PM AWARDS pharmaceutical marketing 2027

from the PM SOCIETY
ADVANCING STANDARDS

The 41st PM Awards will be held on Friday 19th March 2027 at The JW Marriott Grosvenor House London.

The PM Awards celebrate creativity in pharmaceutical marketing and healthcare communications.

ENTRY DEADLINES

Early-bird: **3rd November** | Main: **10th November** | Extension: **17th November**

Deadline for all People Award Categories: **1st December**

For any queries, please contact our Awards Manager, Lorna Milner, lorna@pmsociety.org.uk

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CATEGORIES

HCP COMMUNICATIONS

- **Brand Promotion**
  Best creative brand promotion for a pharmaceutical product targeted at HCPs. This can be a single promotional piece or a full campaign.

- **Creative Medical Education Programme or Campaign**
  This category is for creative medical education campaigns or programmes (branded or unbranded) aimed at healthcare professionals. This category is not intended for disease awareness campaigns.

- **Disease and/or Health Awareness: HCPs**
  Campaigns, including films and animations, designed to support HCPs in understanding or identifying specific diseases or health conditions. This category is limited to non-promotional communications. If there is a brand or product mentioned, the entry should go into another category.

- **Meetings, Events and Exhibitions**
  All meetings and events programmes, (in person, online or hybrid), and creative initiatives, exhibitions or experiences designed for use at conferences, congresses or meetings, (in person, online or hybrid), targeted at any healthcare professional.

PUBLIC/PATIENTS

- **Charity or Patient Organisation Including Pro Bono**
  Best creative campaign by/for a healthcare charity or patient organisation. Work may relate to achieving any of the objectives of the organisation including disease awareness.

- **Direct to Consumer Promotion – NEW**
  Campaigns and communications designed specifically to promote the uptake, purchase or use of healthcare products amongst patients, carers or members of the public. This category is for DTC promotion as well as campaigns relating to OTC products.

- **Disease and/or Health Awareness: Public or Patients**
  Campaigns, including films and animations, designed to raise awareness of specific diseases or health conditions, targeted at patients, care givers, or the general public. Content designed to promote or drive uptake of a product, treatment or service, whether prescription (including DTC) or OTC, is not eligible. See new category for Direct to Consumer Promotion.

- **Patient Support**
  Programmes designed to support patients or care givers through the treatment journey and/or encourage compliance with therapies prescribed.

CRAFT AWARDS

- **Animation Craft**
  This category celebrates the best in animation craft used in pharmaceutical marketing and healthcare communications. Entries should contain predominantly animation in 2D or 3D in any style; live action footage or interviews should make a small proportion of the piece. An animation which is included in another entry can be entered here as a stand-alone piece of animation craft.

- **Art Direction Craft – NEW**
  This category celebrates the best art direction in pharmaceutical marketing, recognising exceptional visual thinking that elevates a creative idea through originality, craft and execution. Entries are for the overall visual direction and stylistic expression of a piece of brand communications. This includes campaigns or individual elements across digital, film, print, out-of-home, congress and experiential. The art direction should demonstrate how visual choices and treatments enhance the creative idea, communicate with clarity and create a distinctive and memorable experience for the audience.

- **Copywriting Craft – NEW**
  This category celebrates the best copywriting in pharmaceutical marketing, recognising exceptional writing that elevates a creative idea through originality, clarity and emotional impact. This includes beautifully crafted writing across print, congress materials, social and digital communications, from headlines and body copy to scripts and short- and long-form storytelling. The writing should express the creative idea, communicate complexity with clarity, or create an emotional connection with the audience.

- **Design Craft**
  This category recognises and celebrates outstanding design craft across healthcare marketing and communications. It rewards the skill, creativity and attention to detail that transform ideas into beautifully executed visual experiences. Entries should demonstrate excellence in the application of design principles, showcasing how typography, layout, imagery, illustration, colour, motion, data visualisation, branding and visual storytelling have been used to create engaging and effective communications.

- **Film Craft**
  This category celebrates the best film craft in pharmaceutical marketing and healthcare communications. Entries are linear films with a predominance of filmed / live action content. An entry may be a stand alone piece or a video sequence used within another programme or campaign. A film with a predominance of animated sequences should be entered into Animation Craft.

