



PM SOCIETY DIGITAL AWARDS ENTRY KIT

2020 marks the 11th year of the PM Society Digital Awards where we recognise the best in digital creativity, innovation and effectiveness from across the healthcare industry. We pride ourselves on highlighting the best programmes, tools and campaigns across a broad range of digital activities.

- Look out for **New Categories**
- Remember **Effectiveness** categories are judged on measurable results
- **Craft** categories **DO NOT** require effectiveness data
- Remember to nominate your colleagues and agency in our **People** categories
- Nominate a client **FREE** to be Best **Pharma Digital Partner 2020**

The awards ceremony will take place on **Thursday 17 September** at The Brewery, London. The event regularly attracts upward of 500+ people from the pharmaceutical industry and supporting agencies. It's a great evening, with a chance to network before and after the show.

So start working on your entries and don't forget to get them to us by **Thursday 7 May***. Finalists will be contacted at the end of May and the second round judging day will be on the Tuesday 7th July.

Should you need help with your entry or have any questions, please don't hesitate to contact our Awards Manager, Lorna Milner Lorna@pmsociety.org.uk.

*A 7 day extension will be available for an additional fee

Rest assured that we will be following all guidance relating to Covid-19 and will review how best to carry out the second round judging, if face to face judging is not possible at that time. It's the Digital Awards after all, so we will find an effective solution.

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Key dates

Thursday 7 May – Entry deadline for Effectiveness and Craft categories
Thursday 14 May – Entry extension for Effectiveness and Craft categories
Thursday 21 May – Thursday 11 June – Online judging
w/c Monday 22 June - Finalists announced with invitation to Judging Day
Tuesday 7 July – Judging Day, Crowne Plaza, Heathrow
Tuesday 7 July - Entry deadline for People categories
Thursday 17 September – Digital Awards Ceremony, The Brewery, London

Who can enter?

Entries for these awards may be submitted by any UK, European or International:

- Digital communications agency
- PR/medical education/communications/marketing communications/ market access, advertising or creative agency
- Pharmaceutical company, biotech or life sciences company
- Patient or professional association or body
- Healthcare charity
- NHS Group
- Technology or software company operating in the healthcare space
- Other healthcare company or agency

Eligibility

Dates

Effectiveness and Craft Awards

Thursday 7 March 2019 to Tuesday 31 March 2020 – Entries must have been active, online or in use at some stage between this date range*

*Categories with different eligibility dates

Market Access – eligibility dates - Tuesday 6 March 2018 – Tuesday 31 March 2020

Still working! – eligibility dates - Thursday 9 March 2017 – Tuesday 31 March 2020

People Awards

Entrants need to give examples of work carried out between March 2019 and June 2020.

Language and markets

Programmes or campaigns aimed exclusively at overseas markets only (i.e. non-UK) must be supplied in an English language version with relevant metrics / performance indicators. They will be judged in exactly the same way as UK programmes.

All entries, where applicable, must comply with the ABPI Code of Practice or, for overseas material, the appropriate national or regional code.

Campaign extensions

Entries which are extensions of a previously entered campaign must, in the opinion of the judges, be noticeably different from previous executions. (except if entered into the Still Working! category)

Number of categories you can enter

Each project may be entered into a maximum of TWO categories PLUS either or both Innovation categories (making a maximum of 4 as long as Innovation is included).

How to Enter

To enter the Digital Awards you must be a member of the PM Society. If you would like to become a member simply join now via the website. If you are unsure whether you or your company are a member, please email info@pmsociety.org.uk and we'll be happy to help.

All entries are submitted via the website with a specific word count description. The criteria details can be found within the individual categories and on the entry form itself. Please ensure you refer to these when writing your submission to ensure you are fully aware of what specific information the judges will be looking for and how they will be scoring.

Entries may also be supported with a video file. (In the current environment we are aware that companies may find it more difficult to prepare their award entries. If you are unable to put together a video, other assets such as pdfs and PPTs will also be accepted).

Video files should be no longer than three minutes in duration. The video must clearly demonstrate any interactivity and illustrate the best features of your entry. You can video capture the entry being demonstrated (either by video or screen capture software like Camtasia or Captivate) and upload your video file with your entry.

Websites can be entered by supplying the URL and an mp4 video demonstrating its key features. To allow judges to view and score your entry any submitted URLs must be 'live' from the time of submission until at least the end of July 2020.

IT IS THE RESPONSIBILITY OF THE ENTRANT TO OBTAIN CLIENT APPROVAL PRIOR TO SUBMISSION. By submitting an entry you are confirming that you have client approval.

Closing date for entry for the Effectiveness and Craft categories is midnight on Thursday 7 May. A seven-day extension will be permitted to midnight Thursday 14 May for an additional charge. People category entries can be accepted up to midnight on Thursday 7 July.

Entries are charged at £175 + VAT per entry (£210 total) for entries received by midnight, Thursday 7 May.

An extension is available for an additional £50 + VAT per entry.

Nominations for the Pharma Digital Partner are FREE OF CHARGE

Judging the Digital Awards

Entries are reviewed over a two stage judging process by a highly skilled and experienced panel of judges, the majority of whom are experts from the pharma industry (holding marketing, digital or medical roles), joined by creative, digital and technical experts from agencies. We recognise and understand the sensitive nature of the information submitted in your entries; therefore we require all judges to sign a legally binding confidentiality agreement before appointment.

