a clear rationale and strategy behind Otrivine’s revitalization campaign: to go beyond congestion to the ‘wonders of breathing more easily.’ A name change to one product and the introduction of a new nasal wash all adds weight to Haleon’s multi-seasonal approach and potential for out of season growth.”

“Otrivine’s revitalization delivered clear brand identification which will help consumers to find the solution for their need.”

Highly Commended - Berocca, Bayer

“By introducing Immuno as a daily support for health, Bayer helped to shift the perception that Berocca is purely a cure for hangovers. This also enabled Bayer to enter the ever increasing wellness marketplace, revitalizing and helping to reposition Berocca as a brand.”

“Great strategy delivering brand revitalization with commercial impact. Excellent job.”

Other nominations in this category - Fybogel, Reckitt; Jakemans, Lanes Health; Tiger Balm, Perrigo

Most Innovative New OTC Product

Winner - Allevia, Sanofi

“The benefits Allevia offers are clearly attracting new consumers and driving significant category growth. It’s exciting times for the brand and market. A worthy winner.”

“The team did a great job of taking the global Allegra package and fitting it to the UK market and its specific competitive context. Allevia delivered significant share performance for a new player in an established category.”

Highly Commended - Deep Relief Actiflex Patch, Mentholatum

“The novel combination of active ingredients and cooling therapy technology in Deep Relief Actiflex has provided an innovative and natural way to manage musculoskeletal aches and pains. The launch has clearly been welcomed by consumers and is evident in the sales uplift.”

“I loved the work around using mussels to build a modern and distinctive ‘natural’ product story and it underpinned the RTB

[reason to believe] well alongside the 'science' of the hydrogel technology. This is OTC done well...maximizing the small differences to create a coherent narrative."

Highly Commended - DenTek Cross Flosser Eco Friendly Plant-Based Floss Picks, Prestige Consumer Healthcare

"An important innovation in oral care to support the need for more sustainable flossing options. The reviews and sales speak for themselves."

"This was a simple, strong entry that focused single-mindedly on its key point of difference. Packaging was category distinctive and it's a good niche angle for a smaller, challenger brand to focus on."

Other nominations in this category - Berocca Immuno, Bayer; Galpharm Treathay, Perrigo; Sudafed Natural Relief Blocked Nose Spray, Johnson & Johnson

Best Big Budget OTC Marketing Campaign – Sponsored By Purple Agency

Winner - Hana, HRA Pharma, UM London, Havas London, Brands2Life, Dirt & Glory Media, Fountain Partnership, Hamell, Verve, Skills In Healthcare, Screencraft

"To create launch excellence you need more than just a strong performing campaign. The Hana launch shows a complete package of insight, logistics, planning and delivery, all designed not only to be first to market, but to cover all bases along the way. Expertly delivered and rounded off with a really sassy campaign."

"A fantastic omnichannel campaign, based on solid insights around women's contraceptive needs. A bold, modern and empowering creative, extremely well executed. HRA harnessed the news value with great PR coverage alongside solid BTL and ATL activation."

Highly Commended - Allevia, Sanofi, Hearts & Science, PHD, Media.Monks

"A brilliant breakthrough campaign for a new product. Good use of allergy data to pivot activation depending on peak periods and great KPIs gaining strong market share positioning and pull through to purchase."

"An excellent campaign designed and delivered to disrupt a highly competitive, crowded category...and it delivered beautifully!"

Highly Commended - NiQuitin, Perrigo, Wavemaker, GMG Advertising

“As the number of adults smoking declines, reaching and motivating those that still smoke to quit is a big challenge. With a focus on individual testimonials, this NiQuitin campaign cuts through.”

“A very strategic campaign based on solid quitter insights backed via a strong third-party partnership. Developing the three distinct creatives broadened the base and Perrigo used them strategically throughout the year at peak times to differing demographics, through omnichannel activation.”

Other nominations in this category - Clarityn, Bayer, OLIVER Agency, Mediacom, Hogarth, Jivox, AMillionAds, Global, Ambee; Compeed Cold Sore Patch, HRA Pharma, UM London, Fountain Partnership, Havas London, Dirt & Glory Media; Nicorette, Johnson & Johnson; Nuromol, Reckitt, McCann, Hogarth, Zenith; Voltarol, Haleon, Cirkle

Best Niche OTC Marketing Campaign

Winner - Centrum, Haleon, Preen

“This work goes to the heart of the challenge of inclusivity and the campaign was executed with the right partners onboard to make the brand relevant to the LBGQT+ community and to ensure a strong and emotive call to action that resonated with the target

audience.”