- **Illustration Craft**
  This category celebrates the best Illustration craft in pharmaceutical marketing and healthcare communications, recognising the importance of clear and impactful visual representations in this context. Entries will encompass any visual elements that may be presented as a drawing, painting, computer graphic, or other work of art. Entries should include or reference evidence of technique and craft/skills used in the execution of illustrative materials.

Continued →

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SPECIAL AWARDS

- **Best Use of Technology – NEW**
  This award is designed to recognise the creative use of technology to solve a communications challenge.

- **Diversity and Inclusion in Creative Communications**
  This category is open to any creative communications campaign that shows authentic representation of the target audiences for the work or supports or engages a particular stakeholder group through insights and a unique approach.

- **External Communications Campaign for a Pharma or Healthcare Organisation**
  This category highlights campaigns that promote a pharmaceutical, biotech, devices or other healthcare company or a company initiative externally. The focus is on how a company promotes itself, what it stands for, its services, heritage and culture.

- **Ingenuity Award: Production Under £15K – NEW**
  This category celebrates work with a production budget of under £15k, that proves outstanding creativity doesn't require outstanding budgets. It recognises campaigns and communications that have delivered exceptional impact through originality, ingenuity and smart thinking, making every pound work harder. Entries may include any medium, from digital and social through to print, film, experiential and out-of-home.

- **Internal Communications Campaign for a Pharma or Healthcare Organisation**
  This category highlights the best creative communications programmes within pharmaceutical or biotech/devices companies for the purpose of business transformation, training, educating, motivating, informing or engaging the internal team.

- **Use of Insight**
  This category seeks to reward the best use of insight in driving creative excellence. In this context, an insight is a discovery that provides a deeper understanding of the subject matter and leads to a change of thinking. Successful entries are likely to be those that are able to clearly show how a fresh and incisive insight was used to create a distinctive single-minded proposition and so inspire original creativity.

PEOPLE AWARDS

- **Agency of the Year: Headcount Over 30**
  The PM Awards celebrates agencies of all sizes and this category is specifically for those over 30 employees. The focus is on those agencies that have performed well in three important areas: creativity and effectiveness of client work; building a financially healthy business which has adapted to the industry challenges and technology opportunities; and cultivating a diverse and rewarding environment for employees. We're looking for ingenuity, creativity, agency culture, effectiveness and diversity in an agency environment, as well as versatility of work spanning any channel and in any media, such as digital, social, experiential, TV, print, and more.

- **Agency of the Year: Headcount Under 30**
  The PM Awards celebrates small, independent agencies that have performed well in three important areas: creativity and effectiveness of client work; building a financially healthy business which has adapted to the industry challenges and technology opportunities; and cultivating a diverse and rewarding environment for employees. We're looking for ingenuity, creativity, agency culture, effectiveness and diversity in an agency environment, as well as versatility of work spanning any channel and in any media, such as digital, social, experiential, TV, print, and more.

- **Creative Champion: Agency or Pharma**
  A creative individual working within a healthcare agency or in-house pharma team who, over the past year, has delivered creative excellence in pharma marketing or healthcare communications. This is about celebrating those individuals that drive healthcare creativity forward regardless of job title.

- **Cross-Functional Excellence: Pharma Team – NEW**
  This award recognises a cross-functional team within a pharmaceutical or other life sciences organisation that has demonstrated exceptional collaboration to deliver outstanding outcomes in marketing or communications. It celebrates teams that have broken down silos, united diverse expertise, and achieved more together than any single function could have accomplished alone.

- **Pharma Marketing Pionee: Pharma Individual**
  This award will be given to a person working in pharmaceutical marketing who has been a 'pioneer' within their organisation in carrying out their role, championing bold, unconventional, or creatively ambitious ideas that will have lasting impact. This award focuses on individuals who are driving systemic or organisational change in how pharmaceutical marketing is conceived, delivered, or optimised. It is open to those in pharma or life sciences companies who are part of delivering on marketing objectives, although they may have a job title outside of marketing. e.g. Medical Affairs.

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