

Entry Kit



WELCOME TO THE PM SOCIETY DIGITAL AWARDS ENTRY KIT

2021 marks the 12th 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 and updated Categories including:
 - Building Digital Communities
 - EFFECTIVENESS – Innovation Award
 - Markify HCP Behavioural Science Award
- Craft awards DO NOT need effectiveness data
- Effectiveness categories are judged on measurable results
- Remember to nominate your colleagues or team for our People awards
- Nominate a client FREE to be Pharma Digital Partner 2021

We are not sure yet whether the ceremony will be live or online. Watch out for regular updates. The awards ceremony date is provisionally **Thursday 16th September**.

So start working on your entries and don't forget to get them to us by **Tuesday 11th May***. Finalists will be contacted by the end of June and the second round judging days will be on **Tuesday 13th, Wednesday 14th and Thursday 15th 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.

*An extension will run to Tuesday 18th May for an additional fee.

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Categories

Effectiveness Awards

Brand promotion
HCP education, training & support
Healthcare charities & patient associations
Patient programmes
Meetings & events
Building Digital Communities - NEW
Multichannel Campaign
Corporate or External Communications
Internal Communications
Market Access
Innovation (Use of New Technology)
Adaptation Award (previously Global to Local)
Long Term Campaigns (previously Still Working!)

Craft Awards

Film
Animation
Innovation

People Awards

Digital Project or Account Manager
Agency Digital Team
Pharma Digital Partner

Key dates

Tuesday 11 May – Entry deadline for Effectiveness and Craft categories
Tuesday 18 May – Entry extension for Effectiveness and Craft categories
Tuesday 25 May – Tuesday 15 June – Online judging
w/c Monday 28 June - Finalists announced with invitation to Online Judging Days
Tuesday 13, Wednesday 14, Thursday 15 July – Online Judging Days
Thursday 15 July - Entry deadline for People categories
Thursday 16 September – Digital Awards 2021 Ceremony

Who can enter?

Entries for these awards may be submitted by any UK, European or International organisation of the following types:

- 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 or healthcare charity
- NHS group or organisation
- Technology or software company operating in the healthcare space
- Other healthcare company or agency

Eligibility

Dates

Effectiveness and Craft Awards

Tuesday 31 March 2020 to Tuesday 6 April 2021 – Entries must have been active, online or in use at some stage between this date range*

*Thursday 9 March 2018 to Tuesday 6 April 2021 - Long Term Campaign (Still working!) (3 years) and Friday 8 March 2019 - Tuesday 6 April 2021 for Building Digital Communities (2 years)

People Awards

Entrants need to give examples of work carried out between March 2020 and June 2021.

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 (or entering projects that have been entered before)

Entries which are extensions of a previously entered campaign must, in the opinion of the judges, be noticeably different from previous executions.

The exception is that an entry made last year into Still Working can be entered again into the equivalent category this year (Long term campaign) as long as there is new data to represent the extension of the campaign over the last 12 months.

Entries into the new Building Communities category can also be projects or campaigns entered last year (into any category) as this is a new category and as such is looking at components of the project previously not considered.

An entry previously submitted into a craft award (but not into an effectiveness award) may be entered this year into an effectiveness award if the eligibility dates still apply and the entry now has relevant effectiveness data. It may not be entered into a craft award unless it's a campaign extension, which is noticeably different from previous executions.

Number of categories you can enter

Each project may be entered into a maximum of **TWO CRAFT** and **TWO EFFECTIVENESS** categories **PLUS** The Markify HCP Behavioural Science Award (making a maximum of 5 if the Markify award option is taken).

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 is 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.

Supporting your entry

Entries can be submitted with an 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 2021.

To support the **Markify HCP Behavioural Science Award** please upload additional files such as PDFs of the campaign assets.

For the Film and Animation categories please upload your full film file with your entry as an mp4 video file. However where your film is longer than three minutes you should 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.

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 Tuesday 11th May 2021. A seven-day extension will be permitted to midnight Tuesday 18th May 2021 for an additional charge. People category entries can be accepted up to midnight on Thursday 15th July 2021.

Entries are charged at £195 + VAT per entry (£234 total)

An additional £60 + VAT will be applicable to effectiveness and craft entries received after the closing date of midnight, Tuesday 11th May 2021 but received before the extended deadline of midnight on Tuesday 18th May 2021.