“The strap line ‘However You Love, Love Yourself’ works perfectly with the brand’s message. The digital ads are simple, fun and engaging. They smartly target a younger audience during a time where awareness of social issues is a hot topic.”

Highly Commended - DenTek Eco/Earth Friendly Range, PNK28, Mediacom, Ceuta, Hunt Hanson, Satellite PR

“A well-executed, simple and engaging campaign that really cuts through in spite of ident restrictions. I loved the clever use of animals to highlight the brand's eco credentials.”

“DenTek is one of the first OTC brands to address the eco demand from consumers which is reflected in the results. I think the campaign itself has cut through because of the humor used and Prestige has thought about metrics going way beyond just sales. I think this is a really well executed and thought through piece of NPD.”

Highly Commended - Jungle Formula, Perrigo, Wavemaker, Weber Shandwick, GMG Advertising

“Perrigo harnessed the power and flexibility of digital marketing to create an effective and efficient campaign for Jungle Formula. Hugely impressive sales figures, surpassing the overall category, particularly in the target 'new' UK market.”

“A creative campaign, with smart use of targeted technology and current events to drive consumer engagement. From both a creative and marketing standpoint, this campaign stands out as a great success.”

Other nominations in this category: Buscopan, Sanofi, Hearts & Science, PHD, Media.Monks; Epaderm, Mölnlycke Health Care, Twelve; Infacol's Avatar Assistant, Teva, Orbital Media; Savlon, Thornton & Ross, McCann, UM; Sudafed & Benadryl, Johnson & Johnson

Best OTC Social Media Campaign

Winner - Centrum, Haleon, Preen

“This was great use of social media to do something specific/targeted and build the Centrum brand. This was my winner, just tipping Rennie because of the scale of the idea. The targeting and link to purpose was done with authenticity and the brand end line ‘...love yourself’ worked.”

“Results including increased engagement with a younger demographic are vital for Centrum's long term prosperity and to receive the accolade of ‘best in class’ from Facebook is the feather in the cap for this campaign. A winner from start to finish.”

Highly Commended - Rennie, Bayer, Unity

“A solid campaign, based upon a link to social events after lockdown and the close association to brand purpose. A low media spend illustrated the power of this creative’s cut-through to achieve the results claimed.”

“I liked this a lot from Rennie. It was a simple initiative with a clear objective and totally aligned with the brand and its broader aims.”

Highly Commended - Tiger Balm, Perrigo, Wavemaker, Social Shepherd, GMG Advertising

“Well done on an extremely strategic campaign with well thought through targeting and segmentation across different social media platforms. Perrigo harnessed a powerful tailored, creative and engaged with influencers.”

“Good creative work for Tiger Balm that definitely built a personality and distinctive position in the category.”

Other nominations in this category - Dulcolax, Sanofi, Hearts & Science, PHD, Dragons UK, MRM UK, Media.Monks Spain; Sensodyne Nourish, Haleon, Publicis Leon, Cirkle; Sudocrem, Teva, Orbital Media, Satellite PR; Voltarol, Haleon, Cirkle

Best OTC Digital or Mobile Marketing

Winner - Canesten, Bayer, Mind+Matter, Analog Folk, MediaCom

“A creative and meaningful campaign for Canesten that reached its target with great success and style. Diving deep into the issues at hand to create a campaign that resonates with everyone and teaches new things to the next generation is important work and was done masterfully here.”

“This was, almost uniquely in the category, a long term equity/brand building initiative, so rare in digital marketing which focuses on short term performance. The tone of voice was great and builds on existing Canesten work, but a good way to stretch it further.”

Highly Commended - Allevia, Sanofi

"This campaign was innovative. Everyone has used standard pollen count data, but Allevia built a new model. I loved the way Sanofi integrated other brands into this. I thought the 4-6 second creatives were really strong and delivered/optimized the messaging. They were also well branded... lots of digital isn't!"

"A good use of media by Sanofi worked well at converting views to click throughs and sales."

