

PM
SOCIETY



Friday 17th March 2023
Grosvenor House Hotel, London

Launch webinar

What's new – focus on creative

- We have clear categories for campaigns that support product marketing as well as many categories for work that is all about disease awareness or medical education.
- We now have two diversity and inclusion categories, a single category for innovation as well as a new award for creative impact.
- Finally, our people awards highlight the best individuals from agencies as well as the best marketers from pharma.
- We hope you will find at least one category for each of your great creative programmes and campaigns!

Craft categories

What the judges are looking for:

- originality of the creative idea
 - relevance to the target audience and the problem/challenge it aims to solve
 - ability to get and hold their attention (impact)
 - clarity of purpose and key message
 - quality of the execution and cohesion with the copy/content
- Product Advertisement (Primary or Secondary Care)
 - Product Brand Campaign
 - Best Advertisement or Campaign for a Company Or Initiative
 - Charity or Patient Organisation Including Pro-bono
 - Internal Communications
 - Best Creative Medical Education Programme or Campaign
 - Meetings, Events and Exhibitions
 - Disease Awareness: Public/Patients (Including Film and Animation)
 - Disease Awareness: HCPs (Including Film and Animation)
 - Patient Support
 - Agency Internal Communication and Self Promotion

Special Awards

- **Best Use of Insight**

For guidance, you can consider an insight to be a discovery that provides a deeper understanding of the subject matter and leads to a change of thinking.

This category seeks to reward the best use of insight in driving creative excellence. Successful entries are likely to be those that are able to clearly show how a fresh and incisive insight was used to create a distinctive single-minded proposition and so inspire original creativity.

- **Innovation Award**

This is an open category for outstanding and innovative creative work demonstrating fresh thinking using any communications medium.

Judges are looking for programmes or campaigns where the creative concept and/or creative execution is innovative or novel within the context of its use with the target audience.

- **Creative Impact Award (NEW)**

Award to highlight the creative work which has had the best proven impact. This category is an opportunity to showcase how your creative work contributed towards achieving SMART marketing/business objectives. This could be for a campaign or a stand-alone project/piece of work.

Judges are looking for creative work that can clearly demonstrate tangible effectiveness metrics. Successful entries are likely to be those that are able to plainly show how the creative element differentiated from the competition and also enhanced the effectiveness of the campaign/communications.

Special Awards

- **Diversity & Inclusion: Creative communications**

This category is open to any creative communications campaign that shows authentic representation of the target audiences for the work.

This will include creative campaigns developed on behalf of pharma companies, aimed at HCPs, patients or the public, that have taken particular care in the gathering of insights and the choice of language/channel/imagery/content to ensure that the true and entire target audience is accessed, engaged and supported.

- **Diversity & Inclusion: Initiatives**

This category is open to any creative communications project or initiative (internal or external) that demonstrates a company's embrace of diversity, equity and inclusion.

This will be a creative campaign executed by an agency or client company to highlight or communicate around an initiative or new approach to improve diversity, equity and inclusion internally or at a corporate level.

People Awards

- **Agency Champion (level below MD / GM)**

Any person working within a healthcare agency who, over the past year, has delivered above and beyond in the field of healthcare communications. This might be in a campaign or piece of work or in how the agency has progressed culturally or creatively.

- **Pharma Marketing Pioneer (Free to enter)**

This award will be given to a person working in pharma marketing who has been a 'pioneer' within their organisation in carrying out their role - in terms of introducing new ways of doing things, launching one or more new initiatives or moving the field of pharma marketing on.

Tips for putting your entry together

1. Start your entries early, you can save the entry form and come back to them later and submit
2. Engage clients as early as possible to gain approval
3. Look at the new supporting material required (videos, images or url's)
4. Any project with the same creative idea can be entered in up to 4 different categories.
5. Check the eligibility page and FAQs on our website
6. Take a look at the PM Society Awards 2022 results brochure
7. Take note of the deadline dates

Entry deadlines

Early bird entry deadline

Monday 07 November (Midnight)

Entry extension (1 week)

Monday 14 November (Midnight)

Final deadline, all entries must be completed.

Monday 21 November (Midnight)

- **Largest industry awards event**
 - Established/well attended/great association
- **Use of 20 second video within the show**
 - Great for recruitment/company promotion
- **Pre and post company promotion**
 - We will work hard to ensure your support is communicated to the industry
- **Ask for a sponsor pack – Jenny Claridge jenny@pmsociety.org.uk**
 - New partnership opportunities across both Awards or 3 year options with other benefits



Why sponsor the PM Society Awards?

Summary

Awards ceremony - Friday 17th March 2023
Grosvenor House Hotel, London

New positioning
New categories



Entry deadline – Monday 7th November

Entry extension – Monday 14th November

Final (Final) call – Monday 21st November

All questions

email Lorna (entries) lorna@pmsociety.org.uk