



# PM Society Awards

What, why and how to enter

# Agenda

- The two PM Society Awards Events
  - PM Society Awards
  - PM Society Digital Awards
- Why enter Awards?
- Process for entering
- Tips for winning entries!

# PM Society Awards

The PM Society is a not-for-profit organisation that believes excellent healthcare communications\* leads to better outcomes for patients.

## We aim to:

- Support organisations and people in pharma marketing and communications
- Recognise excellence and promote best practice\*
- Provide education and development

## \*This is where our awards come in:

Two award events that showcase the best creative communications our industry has to offer.



# PM SOCIETY AWARDS



- In its 38<sup>th</sup> year
- Celebrating creativity, impact and innovation in creative communications in the pharma and healthcare sectors
- Held annually in March at the JW Marriott Grosvenor House, London
- An amazing afternoon of networking with over 900 industry colleagues
- Judging panels are made up 60+ judges, a mix of pharma and agency
- Full range of entering agencies across Creative, Med Comms, PR, Pharma, Charities and more...



# PM SOCIETY DIGITAL AWARDS



- Running 14 years
- Focus on digital effectiveness, craft & innovation
- Held at The Brewery, London annually in September
- An amazing evening of networking with over 500 industry colleagues
- All digital and multichannel activities across scientific, brand, patient, internal and corporate communications
- Judging panels are a mix from industry (marketers & digital)
- As a finalist you present your work to panels of industry professionals at a live second round over Zoom
- Full range of entering agencies across Creative, Med Comms, PR, Market Access, Digital and more



Why enter awards?

# Why enter awards?

1. Your work (and therefore your company profile) gets seen by pharma judges at all stages
2. PR opportunities of a finalist position or a win
  - You will receive a logo for use on your website or email signature
  - You can access photos of your team on stage
3. Celebration opportunity for team

“Our success at the PM Digital Awards undoubtedly helped us grow our business last year. In June we had our biggest ever pitch win for a client that first approached us after hearing of our PM Society Digital Awards success. It’s the marketing channel that drives our biggest ROI so I’d highly recommend entering for any digital agency looking to grow”.

*Chris Finch, earthware. 2019*





Focus on creativity, as well as special categories and people awards



# PM Society Awards – focus on creativity

## What the judges are looking for\*

- Originality of the creative idea (20%)
- Relevance to the target audience and the problem/challenge it aims to solve (20%)
- Ability to get and hold their attention (impact) (20%)
- Clarity of purpose and key message (20%)
- Quality of the execution and cohesion with the copy/content (20%)

\*example criteria

## Craft Categories in 2023

- 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

## **Creative Impact Award**

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 work that can clearly demonstrate tangible effectiveness metrics.

## **Diversity & Inclusion: Creative communications**

Open to any creative communications campaign that shows authentic representation of the target audiences for the work.

## **Diversity & Inclusion: Initiatives**

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

## **Best Use of Insight**

This category rewards 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**

A 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.

# People Awards

## **Agency Champion (level below MD)**

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.



**Ben Smith**  
Purple Agency,  
Agency Champion Winner 2023



**Andrew Binns**  
AstraZeneca,  
Pharma Marketing  
Pioneer Winner 2023





Focus on digital effectiveness but also highlight digital craft, innovation and the people behind the work

# Effectiveness Categories

## What the judges are looking for:

- Effectiveness of your campaign (outcomes against objectives) (50%)
- Campaign objectives and strategy (10%)
- Tactical implementation (delivery) (20%)
- Creativity and innovation in your content, presentation or delivery (20%)

- Brand promotion
- HCP education, training & support
- Healthcare charities, patient associations & the NHS
- Patient programmes
- Disease Awareness (Public) – NEW!
- Meetings & events
- Engaging HCP Communities
- Customer Experience Excellence (evolved from Multichannel or Omnichannel Campaign)
- External Communications (Pharma or Agency)
- Internal Communications (Pharma or Agency)
- Evolving Campaigns for Success

\*categories are evolved every year so look out for changes

# Craft Categories

## What the judges are looking for:

- Creativity and innovation in your content, presentation or delivery (60%)
- Campaign objectives and strategy (10%)
- Tactical implementation (delivery) (30%)
- No effectiveness metrics are needed

- Film
- Animation
- Innovation - Best use of technology
- Innovation – Creativity/novel thinking

\*categories are evolved every year so look out for changes



# People categories

## **Project or Account Manager of the Year**

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 2022/23. 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.

