Entry deadline: 16th July 2009

PMEA
Pharmaceutical Marketing Effectiveness Awards

entry kit 2009
Introduction

The PMEA scheme has become established as being the only awards initiative to recognise and reward true marketing effectiveness within the UK and European pharmaceutical industry. Rewarding teamwork, innovation and, most of all, recognising the talent that exists in organisations, large and small, these awards are highly regarded by individuals and the industry alike.

“The award we value the highest is the PMEA. Quite simply it is the most prestigious award to win.”

Rob Wood, ex UK marketing director, AstraZeneca

Recognising change

As a result of customer feedback and constant evaluation we have introduced some new categories and made changes to others. Please ensure you read all the category criteria carefully and take a look at the judges’ advice on page 20 – if you do all this you’re on your way to a potentially award-winning entry!

Confidentiality

Your work will be treated with the utmost sensitivity; every judge signs a confidentiality agreement and following the awards presentation, submitted materials will be returned to you or destroyed. Should you be successful, only extracts from your executive summary will be used for publication in the special awards brochure.

In this entry pack you will find everything you need to submit an entry. Take advantage of the opportunity for a PMEA judge and a member of the team to come to your office and give you some advice on what makes an award-winning entry. Should you require further assistance before the entry deadline, just give Debbie or me, Anneliese, a call on +44 (0)1306 740777, or email dtuesley@pmlive.com.

Good luck!

Anneliese Cameron
Awards Director

What are the PMEA?

The PMEA celebrate the very best in marketing effectiveness – rewarding talent, quality and excellence. They are organised by PMGroup, highly respected independent publisher of the leading industry magazines Pharmaceutical Marketing, Pharmaceutical Marketing Europe and Communiqué and producers of the successful Communiqué Awards.

Who can enter?

• UK or European pharmaceutical, biotech, ethical, OTC and medical device/diagnostic companies
• Pharmaceutical companies in conjunction with one or more of their marketing agencies
• Advertising agencies, PR or medical education agencies, or management consultants acting on behalf (and with the full authorisation) of the client pharmaceutical company.

How are the PMEA presented?

The Pharmaceutical Marketing Effectiveness Awards culminate in a gala black-tie dinner and awards ceremony on Thursday 26th November 2009, at the Hilton, Park Lane, London. Over 600 guests from a wide range of companies attend and it has become a true highlight in the healthcare industry calendar.

John Suchet – Host, PMEA 2008
The 2009 Award Categories

Product Launch of the Year
Marketing Campaign of the Year
Brand Revitalisation of the Year
European Marketing Campaign of the Year
Medical Devices/Diagnostics Marketing Award  UPDATED
OTC Marketing Campaign of the Year
Healthcare Collaboration Award  NEW
Customer Focus Award
Patient Focus Award
Public Health Marketing Award  NEW
Corporate Marketing Award  NEW
Innovation Award

Marketing Team of the Year
European Marketing Team of the Year  NEW
Young Marketing Professional of the Year  NEW
Lifetime Achievement Award®  NEW
PMEA (UK) Company of the Year (<£100 million)*  UPDATED
PMEA (UK) Company of the Year (>£100 million)*  UPDATED

* Awards not entered via this entry kit

“It’s fantastic to be recognised for all the great work the team has done. One of the highlights for me was the interview with the judges. I came out thinking that there’s a lot of really good work that we do and deserve to be proud of. It was a really rewarding experience for us and I’m overjoyed for the guys tonight.”

Steve Poulton, commercial director, Pfizer
Winner, PMEA Company of the Year >£100 million
Confidentiality & the Judging Process

Confidentiality
As organisers of the awards, PMGroup recognise and understand the sensitive nature of the information submitted in the entries. With this in mind, we have systems in place to ensure confidentiality at every stage of the judging process.

You have total control
• You have total control of the information that may be disclosed, as only content within the 500-word executive summary (see page 10) will be published when reporting the award-winning entries. If, in exceptional cases, you prefer to disclose only the title of your entry, please make that clear on the entry form (pages 22 & 23), together with details of any visuals that you do not want published. We will then restrict the coverage relating to your entry as per your request.
• Please indicate on the entry form if you require your entry and supporting materials to be returned to you or destroyed by PMGroup after the awards presentation
• Each judge is required to sign a legally-binding confidentiality agreement before appointment
• As organisers, we undertake to adhere to the same confidentiality agreement
• A maximum of only seven judges, with specific responsibility for the category entered, will see the entry. However, all judges review the Innovation and Young Marketing Professional submissions
• Entries are delivered to the judges by hand and signed for
• PMGroup retains all entries after the judging day and these will either be returned to you, or destroyed.