Judging phase 1: Online review

The panel is divided into sub groups according to their expertise and experience and these separate judging panels will review all entries in their relevant categories online.

No one judge reviews more than three separate categories. Last year, 42 judges took part in order to give a range of perspectives.

The decision of the judges in all matters is final and they reserve the right to suggest moving entries into other categories if appropriate. (you will be informed if this happens) Whole categories may be merged with others or removed altogether (and fees refunded if appropriate) if insufficient entries are received.

Judging phase 2: Judging day*

A number of entries from each category will be shortlisted based on online judging. These finalists will be invited to attend a face-to-face judging day on Tuesday 7 July at the Crowne Plaza Heathrow. Each entry will be given 15 minutes – 10 minutes for a presentation and 5 minutes for questions from the judges.

Each judging group will have a judging group facilitator who will ensure all processes are adhered to and that judging is fair and balanced.

For both rounds your entry will be judged on the judging criteria outlined on the website. For the face-to-face judging day we recommend you devote no more than one slide to each of the four criteria (three for craft awards).

Remember this is your opportunity to showcase your entry. You will need to illustrate a 'live' version of your activity/campaign/programme as all judges may not have previously seen your entry. If you cannot show a 'live' version, you will need to explain the detail and content of your entry. However, do remember that you only have 10 minutes to present to the judges, 15 minutes in total with questions. We also highly recommend you to bring a client to the second round judging day. Although it does not form part of the judging criteria, it is a powerful way to illustrate the impact of your campaign and demonstrate how it met its objectives.

There will be WIFI access available on the day and please feel free to bring any appropriate devices with you. Please check with Lorna Milner, Awards Manager, with regards to your technical requirements for the day.

*if we are unable to run a face to face Judging Day we will ensure we carry out second round judging in a different way.

Judging notes by category

Effectiveness awards

For all categories within the Effectiveness section, the majority of each judging panel will be made up of experts from Industry. In addition there will be at least one healthcare professional (including Medical Directors) and at least one agency representative with expertise in digital programmes (including Creative Directors and Technical Directors).

Craft awards

All categories within the Craft Section are judged on the creativity, quality and technical skill of the work submitted, rather than ROI. No metrics are required for these entries. In fact this may be a good place to enter work that does not yet have metrics due to its recent release, or for which metrics will not be made available to the agency.

The judging panels will include those with Marketing and Digital roles within Industry as well as Senior Creatives and Digital experts from agencies.

Digital Project or Account Manager

This award will be judged using 3 different elements. The written entry will be assessed, clients will be contacted (per finalist) and asked to rate their account manager, and there may be further questions posed to the finalist by email.

Agency Digital Team

This award will be judged using 3 different elements. The written entry will be assessed, clients will be contacted and asked to rate their digital team, and there may be further questions posed by email.

Pharma Digital Partner

This award will be judged using several different elements. The written entry will be assessed; the shortlisted nominees will be contacted for further information and, if chosen as finalists, will be interviewed by a judging panel via phone or videoconference.

Effectiveness 1: Brand promotion

Individual projects in the digital space designed to promote a product(s), both standalone and platform based. The emphasis is on the effectiveness and outcomes of the project as well as the use of data analytics to improve and evolve the programme content and user experience over time.

Examples:

- Digital sales aids (eDetails), presentations or remote/co-browse detailing where a representative (or equivalent) leads the information flow when engaging with a customer
- Could include promotional medical programmes where the main purpose is promotion of the brand
- Self-directed selling tools or website content utilised directly by the customer with no third party interaction
- Platform-based campaigns delivered over Veeva, Adobe or similar platforms
- Email campaigns, webinars, web-based content (including brand websites)
- Other projects that enhance customer facing representative effectiveness

It is the responsibility of the entrant to obtain client approval prior to submission.

Entry cost: £175 + VAT per entry (£210 total) for entries received by midnight, Thursday 7 May. An extension is available for an additional £55 + VAT per entry

Entry: At entry stage you will be asked to supply a brief overview of the following:

Campaign objectives and strategy (10%) (150 words or less)

- Clearly define the SMART objectives for your programme or campaign
- Clarify the CSFs/marketing objectives your programme supports
- Explain how you utilised appropriate market insight to determine the strategy

Tactical implementation (delivery) (20%) (200 words or less)

- Describe how your campaign was developed and implemented to address the objectives (from conception, through approval, to delivery)
- Cover the technological elements of your campaign, including content, appropriate media selection and functionality
- Highlight how you overcame challenges and detail the processes you utilised
- Illustrate how you have tailored communication to suit the needs of the various target audiences and channels utilised?

Effectiveness of your campaign (outcomes against objectives) (50%) (200 words or less)

- Share the programme's targets and performance against these metrics (quantitative)
- Share internal and external stakeholder feedback (qualitative)
- Describe how the programme has improved an aspect of healthcare for HCPs and/or patients

Creativity and innovation in your content, presentation or delivery (20%) (200 words or less)

- Describe the creativity and innovation within your entry
- Highlight the elements that are new or cutting-edge and the relative merits of this creativity/innovation

Supporting material:

Entries can be submitted with a mp4 video file, ideally no longer than three minutes in duration. The video must clearly demonstrate the interactivity and illustrate the best features. You can video capture the entry being demonstrated (either by video or screen capture software like Camtasia or Captivate) and upload your video file with your entry.