## **Digital Agency of the Year (formerly Agency Digital Team)**

This award is presented to an agency that has produced outstanding digital work including omnichannel programmes, 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 been able to achieve high quality output while maintaining innovation and creativity during 2022/2023

## **Pharma Digital Partner (Free to enter)**

This award will be presented to an individual working in the pharmaceutical or life sciences industries, who 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.





How are the entries judged?

# Judging process for both awards

60+ highly skilled and experienced judges from the pharma industry with expertise across marketing, communications, digital, creative and agency leadership

## **Two-stage judging process**

**Stage one** – Judges review all entries online (alone) and score each on the basis of the criteria set

- Based on scores alone, the top 3 – 7 (depending on the number of entrants and how close the scores) are chosen to be FINALISTS
- Finalists are informed

**Stage two** – Second round judging of finalists to select Gold, Silver and Bronze award winners



# Second round judging

## PM Society Digital Awards

- Finalists will be invited (agency + client) to attend online face-to-face judging days in mid July
- Each entrant will be given 15 minutes – 10 minutes for presenting and 5 minutes for questions from the judges

## PM Society Awards

- Judging panels meet to discuss the finalists, review them as a group and decide on winners

# Selecting judges

- Our two awards have separate judging panels and we try to ensure that panels are appropriate for the focus of the awards and the specific categories being judged
- Every time we put together a judging panel, we look at past judges as well as adding in new judges (no judge can be on a panel more than 2 years running)
- During the vetting process an individual's level of seniority and experience will be taken into account. This ensures that the judges have significant experience and knowledge of the pharmaceutical industry, creative industries and advertising, PR, communications, marketing, medical affairs and specifically digital channels and technologies



# How to enter

# Simple entry process

- Simple online entry form via our website
- You need to be a PM Society member to enter
- Assets uploaded
- Progress bar displays entry progress
- You can start your entry and go back to it again and again

The screenshot shows the entry form for the PM Society Digital Awards 2023. The navigation bar at the top includes 'PM Society Digital Awards 2023', 'Categories 2023', 'ENTER', 'Launch Webinar', 'Judging', 'Eligibility', and 'Sponsorship'. The main heading is 'Entry for: Digital - Brand promotion'. The form contains several input fields: 'Entry title \*', 'Product (if applicable)', 'Therapeutic area', 'Entering company/companies \*', and 'Sponsor / Pharmaceutical Company \*'. Below these is a section for 'Additional contributors (agency, writers, etc)' with a note: 'This is for the judge's information to avoid conflicts when judging. If you wish for another company to be acknowledged please add this to the Entering company/companies field.' There is also a partially visible input field at the bottom of this section.



# Costs of entry

- The PM Society is a not for profit, aiming to bring value to its members and to the industry without the need for profit for shareholders.
- That means our awards events are probably the most cost effective in the industry
- You must be a corporate member of the PM Society to enter the Awards.

PM Society Digital Awards	PM Society Awards	Creative Floor	Communique
£195	£255	£450	£420
£255	£315	£550	£695
£315	£375	£650	
		£750	
		£850	



# How to write a winning entry

# Tips for entry

1. Engage clients as early as possible to gain approval
2. Take a look at the results brochures from previous years to see what sorts of projects won
3. Start your entries early, you can save the entry forms and come back to them later and submit
4. Look at the supporting material required in plenty of time (e.g. videos, images or URL's)
5. Make sure you answer each of the criteria mentioned, as judges will be scoring the entry against a strict grid.
6. Any project with the same creative idea can be entered in up to 4 different categories,
7. **Digital Awards only** - Remember a project entered into a craft category one year can be entered again into an effectiveness category the following year (once you have data)

# Writing a winning entry

Select your best work! (this sounds obvious) and put it into the right category

Your work needs to stand out either for its execution/creativity OR its results OR both of these. (depending on category).

If you produced a fairly standard, functional piece of work (eg an elearning module) and it won't win any prizes for its creativity in a craft category, then you need to show SMART objectives and incredible results.

If you have a beautiful film, a creative concept that was brave, a multichannel campaign that used channels in a different way or pushed boundaries then these are all entries for craft and innovation categories.