The judging process
The judging panel comprises a range of experts with a breadth of expertise and experience, from leading management consultants to top business school academics.
• Judging will take place in September 2009
• Once the entries have been received and processed, copies of the submissions are delivered to the relevant judges in each category. Entries are then reviewed and scored by the individual judge, according to the stated criteria for that category. Please note that, at this stage, decisions are made solely on the content of the written submission (and any PowerPoint data)
• The judges then meet as a small group to review and discuss each entry in detail. It is only at this stage that supporting materials will be taken into consideration. Following discussion, the judges then re-score and select the finalists, commendations (where appropriate) and winners
• Following judging, finalists will be announced on www.pmlive.com, in the October issue of Pharmaceutical Marketing and the Nov/Dec issue of Pharmaceutical Marketing Europe. All entrants will be notified directly by email of whether they are finalists.

Coverage of PMEA
PMEA results are published in a special Book of the Night, which is circulated to guests at the event. A commemorative PMEA supplement will be mailed to members of the industry only with the January issue of Pharmaceutical Marketing magazine and the Jan/Feb issue of Pharmaceutical Marketing Europe. Category winners are also announced on www.pmlive.com immediately after the awards ceremony.

“As pharma professionals we completely understand the importance of confidentiality and we apply the same level of sensitivity and professionalism in our roles as PMEA judges.”

Tom Kass, PMEA judge
We are grateful to the following sponsors who have already confirmed their partnership with us for the PMEA 2009.

**Sponsors**

- **AstraZeneca**
  - Marketing Team of the Year
- **CHANDLER CHICCO COMPANIES**
  - European Marketing Team of the Year
- **santé**
  - European Marketing Campaign of the Year
- **HILL & KNOWLTON**
  - Innovation Award
- **IDS UK**
  - Healthcare Marketing
  - The opportunity to inform – The power to influence
  - Patient Focus Award

You still have time to find out more about sponsorship opportunities at this year’s awards.

**Contact Ciaran Duke on +44 (0)1306 740777, or email cduke@pmlive.com**
How to Enter

Requirements
Below are the entry requirements for all categories, except for the Marketing Teams, Young Marketing Professional of the Year, Lifetime Achievement and Company of the Year Awards (see pages 17-19).

- An entry form must be completed for each entry submission
- All entries must be on A4 paper, portrait format (no handwritten entries accepted). Accompany your entry with supporting materials (see right)
- Entries must be a minimum of two pages and a maximum of six
- Entries can be in black and white or colour. The entries are photocopied, so do not use tinted boxes or reversed-out type
- Do not bind entries
- A separate executive summary (see page 10) must be included with each entry
- Include charts and diagrams with your entry
- Data can be submitted using PowerPoint to support your entry
- Each entry must be supported by client or company authorisation. Please ensure this section on the entry form is completed
- Entries must be accompanied by payment at the time of submission. If sending multiple entries, we can accept one payment for the total

Supporting materials
Entrants should supply a selection of supporting visuals and materials (either A4 in size, or able to fit in an A4 box file) relevant to each entry. Materials for each entry must be clearly labelled and submitted in a separate folder. PowerPoint data (if included) should be provided on a CD or DVD (formatted to play on a PC), or accessible via a weblink (please provide access details).

Multiple entries
Companies may enter work for more than one category, provided that each entry has been written specifically to address the relevant criteria. Each entry must be accompanied by a separate entry form and set of supporting materials. One payment covering all entries is acceptable.

Eligibility
To qualify for entry, your submission(s) must:

- Fit the eligibility period as specified in each category. Sales data from Q1/09 is admissible, providing it is clearly stated in your submission
- Be carried out in the UK and targeted at a UK audience, or at an international audience including UK practitioners (unless otherwise indicated in the individual category criteria)
- Ensure your campaign or marketing activity is Code-compliant. We reserve the right to disqualify an entry or rescind an award should a breach of the Code be confirmed by the PMCPA at any time.

“The PMEA recognise excellence throughout the promotional mix. Being results-focused, highly objective and quantitative – you don’t win unless there is proof of successful outcomes in terms of sales and market share gain.”

Rob Wood, ex UK marketing director, AstraZeneca
Company/client authorisation
Each entry must be supported by company or client authorisation. Please ensure this section on the entry form is completed.

Entry form and fee
The entry form can be found on pages 22 & 23 of this entry kit. Photocopy the form before completing it if you wish to submit multiple entries. Alternatively additional copies of the form may be downloaded at www.pmlive.com/awards

Entry is charged at £140 + VAT (£161) per entry. Cheques should be made payable to PMGroup; see entry form for details of how to pay by credit card.

Closing date for entries is Thursday 16th July 2009*
Entries may not be withdrawn once the judging process has commenced and entry fees are non-refundable.

* A 7-day extension will be permitted to Thursday 23rd July for the additional charge of £50 + VAT per entry.

How we can help
Is this your first time of entering? Would you like some tips on what the judges are looking for? Then help is at hand. PMGroup are happy to come to your office, with a judge if helpful, to provide advice and further information about the PMEA scheme and to talk you through what makes a potentially award-winning entry. Call Anneliese Cameron on +44 (0)1306 740777, or email acameron@pmlive.com to arrange a meeting. Further tips and advice can be found on page 20 and also at www.pmlive.com/awards.

“The PMEA have gained status and prestige year on year.”