Highly Commended - Hana, HRA Pharma, UM London, Precision Marketing Group, Fountain Partnership, Dirt & Glory Media, Havas London

"A campaign as well thought out and professionally handled as the Hana switch itself. A very important cultural moment treated brilliantly."

"Good demonstration of cross brand learning from EllaOne and a good portfolio approach."

Other nominations in this category - Clarityn, Bayer, OLIVER Agency, Mediacom, Jivox, Breezometer, Ambee; Dulcolax, Sanofi, Hearts & Science, PHD, Dragons UK, MRM UK, Media.Monks Spain; Jungle Formula, Perrigo, Wavemaker, GMG Advertising; Nicorette, Johnson & Johnson; Winter Medicine Cabinet (Benylin, Sudafed, Calpol, Imodium, Daktarin, Colpermin), Johnson & Johnson, J3

Best OTC Audio-Visual Advertising

Winner - Flarin, Infirst, PNK28, Shynee Digital, Guerillascope, The Nursery Research

"An innovative product message, powerful strapline, simple execution and cost effective yet targeted media strategy has help build distribution, sales and market share. In this highly competitive market this is a fabulous result. Well done Flarin Team."

"A simple creative which delivers what could be a tricky message very well. Shows what can be done on a relatively modest spend level with excellent creative cut through."

Highly Commended - Hana, HRA Pharma, UM London, Havas London, Dirt & Glory Media, Fountain Partnership

"A simple and effective launch campaign with a friendly, engaging and memorable line 'Say hello to Hana' that feels non-medicinal and unthreatening. The packaging echoes this tone also."

“This campaign matched clear messaging on Hana’s availability without seeing a doctor, with strong branding. So pleased to see this POM-to-P switch which empowers women to look after their own health.”

Highly Commended - Sudafed, Johnson & Johnson

“An impressive creative and media buying strategy resulted in great sales results and a significant positive move in market share. The insight of how the Sudafed characters feel both before and after using the products is very engaging.”

“The creative shows the symptoms of congestion in a fun way which will relate to consumers. Johnson & Johnson delivered strong results in a competitive category.”

Other nominations in this category - Beconase & Becodefence, Perrigo, Truant; Clarityn, Bayer, OLIVER Agency, Mediacom, Hogarth, Jivox; Dulcolax, Sanofi, Hearts & Science, PHD, Dragons UK, MRM UK, Media.Monks Spain; Tiger Balm, Perrigo, Truant, GMG Advertising

Best OTC Public Relations Campaign for a Consumer Healthcare Product

Winner - Puressentiel, Puressentiel, Jungle Cat Solutions

"The first principle of PR being third-party endorsement, to put the time and effort into a peer review publication and the range of experts assembled is excellent and led to huge results."

"A really well thought through campaign which achieved strong results on a small budget. I liked how the campaign was supported both by clinical evidence and consumer feedback. The theme was also very topical and meets a strong consumer need."

Highly Commended - Fybogel, Reckitt, Hill & Knowlton, Guts UK

"Congratulations on an incredibly creative campaign. I loved the renaming of the train stations, and the confessional 'loo' with expert. Reckitt broke down taboos in a light-hearted and impactful way. Most importantly, the team set clear KPIs and then smashed them."

"A really strong campaign generating awareness of an important issue. The extensive coverage achieved in target media significantly outperformed the targets set."

Highly Commended - Sudocrem, Teva, Satellite PR

“A fun campaign which engaged its target audience to feel part of it. Key message delivery was good and it managed to get cut through with strong coverage at a time when the media would have been saturated with stories about the Jubilee and Royal Family.”

“I love the Sudocrem campaigns. They are creative and insight-led and this one doesn't disappoint. Excellent results too!”

Other nominations in this category - Gina, Novo Nordisk, Real Chemistry; Savlon, Thornton & Ross, McCann

Best OTC Packaging Design

Winner - Rohto Dry Aid, Mentholatum

“This is an excellent product packaging idea. Eye drops are very difficult to administer, with much product being wasted through poor bottle design. The consideration for the target audience's challenges makes this entry exemplary in how OTC marketing can do real good for consumers.”

“Eye-catching packaging supporting a novel dispenser for a

product that incorporates both functionality and design.”

Highly Commended - Cetraben, Thornton & Ross, BrandOpus

“A clean, crisp design with coherent brand identity across multiple product formats gives Cetraben a real stand-out presence in store and online.”