Websites can be entered by supplying the URL and an mp4 video demonstrating its key features. To allow judges to view and score your entry, any submitted URLs must be 'live' from the time of submission until at least the end of July 2020.

2020 Update - We've made the entry process easier in the current circumstances and this year we will accept an mp4, JPEG, PowerPoint, or PDF to support your entry.

Effectiveness 2: HCP education, training & support

Any website, e-learning programme or digital educational initiative for HCPs. Programmes may or may not be accredited (CPD), may use other integrated channels, but must have a significant digital component.

Examples: Online CME and training modules, clinical case studies, clinical reviews, guidelines, treatment care pathways, web portals and websites, therapy area, service-focused or HCP community websites, clinical support websites, medical information, company portals, email campaigns etc.

NB: A project which is primarily an educational tool but has been approved as “promotional medical education” may still be entered here if you feel it is not a promotional tool covered by Category 1.

It is the responsibility of the entrant to obtain client approval prior to submission.

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Entry: At entry stage you will be asked to supply a brief overview of the following:

Campaign objectives and strategy (10%) (150 words or less)

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- Clarify the CSFs/ objectives your programme supports
- Explain how you utilised appropriate market insight to determine the strategy

Tactical implementation (delivery) (20%) (200 words or less)

- Describe how your campaign was developed and implemented to address the objectives (from conception, through approval, to delivery)
- Cover the technological elements of your campaign, including content, appropriate media selection and functionality
- Highlight how you overcame challenges and detail the processes you utilised
- Illustrate how you have tailored communication to suit the needs of the various target audiences and channels utilised?

Effectiveness of your campaign (outcomes against objectives) (50%) (200 words or less)

- Share the programme’s targets and performance against these metrics (quantitative)
- Share internal and external stakeholder feedback (qualitative)
- Describe how the programme has improved an aspect of healthcare for HCPs and/or patients

Creativity and innovation in your content, presentation or delivery (20%) (200 words or less)

- Describe the creativity and innovation within your entry
- Highlight the elements that are new or cutting-edge and the relative merits of this creativity/innovation

Supporting material:

Entries can be submitted with a mp4 video file, ideally no longer than three minutes in duration. The video must clearly demonstrate the interactivity and illustrate the best features. You can video capture the entry being demonstrated (either by video or screen capture software like Camtasia or Captivate) and upload your video file with your entry.

Websites can be entered by supplying the URL and an mp4 video demonstrating its key features. To allow judges to view and score your entry any submitted URLs must be ‘live’ from the time of submission until at least the end of July 2020.

2020 Update - We’ve made the entry process easier in the current circumstances and this year we will accept an mp4, JPEG, PowerPoint, or PDF to support your entry.

Effectiveness 3: Healthcare charities & patient associations

Digital initiatives, social or multichannel campaigns developed by or for charities or patient associations. This category aims to recognise digital work that has made a difference within this sector in line with the core purpose of the organisation and its stakeholder groups. The emphasis is on the proven effectiveness of the projects and campaigns.

Examples: The projects and campaigns need to have a digital element but can be multichannel in nature.

It is the responsibility of the entrant to obtain the approval of the charity or patient organisation prior to submission.

Entry cost: As a charity or patient association you may enter this category FREE OF CHARGE if entering yourself.

If you are an agency, you may enter free of charge ONLY if you have undertaken the project pro bono in terms of agency hours (although external costs and expenses may have been passed on).

These entries may be by invitation as well as via entry on our website.

Entry: At entry stage you will be asked to supply a brief overview of the following:

Campaign objectives and strategy (10%) (150 words or less)

- Clearly define the SMART objectives for your programme or campaign
- Clarify the CSFs/ objectives your programme supports
- Explain how you utilised appropriate market insight to determine the strategy

Tactical implementation (delivery) (20%) (200 words or less)

- Describe how your campaign was developed and implemented to address the objectives (from conception, through approval, to delivery)
- Cover the technological elements of your campaign, including content, appropriate media selection and functionality
- Highlight how you overcame challenges and detail the processes you utilised
- Illustrate how you have tailored communication to suit the needs of the various target audiences and channels utilised?

Effectiveness of your campaign (outcomes against objectives) (50%) (200 words or less)

- Share the programme's targets and performance against these metrics (quantitative)
- Share internal and external stakeholder feedback (qualitative)
- Describe how the programme has improved an aspect of healthcare for patients

Creativity and innovation in your content, presentation or delivery (20%) (200 words or less)

- Describe the creativity and innovation within your entry
- Highlight the elements that are new or cutting-edge and the relative merits of this creativity/innovation

Supporting material:

Entries can be submitted with a mp4 video file, ideally no longer than three minutes in duration. The video must clearly demonstrate the interactivity and illustrate the best features. You can video capture the entry being demonstrated (either by video or screen capture software like Camtasia or Captivate) and upload your video file with your entry.

Websites can be entered by supplying the URL and an mp4 video demonstrating its key features. To allow judges to view and score your entry any submitted URLs must be 'live' from the time of submission until at least the end of July 2020.

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Effectiveness 4: Patient programmes

Any digital communications programme or project for patients that is educational, practical or relates to patient support around a specific product or therapy area. It includes disease awareness campaigns as well as post prescription support and adherence programmes.

Examples: Patient education websites, mobile solutions, patient support tools and initiatives, websites and apps, social media campaigns, mobile health solutions.

It is the responsibility of the entrant to obtain client approval prior to submission.