Nominations for the Pharma Digital Partner are FREE OF CHARGE

It is free to enter the Markify HCP Behavioural Science Award, if you have entered one of the qualifying categories. If you DO NOT wish to be included in this award please check the box on the entry form.

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.

As some entries are viewed via a URL supplied by entrants during the entry process, please ensure your entries remain online and accessible until after the judging day at the end of July 2021.

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 online face-to-face judging days on **Tuesday 13th, Wednesday 14th and Thursday 15th July**. Each entry will be given 15 minutes – 10 minutes for presenting and 5 minutes for questions from the judges.

For both rounds, your entry will be judged on the judging criteria outlined in each category.

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 that you invite a client to the final online 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.

Judging 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) for categories aimed at HCPs and at least one agency representative with expertise in developing digital technologies.

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.

Markify HCP Behavioural Science Award

The essence of marketing is to create a behavioural change (eg. getting customers to start buying your product, to buy more or stop buying a competitor). The PM Society is excited to offer a first of its kind marketing category around behavioural science. The new 'Markify HCP Behavioural Science Award', will use an evidence-based behavioural science analysis tool to evaluate this year's award entries, and top performing campaigns will be shortlisted for this prestigious new award.

You will automatically be entered free of charge into this new award when you submit your entry into at least one of the following HCP effectiveness categories:

Brand Promotion, HCP Education, training & support, Multichannel Campaigns, Adaptation Award, Long Term Campaigns

You can choose to opt out of entering this award if you wish.

Within this category, we will evaluate the execution of your campaign using the Markify evidence-based behavioural science framework, which will objectively score your content and provide a free behavioural science feedback report. This award goes beyond what looks good, and evaluates what is likely to be effective, based on behavioural science.

1. Awareness/Attention: Characteristics of the campaign that increase the chance of customers starting to engage with it
2. Engagement: Characteristics of the campaign that increase the depth of engagement
3. Impact: Characteristics of the campaign that increase the resonance and impact of the campaign
4. Overall behavioural science effectiveness score: This will be a combined behavioural science score generated from your entry.

Digital Project or Account Manager and Agency Digital Team

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/digital team, and there may be further questions posed to the finalist/s 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: 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

This category is eligible for the Markify HCP Behavioural Science Award

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)

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

Effectiveness: 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.

This category is eligible for the Markify HCP Behavioural Science Award

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

Effectiveness: 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. This category is also suitable for pro bono work done by agencies during the pandemic to support charities in their Covid-19 related communications.

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

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/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

Effectiveness: 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.

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 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

Effectiveness: Meetings & events

All online and virtual meeting projects as well as digital materials & elements that have been utilised within a meeting or events setting. Eligible meeting settings include congress and symposia and other HCP meetings, patient meetings and internal meetings within pharma or service agency organisations, at local, national and international levels.

Examples: Types of events may include webinars, online meetings, e-congress activities, events run on virtual meeting platforms, exhibition stands and digital projects used within a traditional meeting setting, web-based conference highlights, projects to engage HCPs online around a live event, games and interactive displays within public settings, other experiential projects.

There are a number of elements of the meeting or event we will be evaluating in this award.

1. Communication goals/strategy
2. Promotion and driving engagement before, during and after the event
3. The event content, interaction and experience to drive your communication goals
4. Leverage of event, how the event was used to generate content, engagement, permissions etc

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

Effectiveness: Building Digital Communities – NEW

Campaigns (promotional or non-promotional) demonstrating the effective development and/or building and management of an online or digitally-led community and the building of meaningful engagement, collaboration, and growth among its participants.

Entries should relate to work done between Friday 8th March 2019 and Tuesday 6th April 2021.

Examples: Campaigns involving HCPs or patient communities that promote true collaboration and sharing at scale via social media platforms, HCP-only communities, or through company-led apps or platforms.

Judges will be looking at the community building activities, engagement with the community, integration of the community with other channels to drive interactions and building long term value to the members of the community.

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)

- A clearly defined vision and value proposition for the community
- Clearly define the SMART objectives for your campaign including the objectives for the community
- Explain how you utilised appropriate market insight to determine the strategy.