“A nice packaging refresh for Cetraben. Good use of the droplet and color to differentiate and great share increase vs 2021.”

Highly Commended - DenTek, Prestige Consumer Healthcare, Hunt Hanson

“DenTek is a brand that has done a great job combining its eco-credentials and approach to sustainability with eye-catching designs and execution to spectacular effect. A truly stand-out offering!”

“If I could give this DenTek entry more points I would. This is a brilliant market leading initiative. Great idea, execution, packaging

and product.”

Other nominations in this category - BecoCleanse, Perrigo, All Creative; Compeed, HRA Pharma; Mederma, HRA Pharma, Elmwood

Best OTC Pharmacy Training & Learning

Winner - Hana, HRA Pharma, Skills In Healthcare

“Obvious and significant learning shown through this Hana program. A clear impact on sales between stores that had received Skills in Healthcare Hana training and those that had not.”

“I loved how measurable this face-to-face training program was and how it focused not just on reach and outputs but real outcomes.”

Highly Commended - Allevia, Sanofi, CIG Healthcare Partnership

“Clear strong branding and easy to understand messaging made this entry from Allevia a strong contender.”

“Quick to digest content is always valued by pharmacists, especially when they are really busy which they invariably are.”

Highly Commended - Calpol Guide To Common Childhood Illnesses, Johnson & Johnson, CIG Healthcare Partnership

“This training module had several winning factors for me. I liked the interactive video format, making it more memorable for users. I also liked the fact it was delivered in chapters so could be picked up and put down around the pharmacist's busy work schedule.”

“Well laid out and comprehensive training, which is incredibly content heavy, with a good user experience.”

Other nominations in this category - Care and The Ultimate Guide to Care app, Thornton & Ross, McCann Manchester, OMD; Nicorette and Mental Health UK Partnership, Johnson & Johnson; Nuromol Managing Mild to Moderate Pain, Reckitt, CIG Healthcare Partnership; Viagra Connect Pharmacy Training, Viatris, CIG Healthcare Partnership; Viatris Pharmacist Support Resources, Viatris, CIG Healthcare Partnership

Best OTC Trade Advertising & Sales Support

Winner - Allevia, Sanofi, Think Creative

“The standout performer in a category which has had very little innovation in recent years. Driving branded growth in a commoditized category is vital for the OTC industry's future health, so Sanofi should be applauded for backing its product.”

“Leveraging the brand's purple equity in consumers' minds was a simple but effective method of driving conversion in store and online. The sell-out performance of the products speaks for itself in terms of the campaign's success.”

Highly Commended - EllaOne and Hana, HRA Pharma, Verve

“By combining the two products, HRA Pharma cleverly reminds the pharmacist of the success of the EllaOne product launch and as a result reassures them about the recommendation of Hana. A standout and memorable campaign.”

“A very clever campaign, combining these two different but complementary products.”

Highly Commended - Nuromol Dual Action Pain Relief, Reckitt, Inside Ideas Group

“In communications terms, clear, strong imagery shines through to reinforce the campaign messaging.”

“Nuromol’s offering combined strong visual elements with excellent in-store display.”

Other nominations in this category- Hana, HRA Pharma, Hamell, Screencraft, Skills In Healthcare, Verve

Sustainable OTC Product of the Year

Winner- DenTek Eco/Earth Friendly Range, Prestige Consumer Healthcare, PNK28, Mediacom, Ceuta, Hunt Hanson, Satellite PR

“Such a stand out entry from DenTek. Prestige has put its eco credentials at the center of the brand - not only with their packaging, but also product componentry for a true end-to-end sustainability message.”

“Excellent achievement on exceeding many of the KPIs. With a clear uplift in sales it’s a job well done by Prestige.”

Highly Commended - Sensodyne Nourish, Haleon, Publicis Leon, Cirkle

“An excellent combination of natural ingredients with sustainable packaging materials for Sensodyne Nourish demonstrates that innovation can also be sustainable.”

“A great 360-degree strategy from Haleon going beyond just packaging to changing the product’s ingredient base to be green and planet friendly.”

Highly Commended - Otrivine, Haleon, Hill & Knowlton

“Haleon is to be highly commended for originality and an imaginative and novel approach.”

Other nominations in this category - Compeed Carton Boxes, HRA Pharma; Nicorette, Johnson & Johnson