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Campaign objectives and strategy (10%) (150 words or less)

- Clearly define the SMART objectives for your programme or campaign
- Clarify the CSFs/ objectives your programme supports
- Explain how you utilised appropriate market insight to determine the strategy

Tactical implementation (delivery) (20%) (200 words or less)

- Describe how your campaign was developed and implemented to address the objectives (from conception, through approval, to delivery)
- Cover the technological elements of your campaign, including content, appropriate media selection and functionality
- Highlight how you overcame challenges and detail the processes you utilised
- Illustrate how you have tailored communication to suit the needs of the various target audiences and channels utilised?

Effectiveness of your campaign (outcomes against objectives) (50%) (200 words or less)

- Share the programme's targets and performance against these metrics (quantitative)
- Share internal and external stakeholder feedback (qualitative)
- Describe how the programme has improved an aspect of healthcare for patients

Creativity and innovation in your content, presentation or delivery (20%) (200 words or less)

- Describe the creativity and innovation within your entry
- Highlight the elements that are new or cutting-edge and the relative merits of this creativity/innovation

Supporting material:

Entries can be submitted with a mp4 video file, ideally no longer than three minutes in duration. The video must clearly demonstrate the interactivity and illustrate the best features. You can video capture the entry being demonstrated (either by video or screen capture software like Camtasia or Captivate) and upload your video file with your entry.

Websites can be entered by supplying the URL and an mp4 video demonstrating its key features. To allow judges to view and score your entry any submitted URLs must be 'live' from the time of submission until at least the end of July 2020.

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Effectiveness 5: Congress, meetings & events

All digital materials that have been utilised within a congress, meeting or events setting as well as online and virtual meeting projects. Eligible meeting settings include congress and symposia as well as other HCP or patient meetings at local, national and international levels. Events might include health and disease awareness stands and installations within public settings.

Examples: Exhibition stands and digital projects used within the symposium setting, web-based conference highlights, webinars, e-congress activities, virtual meeting platforms and programmes, (including meetings run from platforms such as Veeva), projects to engage HCPs online around a live event, games and interactive displays within public settings, other experiential projects.

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Campaign objectives and strategy (10%) (150 words or less)

- Clearly define the SMART objectives for your programme or campaign
- Clarify the CSFs/marketing objectives your programme supports
- Explain how you utilised appropriate market insight to determine the strategy

Tactical implementation (delivery) (20%) (200 words or less)

- Describe how your campaign was developed and implemented to address the objectives (from conception, through approval, to delivery)
- Cover the technological elements of your campaign, including content, appropriate media selection and functionality
- Highlight how you overcame challenges and detail the processes you utilised
- Illustrate how you have tailored communication to suit the needs of the various target audiences and channels utilised?

Effectiveness of your campaign (outcomes against objectives) (50%) (200 words or less)

- Share the programme's targets and performance against these metrics (quantitative)
- Share internal and external stakeholder feedback (qualitative)
- Describe how the programme has improved an aspect of healthcare for HCPs and/or patients

Creativity and innovation in your content, presentation or delivery (20%) (200 words or less)

- Describe the creativity and innovation within your entry
- Highlight the elements that are new or cutting-edge and the relative merits of this creativity/innovation

Supporting material:

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2020 Update - We've made the entry process easier in the current circumstances and this year we will accept an mp4, JPEG, PowerPoint, or PDF to support your entry.

Effectiveness 6: Integrated channels

Campaigns (promotional or non-promotional) where several elements utilising different digital channels are integrated to deliver a cohesive, effective and wide reaching multi-channel or cross-channel campaign.

Examples: Combination of online and offline channels; the integration of sales force activity with e-communities, email marketing, mobile, web, social media, other digital platforms.

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- Clearly define the SMART objectives for your programme or campaign
- Clarify the CSFs/marketing objectives your programme supports
- Explain how you utilised appropriate market insight to determine the strategy

Tactical implementation (delivery) (20%) (200 words or less)

- Describe how your campaign was developed and implemented to address the objectives (from conception, through approval, to delivery)
- Cover the technological elements of your campaign, including content, appropriate media selection and functionality
- Highlight how you overcame challenges and detail the processes you utilised
- Illustrate how you have tailored communication to suit the needs of the various target audiences and channels utilised?

Effectiveness of your campaign (outcomes against objectives) (50%) (200 words or less)

- Share the programme's targets and performance against these metrics (quantitative)
- Share internal and external stakeholder feedback (qualitative)
- Describe how the programme has improved an aspect of healthcare for HCPs and/or patients

Creativity and innovation in your content, presentation or delivery (20%) (200 words or less)

- Describe the creativity and innovation within your entry
- Highlight the elements that are new or cutting-edge and the relative merits of this creativity/innovation

Supporting material:

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Websites can be entered by supplying the URL and an mp4 video demonstrating its key features. To allow judges to view and score your entry any submitted URLs must be 'live' from the time of submission until at least the end of July 2020.

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Effectiveness 7: Corporate and Internal communications

Corporate

Digital programmes or social campaigns used to support external communications by an individual company. This could include a company website, communications programme to promote a single issue or service or other digital campaign to support a Corporate Social Responsibility initiative. Open to pharmaceutical companies, agencies or other organisations within the sector.

Internal

Any digital programme or campaign for internal communication, motivation or training. Open to pharmaceutical companies, agencies or other organisations within the sector.

Examples: Websites, social media campaign, email campaign, training materials, intranet sites, internal conference materials.

