

OTC Marketing Awards

Recognising the achievements of the British OTC industry

NOMINATIONS

Celebrating 20 years of OTC *bulletin*

OTC

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OTC Marketing Awards

Recognising the achievements of the British OTC industry

Gala Dinner & Awards Presentation

Park Lane Hotel, Piccadilly, London
Thursday, 7th March 2013

Nominations for the 20 prestigious Awards that make up **OTC bulletin's** OTC Marketing Awards 2013 are listed in this special eight-page supplement.

More than 70 expert judges – including retailers, consumer health-care specialists, and authorities on advertising, innovation, packaging design, pharmacy training, public relations and sponsorship – have decided the nominations.

To find out which companies and brands are nominated for the top four Awards judged by our Super Retail Panel – OTC Company of the Year, OTC Brand of the Year, OTC Launch of the Year, and OTC Brand Revitalisation of the Year – turn to page S4.

Nominations for the 12 entered Awards – assessed by our Expert Judging Panel – are on pages S5, S6 and S7.

The nominations for the Awards for Best OTC Pharmacy Support Package and Best OTC Pharmacy Salesforce can be found on page S7, while the nominations for Best OTC Performer Outside Pharmacy are on page S4.

The winner of the Award for Best OTC Multiple Retailer of the Year – judged by our Industry Executive Panel – will also be announced on 7 March 2013 at the Gala Dinner & Awards Presentation in London. Nominations for this Award are on page S7.

OTC bulletin would like to thank our co-hosts, IMS Consumer Health and SymphonyIRI Group, as well as our Award sponsors – Havas Worldwide, Spink, Pegasus, Doctors.net.uk, Oxford Pharmascience, Skills in Healthcare, Precision Marketing Group, Mash Health, SourceOTC, Communications International Group, CIG Healthcare Partnership and **Generics bulletin** – for making the OTC Marketing Awards 2013 possible. Many thanks also go to our judges.

Deborah Wilkes
Awards Director

About OTC bulletin

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- ◆ **OTC Company of the Year**
Sponsored by IMS Consumer Health and SymphonyIRI Group
- ◆ **OTC Brand of the Year**
Sponsored by Havas Worldwide
- ◆ **OTC Launch of the Year**
Sponsored by SourceOTC
- ◆ **OTC Brand Revitalisation of the Year**
Sponsored by Spink
- ◆ **Most Innovative New OTC Product**
Sponsored by Oxford Pharmascience
- ◆ **Best OTC Marketing Campaign on a Big Budget**
Sponsored by Skills in Healthcare
- ◆ **Best OTC Marketing Campaign on a Small Budget**
Sponsored by CIG Healthcare Partnership
- ◆ **Best OTC Consumer Advertising on Television**
Sponsored by Pegasus
- ◆ **Best OTC Consumer Advertising in the Press and/or Out-of-Home**
- ◆ **Best OTC Consumer Advertising on the Internet**
Sponsored by *news@OTCbulletin*
- ◆ **Best OTC Public Relations Campaign for a Medicine**
Sponsored by Communications International Group
- ◆ **Best OTC Public Relations Campaign for a Non-Medicine**
- ◆ **Best OTC Sponsorship Campaign**
- ◆ **Best New OTC Packaging Design**
Sponsored by **Generics bulletin**
- ◆ **Best OTC Trade & Professional Advertising**
Sponsored by Doctors.net.uk
- ◆ **Best OTC Pharmacy Training**
Sponsored by Mash Health
- ◆ **Best OTC Pharmacy Support Package**
Sponsored by Precision Marketing Group
- ◆ **Best OTC Pharmacy Salesforce**
Sponsored by IMS Consumer Health
- ◆ **Best OTC Performer Outside Pharmacy**
Sponsored by SymphonyIRI Group
- ◆ **Best OTC Multiple Retailer of the Year**
Sponsored by **OTC bulletin**

SUPER RETAIL PANEL

The first four Awards on this page – OTC Company of the Year, OTC Brand of the Year, OTC Launch of the Year and OTC Brand Revitalisation of the Year – were judged by our Super Retail Panel made up of representatives from multiple and independent retailers. For each of these Awards, judges on the panel were presented with a shortlist of contenders drawn up by **OTC bulletin**. The results from the 13 judges were combined to determine seven nominations, including the highly-commended candidates, the runner-up and, of course, the winner.