# Writing a winning entry

1. Data, data, data... For effectiveness categories, it's so important that you are able to accurately represent how effective your project was. In terms of quantitative data, you need to show the KPIs agreed at the start and how the project performed against them. Ideally this would include some indication of behaviour change, e.g. a before and after survey around HCP knowledge or intention to change disease management. Qualitative data in the form of testimonials, particularly from a named client or HCP will also help.
2. Make sure the judges can experience the entry – either by highlighting its key content and UX in a video capture or giving a link to it if that's possible (e.g., for websites or social media campaigns). Sometimes an entry will describe a project well, but the judges don't have any idea of what the actual programme or campaign was like. Think about how you can help them visualise and experience it.
3. Make sure any copy is as easy to read as possible. Sometimes you are limited to completing an online form with no control over formatting. For other awards you can submit a pdf. Whatever the limitations, do the best you can to make your entry clear and readable. If in doubt contact the awards manager to find out what you can and can't do.

# Comments from judges:

## Why 'effectiveness' entries do not make it to finals

In the effectiveness categories over 50% of the negative comments from judges last year were around lack of information on objectives, targets or results or results being unimpressive

It's about the ambition of the programme, related to the strategy and the target audience. It's not impressive to set yourself an 'easy' target and exceed it. This entry aimed at only 200 engagements and they got 250, so that's 125% of target, but given the audience size, this is not impressive.

Not very specific objectives or targets

Well executed but results are limited

There are results given but they are not impressive

No KPIs set at the start so it's hard to understand if the impact was aligned with expectations

## Innovation

It's a new technology and maybe a first, but just not a good use of that technology

Not really that new or exciting – I've seen it before

# Comments from judges:

Why did craft entries fail to reach the finals?

## Film & animation

Lacks finesse in the production

Poor voice over

Good idea but poorly executed in my opinion

Really slow and drawn out, could have been half the length

# Common pitfalls across all awards

1. Not completing the entry form correctly, generally poorly written entry, not enough information or information provided in the wrong sections
2. Not providing an entry video – just a link to a website or other asset and no guide for judges to know how to navigate it. The entry video helps at first round when there are a lot of entries for judges to look through. It provides that 2 minute, succinct summary of your entry in an easy to watch version.
3. Consider compiling any visual elements into one document to make it easier for the judge to view – sometimes a large number of separate documents are uploaded and, it's difficult to navigate what they are and what part of the whole they make up
4. Ineligible entries and entries into the wrong category – over the last 12 months around 15% of entries were either ineligible or in the wrong category



# Comments from judges on Gold winners:

very evocative,  
big impact

Engaging, original and entertaining way of educating sales reps. Most importantly was clearly effective too. Well executed with good production values and varied use of platform to dispense information and learning.

This campaign is full of personality, which makes it engaging and memorable.

A fresh and immediately arresting take on the 'dry' subject matter. Being bold clearly got the audience talking and engaged

Finally, an entry that clearly defines the audiences, leverages insights, sets objectives and connects the dots.

It's clear this programme had a real impact. The stats on the before and after self reported knowledge & confidence of HCPs were impressive

# Other insights about winning work

We've looked at the winners from the last 12 months over both awards. Here are some patterns in judges' comments other than just 'stand out effectiveness' which is always a winner!:

- The insights on which the whole campaign was based were mentioned frequently as being important to finding the right approach
- In 1/4 of the judges' comments about winners, the emotion of the campaign and how it made people feel was mentioned and not just in the obvious ones.
- In describing implementation of the programme, details like co-creation and using data for tailored messaging and continual improvement were mentioned often.
- Where there was craft to be considered in film, animation, UX, channel choice or omnichannel implementation, there was much mention of high production values, demonstrating best practice and flawless execution.
- 'Creativity' does not mean only good visual creativity and design. Novel thinking and new approaches for the specific target audience were deemed just as important.

# You can start now...

- Plan for awards when you start working on a project. (don't wait until you are close to an awards entry deadline)
- It can be difficult to look at delivered projects retrospectively and see how they could fit awards categories. So, think about projects that are kicking off right now or are in their early stages and plan them with potential awards criteria in mind. In practice, this means engaging with your client, particularly around KPIs and data capture, so that you are in a good position to enter this project for awards in a year's time!