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Campaign objectives and strategy (10%) (150 words or less)

- Clearly define the SMART objectives for your programme or campaign
- Clarify the CSFs/ objectives your programme supports
- Explain how you utilised appropriate market insight to determine the strategy

Tactical implementation (delivery) (20%) (200 words or less)

- Describe how your campaign was developed and implemented to address the objectives (from conception, through approval, to delivery)
- Cover the technological elements of your campaign, including content, appropriate media selection and functionality
- Highlight how you overcame challenges and detail the processes you utilised
- Illustrate how you have tailored communication to suit the needs of the various target audiences and channels utilised?

Effectiveness of your campaign (outcomes against objectives) (50%) (200 words or less)

- Share the programme's targets and performance against these metrics (quantitative)
- Share internal and external stakeholder feedback (qualitative)
- Describe how the programme has improved one or more elements of the business, internally or externally

Creativity and innovation in your content, presentation or delivery (20%) (200 words or less)

- Describe the creativity and innovation within your entry
- Highlight the elements that are new or cutting-edge and the relative merits of this creativity/innovation

Supporting material:

Entries can be submitted with a mp4 video file, ideally no longer than three minutes in duration. The video must clearly demonstrate the interactivity and illustrate the best features. You can video capture the entry being demonstrated (either by video or screen capture software like Camtasia or Captivate) and upload your video file with your entry.

Websites can be entered by supplying the URL and an mp4 video demonstrating its key features. To allow judges to view and score your entry any submitted URLs must be 'live' from the time of submission until at least the end of July 2020.

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Effectiveness 8: Market Access - NEW

Digital tools that aim to improve access and demonstrate value, whether to inform, engage HCPs or payors, highlight areas of concern, co-create solutions, support a health technology appraisal or drive change. This may also include projects that support access activity while offering other direct benefits to healthcare.

Examples: Mobile apps, websites, bespoke software, clinical systems, models, data collection platforms, portals, other digital tools.

This category is open to entries that have been active, online or in use at some stage between Tuesday 6 March 2018 and Tuesday 31 March 2020

It is the responsibility of the entrant to obtain client approval prior to submission.

Entry cost: £175 + VAT per entry (£210 total) for entries received by midnight, Thursday 7 May. An extension is available for an additional £55 + VAT per entry

Entry: At entry stage you will be asked to supply a brief overview of the following:

Campaign objectives and strategy (10%) (150 words or less)

- Clearly define the SMART objectives for your programme or campaign
- Clarify the CSFs/ objectives your programme supports
- Explain how you utilised appropriate market insight to determine the strategy

Tactical implementation (delivery) (20%) (200 words or less)

- Describe how your campaign was developed and implemented to address the objectives (from conception, through approval, to delivery)
- Cover the technological elements of your campaign, including content, appropriate media selection and functionality
- Highlight how you overcame challenges and detail the processes you utilised
- Illustrate how you have tailored communication to suit the needs of the various target audiences and channels utilised?

Effectiveness of your campaign (outcomes against objectives) (50%) (200 words or less)

- Share the programme's targets and performance against these metrics (quantitative)
- Share internal and external stakeholder feedback (qualitative)
- Describe how the programme has improved an aspect of healthcare for HCPs and/or patients

Creativity and innovation in your content, presentation or delivery (20%) (200 words or less)

- Describe the creativity and innovation within your entry
- Highlight the elements that are new or cutting-edge and the relative merits of this creativity/innovation

Supporting material:

Entries can be submitted with a mp4 video file, ideally no longer than three minutes in duration. The video must clearly demonstrate the interactivity and illustrate the best features. You can video capture the entry being demonstrated (either by video or screen capture software like Camtasia or Captivate) and upload your video file with your entry.

Websites can be entered by supplying the URL and an mp4 video demonstrating its key features. To allow judges to view and score your entry any submitted URLs must be 'live' from the time of submission until at least the end of July 2020.

2020 Update - We've made the entry process easier in the current circumstances and this year we will accept an mp4, JPEG, PowerPoint, or PDF to support your entry.

Effectiveness 9: Global to local - NEW

Campaigns (promotional or non-promotional) demonstrating an effective local adaptation of campaigns created in other markets/regions/globally as well as those created locally and utilised in other markets/regions/globally. Entries can be for individual campaign elements or a combination of several elements.

Examples: A local digital campaign adapted from a global campaign; a multi-country digital campaign adapted from either a local campaign or a global campaign; a local website adapted from a global digital campaign.

NB: Judges will focus on the effectiveness of the adapted/localised campaign or project. See criteria and weighting below.

It is the responsibility of the entrant to obtain client approval prior to submission.

Entry cost: £175 + VAT per entry (£210 total) for entries received by midnight, Thursday 7 May. An extension is available for an additional £55 + VAT per entry

Entry: At entry stage you will be asked to supply a brief overview of the following:

Campaign objectives and strategy (10%) (150 words or less)

- Clearly define the SMART objectives for your programme or campaign
- Clarify the CSFs/marketing objectives your programme supports
- Explain how you utilised appropriate market insight to determine the strategy

Tactical implementation (delivery) (20%) (200 words or less)

- Describe how your campaign was developed and implemented to address the objectives (from localisation plan through to delivery)
- Cover the technological elements of your campaign, including content, appropriate media selection and functionality
- Highlight how you overcame challenges of localisation or adaptation and detail the processes you utilised.
- Illustrate how you have tailored communication to suit the needs of the various target audiences and channels utilised?