OTC COMPANY OF THE YEAR

Bayer Consumer Care
Ceuta Healthcare Group
GlaxoSmithKline Consumer Healthcare
McNeil Products, a Johnson & Johnson company
Novartis Consumer Health
Reckitt Benckiser
SCA Hygiene Products

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OTC BRAND OF THE YEAR

Benylin	McNeil Products
Lemsip	Reckitt Benckiser
Nicorette	McNeil Products
Nurofen	Reckitt Benckiser
Regaine	McNeil Products
Tena	SCA Hygiene Products
Voltarol	Novartis

Award sponsored by



OTC LAUNCH OF THE YEAR

Canesten Softgel Pessary Combi	Bayer
Lemsip Mucus Cough	Reckitt Benckiser
Nicorette Cools Lozenge	McNeil Products
Nurofen Express Period Pain	Reckitt Benckiser
Sudafed Mucus Relief Nasal Spray	McNeil Products
Voltarol 25mg Extra Strength	Novartis
XLS-Medical Fat Binder	Omega Pharma

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OTC BRAND REVITALISATION OF THE YEAR

Calpol	McNeil Products
Covonia	Thornton & Ross
Lemsip	Reckitt Benckiser
Nicorette	McNeil Products
Nurofen	Reckitt Benckiser
Piri	GlaxoSmithKline
Sudafed	McNeil Products

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NON-PHARMACY RETAIL PANEL

The Award for Best OTC Performer Outside Pharmacy was judged by our *Non-Pharmacy Retail Panel*. Judges on the panel were presented with a shortlist of 19 contenders drawn up by **OTC bulletin**. The results from the four judges were combined to determine seven nominations, including the highly-commended candidates, the runner-up and, of course, the winner.

BEST OTC PERFORMER OUTSIDE PHARMACY

Benylin Mucus Cough	McNeil Products
Calpol Infant Suspension Sugar Free	McNeil Products
Calprofen	McNeil Products
Covonia Cough Liquid	Thornton & Ross
Imodium Classic	McNeil Products
Lemsip Mucus Cough Range	Reckitt Benckiser
Nurofen Express Period Pain	Reckitt Benckiser

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MOST INNOVATIVE NEW OTC PRODUCT

ActiPatch	BioElectronics Corp
Blistex Cold Sore Cream	Dendron
Nicorette Cools Lozenge	McNeil Products
Non-Contact Thermometer	Boots Pharmaceuticals
Nurofen Express Soluble 400mg Oral Powder	Reckitt Benckiser
Repel Light Fragrance Once Lotion	Boots Pharmaceuticals
Voltarol 25mg Extra Strength Tablets	Novartis

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EXPERT JUDGING PANEL

The next 12 Awards on pages S5, S6 and S7 were judged by our Expert Judging Panel made up of independent experts experienced in the disciplines involved and/or knowledgeable about the OTC market. For each award, the judges on the panel were presented with entries submitted by companies and/or their agencies. Results from the six judges for each Award were combined to determine nominations, the highly-commended candidates, the runner-up and, of course, the winner.

BEST OTC MARKETING CAMPAIGN ON A BIG BUDGET

Corsodyl	GlaxoSmithKline	Brass, Grey London, Mediacom, Stockdale Martin
Hedrin	Thornton & Ross	Bray Leino, Pegasus
NiQuitin Minis	GlaxoSmithKline	Life, Mediacom, TBWA\Chiat\Day, TBWA\London
Nurofen Express Period Pain	Reckitt Benckiser	Havas Worldwide, Multiply, Zenith Optimedia
Piri	GlaxoSmithKline	Clear Channel, Curb, Grey London, Lambie-Nairn, Mediacom, Mercieca
Voltarol	Novartis	Picture Production Company, Starcom MediaVest
XLS-Medical Fat Binder	Omega Pharma	Proximity London, Total Media, VCCP Health, Virgo Consumer Health