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

- Describe how your campaign was developed and implemented from concept through approval to delivery.
- Cover the technological elements of your campaign, including content, appropriate platform selection and functionality.
- Describe the promotional tactics to grow the community and how you overcame challenges of building or growing a community
- 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) (45%) (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 (15%) (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.

Effectiveness: Multichannel Campaign

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.

This category is eligible for the Markify HCP Behavioural Science Award

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

Effectiveness: Corporate or External Communications

Corporate social campaigns, digital initiatives or websites to promote the company or a specific company initiative externally

Examples: This could include a company website, social media campaign, 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.

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 had a positive impact on the business

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

Effectiveness: Internal Communications

Any digital programme or campaign for internal communication, motivation or training. Open to pharmaceutical companies, agencies or other organisations within the sector. This award will also recognise innovative online approaches to engaging teams through long periods of remote working.

Examples: Email campaigns, training programmes, intranet sites, internal conference and meetings/events.

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 had a positive impact on the team/company.

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

Effectiveness: Market Access

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.

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

Effectiveness: Innovation (use of new technology)

In this effectiveness 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 new technologies previously used in other industries but considered novel to the healthcare/medical sector. Entries will span all kinds of digital initiatives used in healthcare communications and engagement and judges will assess how well the technology has been used to convey the right message to the right audience or meet the overall objective of the project.

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) (30%) (200 words or less)

- Describe how your campaign was developed and implemented (from conception, through approval, to delivery).
- Cover the technological elements of your campaign, including content, technology 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?

Effectiveness of your campaign (outcomes against objectives) (35%) (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

Innovation (20%) (200 words or less)

- Highlight the elements that are new and cutting-edge about the technology or this specific use of the technology. How is this project or campaign innovative?
- 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 / £100K - £200K / Over 200K

Effectiveness: Adaptation Award (previously Global to Local)

Campaigns (promotional or non-promotional) demonstrating any effective adaptation of a campaign developed in another region, by another affiliate or for another purpose and where the core creative concept or idea did not originate with the entering agency. Entries can be for individual campaign elements or a combination of several elements.

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

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

This category is eligible for the Markify HCP Behavioural Science Award

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 adapted from the source campaign or project 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 of adapting a campaign/project 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

Effectiveness: Long Term Campaigns (previously Still Working!)

Campaigns or projects (promotional or non-promotional) launched by Friday 9th March 2018 that were still in use on Tuesday 6th April 2021 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 Thursday 9th March 2018 that were still in use on Tuesday 6th April 2021. If you entered this category last year you CAN enter again this year if the campaign is still in use and you have further data to add to the entry.

This category is eligible for the Markify HCP Behavioural Science Award

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) including how performance has been sustained over time
- 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



Craft: 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.

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 to address your objectives (from conception, through approval, to delivery).
- 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 / £50K - £100K / Over 100K



Craft: 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.

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).
- 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 / £50K - £100K / Over 100K

Craft: Innovation

THERE IS NOW A SINGLE CRAFT INNOVATION CATEGORY (THE SECOND INNOVATION CATEGORY IS NOW IN EFFECTIVENESS)

In this category the judges will look for innovation in the use of digital technologies in the pharma / healthcare setting. Entries will span all kinds of standalone and multichannel programmes, events, experiences and initiatives that have a digital element. This category is for both uses of new technology within the pharma/healthcare communications setting as well as projects showing novel thinking in the use of digital (even where the technology is not considered new). The winner will be the one the judges deem to be the most innovative or creative use of digital.

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.

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 / £100K - £200K / Over 200K



People: 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 during 2020/2021. 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 Thursday 15th July 2021.

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 – they should not be at an Account Director level but should be someone who is still at the AM/ PM level at the deadline for entries (Thursday 15th July 2021).

Entry: At entry stage you will be asked to:

Supply a short description of how the nominee has shown excellence in managing one or more digital projects during 2020/2021. 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 during 2020/2021.

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: 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 Thursday 15th July 2021.

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: 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 within 2020/21 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 for praise).

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.

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: 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 Thursday 15th July 2021.

Please note that the nominee must be working for a Pharma/biotech company at the time of the Awards presentation on 16 September 2021.

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 during 2020/2021.

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

The shortlisted nominees will be contacted for further information.