Effectiveness of your campaign (outcomes against objectives) (50%) (200 words or less)

- Share the programme's targets and performance against these metrics (quantitative)
- Share internal and external stakeholder feedback (qualitative)
- Describe how the programme has improved an aspect of healthcare for HCPs and/or patients

Creativity and innovation in your content, presentation or delivery (20%) (200 words or less)

- Describe the creativity and innovation within your entry
- Highlight the elements that are new or cutting-edge and the relative merits of this creativity/innovation

Supporting material:

Entries can be submitted with a mp4 video file, ideally no longer than three minutes in duration. The video must clearly demonstrate the interactivity and illustrate the best features. You can video capture the entry being demonstrated (either by video or screen capture software like Camtasia or Captivate) and upload your video file with your entry.

Websites can be entered by supplying the URL and an mp4 video demonstrating its key features. To allow judges to view and score your entry any submitted URLs must be 'live' from the time of submission until at least the end of July 2020.

2020 Update - We've made the entry process easier in the current circumstances and this year we will accept an mp4, JPEG, PowerPoint, or PDF to support your entry.

Effectiveness 10: Still working! - NEW

Campaigns or projects (promotional or non-promotional) launched by 9 March 2017 that were still in use on 31 March 2020 with an emphasis on how the campaign has evolved over time and has continued to show successful outcomes. Entries can be for individual campaign elements or a combination of several, 100% digital or multichannel.

Examples: Promotional campaigns; e-learning programmes; websites; patient programmes.

This category is open to entries that have launched by 9 March 2017 and still in use on 19 March 2020

It is the responsibility of the entrant to obtain client approval prior to submission.

Entry cost: £175 + VAT per entry (£210 total) for entries received by midnight, Thursday 7 May.

An extension is available for an additional £55 + VAT per entry

Entry: At entry stage you will be asked to supply a brief overview of the following:

Campaign objectives and strategy (10%) (150 words or less)

- Clearly define the SMART objectives for your programme or campaign
- Clarify the CSFs/marketing objectives your programme supports
- Explain how you utilised appropriate market insight to determine the strategy

Tactical implementation (delivery) (20%) (200 words or less)

- Describe how your campaign was developed and implemented to address the objectives (from conception, through approval, to delivery)
- Cover the technological elements of your campaign, including content, appropriate media selection and functionality
- Highlight how you overcame challenges and detail the processes you utilised
- Illustrate how you have tailored communication to suit the needs of the various target audiences and channels utilised?
- Cover how the campaign or project was designed for longer term use OR has been adapted over the time period

Effectiveness of your campaign (outcomes against objectives) (50%) (200 words or less)

- Share the programme's targets and performance against these metrics (quantitative)
- Share internal and external stakeholder feedback (qualitative)
- Describe how the programme has improved an aspect of healthcare for HCPs and/or patients

Creativity and innovation in your content, presentation or delivery (20%) (200 words or less)

- Describe the creativity and innovation within your entry
- Highlight the elements that are new or cutting-edge and the relative merits of this creativity/innovation

Supporting material:

Entries can be submitted with a mp4 video file, ideally no longer than three minutes in duration. The video must clearly demonstrate the interactivity and illustrate the best features. You can video capture the entry being demonstrated (either by video or screen capture software like Camtasia or Captivate) and upload your video file with your entry.

Websites can be entered by supplying the URL and an mp4 video demonstrating its key features. To allow judges to view and score your entry any submitted URLs must be 'live' from the time of submission until at least the end of July 2020.

2020 Update - We've made the entry process easier in the current circumstances and this year we will accept an mp4, JPEG, PowerPoint, or PDF to support your entry.

Craft 11: Film

This category includes any film utilised as a stand-alone or integrated element of a digital campaign. The majority of the film will be live action as opposed to pure animation.

No metrics are required for these entries.

Examples: Patient videos, training videos, educational films, documentaries, adverts, YouTube videos, interactive videos.

It is the responsibility of the entrant to obtain client approval prior to submission.

Entry cost: £175 + VAT per entry (£210 total) for entries received by midnight, Thursday 7 May.

An extension is available for an additional £55 + VAT per entry

Entry: At entry stage you will be asked to supply a brief overview of the following:

Campaign objectives and strategy (10%) (150 words or less)

- Clearly define the SMART objectives for your programme or campaign.
- Clarify any CSFs and explain how you determined the strategy.
- Explain how you utilised appropriate market insight to determine the strategy.

Tactical implementation (delivery) (30%) (200 words or less)

- Describe how your film was developed and implemented to address your objectives (from conception, through approval, to delivery).
- Cover the technological elements of your campaign, including content, appropriate media selection, and functionality.
- Highlight how you overcame challenges and the processes you utilised.
- Illustrate how you have tailored communication to suit the needs of the various target audiences and channels utilised?

Creativity and innovation in your content, presentation or delivery (60%) (200 words or less)

- Describe the creativity and innovation within your film
- Highlight the elements that are new or cutting-edge and the relative merits of this creativity/innovation.

Your budget for this Film – Under £50K / Over 50K (for judge's information only)

Supporting material:

Please upload your full film file with your entry as an mp4 video file.

However where your film is longer than three minutes you may supply an edited video file no longer than three minutes in duration which will be used during first round judging. The video will allow the judges a flavour of the entire programme.