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BEST OTC MARKETING CAMPAIGN ON A SMALL BUDGET

Aveeno	Johnson & Johnson	Concentric Advertising, MMS
Deep Freeze	Mentholatum	Concentric Advertising, Nexus Healthcare Communications, the7stars, Tony & Lesley Keen PR
Freederm Fast Track	Dendron	Bray Leino
Jungle Formula	Omega Pharma	Total Media, VCCP Health
Pharmaton	Boehringer Ingelheim	Bzz Agent, Grey London, Mindshare, Oi
Ultra Chloraseptic	Prestige Brands	Global Radio, Mediacom, Tin Racer
Anaesthetic Throat Spray		
Veno's	Ceuta/Forest Laboratories	Beverly Wigg PR, Fox Kalomaski Crossing, Total Media

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BEST OTC CONSUMER ADVERTISING ON TELEVISION

Benylin	McNeil Products	JWT
Calpol	McNeil Products	JWT
Corsodyl	GlaxoSmithKline	Grey London, Mediacom
Durex Performax Intense	Reckitt Benckiser	Havas Worldwide, Zenith Optimedia
Hedrin	Thornton & Ross	Bray Leino
Nurofen	Reckitt Benckiser	Havas Worldwide, Zenith Optimedia
Thehealthcounter.com	Ceuta Healthcare Group	TBWA\Paling Walters

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BEST OTC CONSUMER ADVERTISING IN THE PRESS AND/OR OUT-OF-HOME

Bazuka	Dendron	Bray Leino
Jungle Formula	Omega Pharma	Total Media, VCCP Health
Kira	Ceuta/Klosterfrau	Fox Kalomaski Crossing, Total Media
NiQuitin Minis	GlaxoSmithKline	Mediacom, TBWA\London
Nurofen Express 200mg Liquid Capsules	Reckitt Benckiser	Havas Worldwide, Zenith Optimedia
Piri	GlaxoSmithKline	Clear Channel, Curb, Grey London, Lambie-Nairn, Mediacom
Potter's Herbal Remedies	Ceuta/Vifor Pharma	Fox Kalomaski Crossing, Total Media

BEST OTC CONSUMER ADVERTISING ON THE INTERNET

Bodyform	SCA Hygiene Products	Carat, Rubber Republic
Calpol (Mobile App)	McNeil Products	JWT
Calpol (Second Chance Saturday)	McNeil Products	JWT
Durex	Reckitt Benckiser	Havas Worldwide, Myriad PR
Freederm	Dendron	Bray Leino
Listerine	Johnson & Johnson	Carat, JWT, Weber Shandwick
Sudocrem	Forest Laboratories	Orbital Media

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BEST OTC PUBLIC RELATIONS CAMPAIGN FOR A MEDICINE

Calpol	McNeil Products	Weber Shandwick
Care	Thornton & Ross	Pegasus
Imigran Recovery	Ceuta/Forest Laboratories	Pegasus
Imodium	McNeil Products	Weber Shandwick
Nurofen for Children	Reckitt Benckiser	Spink

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International
Group**

BEST OTC PUBLIC RELATIONS CAMPAIGN FOR A NON-MEDICINE

Bodyform	SCA Hygiene Products	Myriad PR
Deep Heat Muscle Rescue Range	Mentholatum	Nexus Healthcare Communications, Tony & Lesley Keen PR
iBG Star	Sanofi	The Red Consultancy
Optrex	Reckitt Benckiser	Spink
Oxy	Mentholatum	Nexus Healthcare Communications
Scholl	Reckitt Benckiser	Virgo Consumer Health
XLS-Medical Fat Binder	Omega Pharma	Virgo Consumer Health

BEST OTC SPONSORSHIP CAMPAIGN

Anadin	Pfizer	CHI & Partners, Vizeum
Deep Heat	Mentholatum	Concentric Advertising, Nexus Healthcare Communications, the7stars, Tony & Lesley Keen PR
Murine Eye Care Range	Prestige Brands	Mediacom, Space City
Panadol	GlaxoSmithKline	Kream, Mediacom
Seven Seas	Seven Seas	TBWA\Manchester
Thehealthcounter.com	Ceuta Healthcare Group	TBWA\Paling Walters
Voltarol	Novartis	Starcom MediaVest

