

Entry for: PMi - Brand Promotion

Entry title *

Product (if applicable)

Therapeutic area

Launch Date and Time Period Active *

Entering company/companies *

Sponsor / Pharmaceutical Company *

Additional contributors (agency, writers, etc)

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.

Project type *

Campaign objectives and strategy (150 words or fewer) (10%) *

- 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

0 of 150 max words

Tactical implementation (delivery) (300 words or fewer) (40%) *

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

0 of 300 max words

Impact of your campaign (outcomes against objectives) (300 words or fewer) (50%) *

- Share the programme's targets and performance against these metrics (quantitative)
- Where possible please include benchmark data to better enable the judges in assessing impact
- Share internal and external stakeholder feedback (qualitative)

0 of 300 max words

Entry URL

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.

Username and password if applicable for above website

Supporting Material

- Entries can be submitted with an mp4 video file, ideally no longer than two minutes in duration. The video must clearly demonstrate any interactivity and illustrate the best features. The video must clearly demonstrate any interactivity and illustrate the best features. You can video capture the entry being demonstrated and upload this file with your entry.
 - Websites can be entered by supplying the URL and an mp4 video demonstrating the user experience and 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.
 - If you are entering a film or animation, please upload your full film file with your entry as an mp4 video file. Where your film is longer than two minutes you should also supply an edited video file no longer than two minutes in duration which will be used during first round judging. The video should give the judges a flavour of the entire programme.
 - Please upload any additional files to support your entry such as PDFs of the campaign assets.
- 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.
- Please ensure your supporting material is fully uploaded before exiting. All materials successfully uploaded will be shown under the 'Choose File' button.

Drop files here or

Max. file size: 2 GB.

Save and Continue Later

Submit