



2023 PM Society Awards – Winners Announced

21GRAMS takes four Golds plus Best in Show

AstraZeneca tops the pharma leader board

The PM Society's 37th annual awards was held on 17th March 2023 at the JW Marriott Grosvenor House London. The industry came together to celebrate the best creative communications in pharma and health care. PM Society Co-Chair Caroline Benson kicked off the afternoon, with charity Duchenne UK taking the stage to ask for support. Nearly 900 people enjoyed a three-course lunch followed by an awards ceremony hosted by TV presenter and magician Stephen Mulhern and Roger Tilling, voice of BBC's University Challenge, with entertainment from comedian Jen Brister.

PM Society Awards Lead Rachel Farrow said *"It's been another great year for award entries. I was particularly excited to have been able to support two Diversity & Inclusion focused categories, as well as the new Positive Pitch Award to highlight best practice in pitching. We were thrilled to collaborate on this with the IPA and ISBA and this represents a step forward in our aim to improve the process and experience of pitching across the industry. We were also blown away by the skills, effort and enthusiasm of the judges, in what is a complex system of fair and rigorous judging over two rounds"*.

The agency at the top of the leaderboard for the second year running was 21GRAMS, part of Real Chemistry, who won four Golds, four Silvers, two Bronzes and the coveted Best in Show award, chosen by Head Judge Kieran Delaney, Executive Creative Director at Cherry. Second on the leaderboard was Langland, with three Gold, one Silver and two Bronze awards, and mention must also go to McCann Health London, an IPG Health company, who won three Golds.

Gold and Winner trophies were also taken home by Cherry, Create Health, Evoke Mind+Matter, Havas Lynx Group, H4B Manchester, Purple Agency, Seven Stones Collective and Swordfish Advertising.

There were five people shortlisted for Agency Champion, an award for an individual who has delivered above and beyond; someone who symbolises what good healthcare communications is all about. The winner was Ben Smith from Purple Agency, with a Highly Commended awarded to Martin Carter from Initiative Health.

The most successful pharma client was AstraZeneca, with four winning trophies; a Gold for Innovation plus the Best in Show award, the Positive Pitch Award, as well as seeing their Head of Digital and Innovation, Andrew Binns, win Pharma Marketing Pioneer. The judges said about Andrew, *"Andrew's approach to putting empathy and creativity at the heart of marketing was refreshing. His management of internal stakeholders was inclusive and effective. A true leader who is passionate about bringing innovation to the pharma sector."*

The Laura Hyde Foundation, the UK's only charity providing mental health support to medical or emergency service personnel won three Gold awards. Dermavant and GE Healthcare won two Golds each. Other Gold winners on the client side were Alexion, Campaign Against Living Miserably (CALM), CSF Vifor, Ethypharm, Mind, and Sanofi.

Creativity for Good is an annual initiative run by the PM Society which aims to find a pro bono agency partner for a charity, which this year was Duchenne UK. The winning agency, with their highly creative Duvet Days campaign, was Evoke Mind+Matter. A Highly Commended was awarded to Purple Agency.

The new Positive Pitch Award, won by AstraZeneca, was for the team's excellent running of a recent pitch process. Nick Louisson, Director of Agency Services at ISBA was on stage to hand over this inaugural trophy to the team.

The PM Society Awards continues to provide a popular forum for celebrating creativity, impact and innovation in creative communications in the pharma and healthcare sectors. The PM Society would like to thank all our sponsors for their support, the judges for their hard work and all those involved in making these awards happen.

Gold and special award winners — full list:

Product Advertisement	Langland for GE Healthcare	Open up with SIGNA™ EVO
Charity or Patient Organisation	McCann Health London for The Laura Hyde Foundation	The Feelings
Internal Communications	21GRAMS for Alexion	Snowflake Mountain
Disease Awareness: HCPs	McCann Health London for The Laura Hyde Foundation	The Feelings
Patient Support	Swordfish Advertising for CSL Vifor	Let Your Itch Be Heard
Meetings, Events and Exhibitions	21GRAMS for Dermavant	Pskin City
D&I Initiatives	Cherry	SPARKS
D&I in Creative Communications	Langland and Prodigious	If This Speaks to You
Creative Medical Education	H4B Manchester for Sanofi	EAN 2022: Turning up the volume on smouldering disease
Innovation Award	21GRAMS for AstraZeneca	The Big Sneeze Cinema
Best Use of Insight	McCann Health London for The Laura Hyde Foundation	The Feelings
Creativity for Good	Evoke Mind+Matter for Duchenne UK	Duvet Days
Positive Pitch Award	AstraZeneca	

Best Ad for a Company or Initiative	21GRAMS for Dermavant	Pskin City
Agency Internal/Self-Promotion	Create Health	Healthy Young Minds
Disease Awareness: Public/Patients	Seven Stones Collective for CALM	The Lonely Player
Product Brand Campaign	Langland for GE Healthcare	Open up with SIGNA™ EVO
Creative Impact Award	Havas Lynx Group for Ethypharm	The Hidden Lifesavers
Agency Champion	Ben Smith, Purple Agency	
Pharma Marketing Pioneer	Andrew Binns, AstraZeneca	
Best in Show	21GRAMS for AstraZeneca	The Big Sneeze Cinema

The PM Society

The PM Society is a not-for-profit organisation, founded over 40 years ago. Today it has over 4000 active members from over 250 companies and has three aims – to support organisations and people in health care, recognise excellence and promote best practice, as well as provide education and training. For more information, visit our website at www.pmsociety.org.uk.

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