BEST NEW OTC PACKAGING DESIGN

Deep Heat Muscle Rescue Neck & Shoulder Cream	Mentholatum	Nexus Healthcare Communications, Pearlfisher, Tony & Lesley Keen PR
Equazen Eye Q	Ceuta Healthcare Group	Pentagram
Nicorette Cools Lozenge	McNeil Products	In-house
Sanatogen	Bayer Consumer Care	White Communications Group
Seven Seas Multivitamins	Seven Seas	Elmwood Design
Seven Seas Pregnancy Range	Seven Seas	Elmwood Design
Snoreeze	Passion for Life Healthcare	White Communications Group

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GENERIC bulletin

BEST OTC TRADE & PROFESSIONAL ADVERTISING

Aveeno	Johnson & Johnson	Concentric Advertising, MMS
Covonia	Thornton & Ross	Bray Leino
Gaviscon Advance	Reckitt Benckiser	Verve Marketing London
Hedrin	Thornton & Ross	Bray Leino
Listerine Advanced Defence Sensitive	Johnson & Johnson	inVentiv Health Communications Europe, MMS
Nicorette Invisipatch/Quickmist	McNeil Products	inVentiv Health Communications Europe
Strefen	Reckitt Benckiser	Verve Marketing London

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BEST OTC PHARMACY TRAINING

Boots 30 Minute Tutor	Boots UK	CIG Healthcare Partnership
Canesten	Bayer	CIG Healthcare Partnership
Develop & Learn to Promote (DLP)	Day Lewis Pharmacy	In-house
Levonelle One Step	Bayer	CIG Healthcare Partnership
MyPharmAssist.co.uk	GlaxoSmithKline	Precision Marketing Group
Pharmacy Training Club	McNeil Products	In-house, Precision Marketing Group
Tena	SCA Hygiene Products	CIG Healthcare Partnership

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BEST OTC PHARMACY SALESFORCE

Bayer
Ceuta Healthcare Group
GlaxoSmithKline Consumer Healthcare
McNeil Products, a Johnson & Johnson company
Novartis
Procter & Gamble PharmacyCare
Reckitt Benckiser

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SUPER RETAIL PANEL

Best OTC Pharmacy Salesforce and Best OTC Pharmacy Support Package were judged by our Super Retail Panel made up of representatives from multiple and independent retailers. For each of these Awards, judges on the panel were presented with a shortlist of contenders drawn up by **OTC bulletin**. The results from the 13 judges were combined to determine seven nominations, including the highly-commended candidates, the runner-up and, of course, the winner.

BEST OTC PHARMACY SUPPORT PACKAGE

Canesten Soft Gel Pessary Combi training for pharmacists	Bayer	CIG Healthcare Partnership
E45 complete emollient regime	Reckitt Benckiser	–
Nicorette education programme for combination therapy	McNeil Products	inVentiv Health Communications Europe
Pharmacy Training Club covering 10 categories	McNeil Products	Precision Marketing Group, The Real Adventure
Pharmacy Webinars	McNeil Products	In-house
Regaine pharmacy training initiative	McNeil Products	inVentiv Health Communications Europe
Tena pharmacy training initiative	SCA Hygiene Products	CIG Healthcare Partnership

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INDUSTRY EXECUTIVE PANEL

The Award for Best OTC Multiple Retailer of the Year was judged by our Industry Executive Panel made up of top executives from the UK OTC industry. Judges on the panel were presented with a shortlist of 10 contenders drawn up by **OTC bulletin**. The results from the 13 judges were combined to determine seven nominations, including the highly-commended candidates, the runner-up and, of course, the winner.

BEST OTC MULTIPLE RETAILER OF THE YEAR

Asda Walmart
Boots UK
Day Lewis
Lloydspharmacy
Rowlands Pharmacy
Sainsbury's
Tesco

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