Craft 12: Animation

This category includes any animation utilised as a stand-alone or integrated element of a digital campaign. The majority of the entry will consist of an animated sequence(s) rather than live action. No metrics are required for these entries.

Examples: Mode of action sequence, virtual reality projects, cartoon / 2D animations, graphics/typography set to a soundtrack, interactive animation.

It is the responsibility of the entrant to obtain client approval prior to submission.

Entry cost: £175 + VAT per entry (£210 total) for entries received by midnight, Thursday 7 May. An extension is available for an additional £55 + VAT per entry

Entry: At entry stage you will be asked to supply a brief overview of the following:

Campaign objectives and strategy (10%) (150 words or less)

- Clearly define the SMART objectives for your programme or campaign.
- Clarify any CSFs and explain how you determined the strategy.
- Explain how you utilised appropriate market insight to determine the strategy.

Tactical implementation (delivery) (30%) (200 words or less)

- Describe how your animation was developed and implemented to address your objectives (from conception, through approval, to delivery).
- Cover the technological elements of your campaign, including content, appropriate media selection, and functionality.
- Highlight how you overcame challenges and the processes you utilised.
- Illustrate how you have tailored communication to suit the needs of the various target audiences and channels utilised?

Creativity and innovation in your content, presentation or delivery (60%) (200 words or less)

- Describe the creativity and innovation within your animation
- Highlight the elements that are new or cutting-edge and the relative merits of this creativity/innovation.

Your budget for this Animation – Under £50K / Over £50K (for judge's information only)

Supporting material:

Please upload your full film file with your entry as an mp4 video file.

However where your film is longer than three minutes you may supply an edited video file no longer than three minutes in duration which will be used during first round judging. The video will allow the judges a flavour of the entire programme.

Craft 13: Innovation - Best use of new or emerging technology

In this innovation category the judges will look for the relevant and powerful application of new and emerging technology within a healthcare/medical setting, or the ground-breaking use of technologies previously used in other industries but new to the healthcare/medical sector. Innovative uses of older digital formats will be more relevant for Category 14. Entries will span all kinds of digital initiatives used in healthcare communications and engagement and judges will assess how well a new or emerging technology has been used to convey the right message to the right audience or meet the overall objective of the project.

No metrics are required for these entries.

Please note: The winner of this category is not necessarily the “newest” technology among the projects entered. Rather, among the entries deemed to have used new or emerging technologies, the winner will be the one that the judges agree is the best use of that technology based on all the criteria.

It is the responsibility of the entrant to obtain client approval prior to submission.

Entry cost: £175 + VAT per entry (£210 total) for entries received by midnight, Thursday 7 May. An extension is available for an additional £55 + VAT per entry

Entry: At entry stage you will be asked to supply a brief overview of the following:

Campaign objectives and strategy (15%) (150 words or less)

- Clearly define the SMART objectives for your programme or campaign
- Clarify the CSFs/marketing objectives your programme support
- Explain how you utilised appropriate market insight to determine the strategy

Tactical implementation (delivery) (35%) (200 words or less)

- Describe how your campaign was developed and implemented to address your objectives (from conception, through approval, to delivery).
- Cover the technological elements of your campaign, including content, appropriate media selection, and functionality.
- Highlight how you overcame these challenges and the processes you utilised.
- Illustrate how you have tailored communication to suit the needs of the various target audiences and channels utilised?

Use of new technology (50%) (200 words or less)

- Highlight the elements that are new and cutting-edge about the technology and this specific use of the technology. How new is this technology or variant of an existing technology?
- In what way has the technology enhanced the programme or project?
- Describe how you have maximised the features and benefits of this technology for this audience, objective and specific message.

Your budget for this project – Under £100K / Over £100K (for judge’s information only)

Supporting material:

Entries can be submitted with a mp4 video file, ideally no longer than three minutes in duration. The video must clearly demonstrate the interactivity and illustrate the best features. You can video capture the entry being demonstrated (either by video or screen capture software like Camtasia or Captivate) and upload your video file with your entry.

Websites can be entered by supplying the URL and an mp4 video demonstrating its key features. To allow judges to view and score your entry any submitted URLs must be ‘live’ from the time of submission until at least the end of July 2020.

2020 Update - We’ve made the entry process easier in the current circumstances and this year we will accept an mp4, JPEG, PowerPoint, or PDF to support your entry.

Craft 14: Innovation - Creativity

In this category the judges will look for creativity and innovation in the use of digital. Entries will span all kinds of standalone and multichannel programmes, events, experiences and initiatives that have a digital element. The focus is on how the project shows novel thinking or a clever idea in the use of digital or where a problem has been solved in a new way using digital, even where the technology used is no longer considered “new”.

No metrics are required for these entries.

Examples: Novel format for a meeting with a digital element, a new e-meeting series format, new types of interactive games, platforms or educational initiatives, creative use of social media or digital communications within a multichannel programme, any project with a digital element where you feel your creativity or novel thinking stands out.

It is the responsibility of the entrant to obtain client approval prior to submission.

Entry cost: £175 + VAT per entry (£210 total) for entries received by midnight, Thursday 7 May. An extension is available for an additional £55 + VAT per entry

Entry: At entry stage you will be asked to supply a brief overview of the following:

Campaign objectives and strategy (15%) (150 words or less)

- Clearly define the SMART objectives for your programme or campaign
- Clarify the CSFs/marketing objectives your programme supports
- Explain how you utilised appropriate market insight to determine the strategy

Tactical implementation (delivery) (35%) (200 words or less)

- Describe how your project or campaign was developed and implemented to address your objectives (from conception, through approval, to delivery).
- Cover the digital/technology elements of your programme or campaign.
- Highlight how you overcame any challenges and the processes you utilised.
- Illustrate how you have tailored communication to suit the needs of the various target audiences and channels utilised?

Creativity and innovation in idea, content, format or delivery (50%) (200 words or less)

- Describe the novel thinking and creativity within your project or campaign.
- Highlight the single idea or key element of the project which you feel is the most “innovative”.
- What is the key benefit of applying this digital approach or format for this target audience within this healthcare setting?

Your budget for this project – Under £100K / Over 100K (for judge's information only)

Supporting material:

Entries can be submitted with a mp4 video file, ideally no longer than three minutes in duration. The video must clearly demonstrate the interactivity and illustrate the best features. You can video capture the entry being demonstrated (either by video or screen capture software like Camtasia or Captivate) and upload your video file with your entry.

Websites can be entered by supplying the URL and an mp4 video demonstrating its key features. To allow judges to view and score your entry any submitted URLs must be 'live' from the time of submission until at least the end of July 2020.

2020 Update - We've made the entry process easier in the current circumstances and this year we will accept an mp4, JPEG, PowerPoint, or PDF to support your entry.

People 15: Digital Project or Account Manager

This award is presented to someone who has shown outstanding skills in managing digital projects and leading clients through the development of one or more digital solutions from March 2019 to June 2020. The winner will have displayed excellent team working, project managing and client handling skills, have met and overcome challenges of the digital medium and have a flair for innovation and digital creativity. Entry deadline for this category is Tuesday 7 July.

Examples: Digital Project Manager, Digital Account Manager, Project Manager, Account Manager.

Eligibility: All entrants must be working within an agency as an account manager or project manager or equivalent. The emphasis is on the level of experience of this person – he or she should not be at an Account Director level but should be someone who is still at the AM/ PM level at the entry deadline on Tuesday 7 July.

Entry cost: £175 + VAT (£210)

Entry: At entry stage you will be asked to:

Supply a short description of how the nominee has shown excellence in managing digital projects from March 2019 to June 2020. You should include reference to your nominee's project managing and client handling skills, their ability to work successfully in a team and to overcome challenging situations to deliver creative and innovative digital solutions.

Describe at least two examples of work that demonstrates the nominee's Project or Account managing capabilities from March 2019 to June 2020.

Supporting material:

One or more client testimonials

The names and e-mail addresses of three clients who would support your nomination and be happy to be contacted by the judging panel should the nominee get through to the final round of judging.

People 16: Agency Digital Team

This award is presented to a Digital Team within an agency that has produced outstanding digital work across a number of projects, has shown high level team working skills, has successfully managed and responded to client needs, has met and overcome challenges posed by the digital medium and collectively have been able to achieve high quality output while maintaining innovation and digital creativity. Entry deadline for this category is Tuesday 7 July.

The Team: This team may have come together around a specific large piece of work or set of projects for a single client. Alternately this may be a team that generally works together across multiple clients' work. The team can include up to 8 people drawn from Client Services, Project Management, the Development Team, Creative, UX, Writing and QA. One person should be designated the lead who will direct any correspondence and respond to questions at the second round.

Entry cost: £175 + VAT (£210)

Entry: At entry stage you will be asked to:

Supply a short description of the team, the individuals and their roles, how they work together (including meetings and processes) and why the team works well, the body of digital work delivered by this team within the time period specified, how they've worked with and managed the client(s), how they've upheld the highest standards, how they've shown innovation and creative thinking and how they've overcome challenges.

Describe at least two examples of work delivered by the team from March 2019 to June 2020 highlighting how the team effort has produced this work.

Provide at least one client testimonial that mentions the team or more than one individual from the agency.

Provide the names and e-mail addresses of three clients who would support your nomination and be happy to be contacted by the judging panel should the team get through to the final round of judging.

Entries can be submitted with a mp4 video file, ideally no longer than three minutes in duration.

2020 Update - We've made the entry process easier in the current circumstances and this year we will accept an mp4, JPEG, PowerPoint, or PDF to support your entry, but not compulsory for this category.

Second Round: - For those teams that are chosen as finalists, your nominated clients will be contacted for assessment of the team. Supplementary questions may also be sent to the agency team head at this stage.

People 17: Pharma Digital Partner

This award will be presented to an individual working in the pharmaceutical or life sciences industries, that is a digital champion within the organisation, pushing boundaries, championing innovation as well as being a great agency partner, following best practice in the selection of an agency and in maintaining the ongoing working relationship to produce outstanding digital work. Nominations for this category are **FREE OF CHARGE**. Entry deadline for this category is Tuesday 7 July.

Please note that the nominee must be working for a Pharma/biotech company at the time of the Awards presentation on Thursday 17 September.

Entry cost: Free

Entry: At entry stage you will be asked to:

Supply a short description of how the nominee has championed the use of digital channels and initiatives within their organisation and shown excellence in working with an agency and managing digital projects from March 2019 to June 2020.

Please provide contact details for the individual you are nominating and ensure that he or she is happy to be nominated.

The written entry will be assessed; the shortlisted nominees will be contacted for further information and, if chosen as finalists, will be interviewed by a judging panel via phone or videoconference.