Nigel Brooksby, managing director, sanofi-aventis
The Judges

Chair

Dr Roger Watson is an independent consultant with commercial and public sector clients in the broad field of healthcare innovation. He has spent over 25 years in the pharmaceutical industry and has worked for MSD, Wellcome, Janssen-Cilag UK and GSK. At these companies, Roger was involved in innovations such as the first POM to P switch, the first contract salesforce and was responsible for marketing the first pharmaceutical product to break the £100m annual sales barrier. In recent years, he has helped marketing teams entering new market sectors, and worked with managers and professionals in the NHS to develop their customer focus.

Lisbet Coulton has spent over 20 years in the pharmaceutical and healthcare industries, working for companies such as GSK, BMS and Aventis before turning to consulting and setting up her own company, Tanwood Consulting. Lisbet specialises in strategic marketing and positioning, with particular emphasis on pricing and market entry/market access strategies for pharmaceuticals and medical devices. In January 2009 Lisbet joined Boston Healthcare Associates who specialise in the development of market access strategies and their ultimate implementation for biopharmaceutical, medical device, and diagnostics companies. Boston Healthcare has a global network of pricing and reimbursement experts with offices in 26 separate countries and provide expert coverage in these territories and also elsewhere.

Karen Fraser is vice-president of product marketing at NovaQuest, the strategic partnering group of Quintiles Transnational. Her focus is commercial aspects of partnerships including due diligence and ongoing management which exposes her to tactical and strategic product plans within many different companies, both in the UK and globally. She has over 25 years’ commercial experience in the industry and, prior to joining Quintiles, Karen held senior sales and marketing positions in several companies, including Amersham International, Glaxo Laboratories and Loretex Synthelabo. Karen also set up a successful marketing consultancy specialising in the provision of commercial planning and implementation to companies wishing to enter the UK market.

Tom Kass is senior vice-president, and head of healthcare and Biotech Investment Services, at EFG Bank. Previously, he was a partner at KPMG and PwC, having also worked at IBM, SIA and McKinsey.

Leonard Lerer is partner at Santeum Partners in Switzerland, where his specialities include life sciences investment and pharmaceutical marketing. He has advised governments, the World Bank, the WHO, NGOs and pharmaceutical companies. He is consulting editor of the Journal of Medical Marketing after being managing editor from 2002-2008.

Alasdair Mackintosh is a partner at the independent consulting firm Eden McCallum where he focuses on helping clients in pharma and healthcare sectors to address their strategic, operational and organisational issues. Originally a marketing specialist from the oil industry, Alasdair was previously a vice-president at Gemini Consulting and has led international life sciences practices for both Capgemini and Archstone Consulting.

Daniel Mathews is a lead partner of Accenture’s European Health and Life Sciences Practice. He has been with Accenture for seven years and working in the pharmaceutical industry for 15 years, with experience in Asia Pacific, the UK and across Europe. Throughout his career, Daniel has focused on working with a broad range of clients in the marketing and sales areas of pharmaceutical companies, to deliver business performance through consulting and outsourcing solutions.
Deborah Mechanick is the UK & Ireland country manager of Cutera, a US-based company specialising in aesthetic medical laser and light systems. She spent over 20 years in the pharmaceutical industry with companies such as GSK, BMS and Q-Med, where she held senior UK and European management positions in business planning, marketing and sales support, corporate strategy and public affairs. Deborah went on to establish her own consultancy, Aesthetics Matters, before recently taking on her current role at Cutera.

Claus Møldrup is associate professor at the faculty of pharmaceutical sciences, University of Copenhagen. He is also former visiting professor at INSEAD. His research is centred on the term ‘Modern Medicines’ which includes studies on lifestyle medicine, medical enhancement and medical marketing. He has published numerous scientific papers on medical marketing and is known as the reinventor of the ‘No cure, no pay’ strategy in medical pricing and marketing. Claus is also director of healthcare services at TBWA|WorldHealth, Denmark.

Eamon O’Brien is the managing director of the CR&C Organisation. CR&C specialises in developing brands and brand champions. Eamon is a sought-after facilitator and coach. He has a passion for working with individuals and teams to develop ways to improve their own performance and that of their brand.

Sue O’Donnell is an independent consultant with a special interest in healthcare and its relationship with the pharma industry. She has been a non-executive director of the Royal Brompton and Harefield Hospitals. She is currently engaged in a long-term NIS role looking at the changing needs of Primary Care via a federated polyclinic model, and is management lead of a practice-based commissioning cluster in south west London, representing the needs of 180,000 patients. Sue has previously worked at Glaxo Wellcome, KPMG, PwC and pharmology.com (the e-business of Alliance Unichem).

Roland Powell is director of Roland Powell and is a strategic partner/consultant working on sales, marketing and general commercialisation assignments in the global pharmaceutical business. Roland is also a freelance consultant with Executive Insight AG, a Swiss-based European healthcare consultancy. Previously with Lilly for 28 years, most recently as director of marketing and sales capabilities for Europe across all brands. His marketing experience encompasses brand development, brand council process, e-marketing/marketing innovation, brand DeepDives and running the Lilly internal European marketing awards. Known for his deep understanding of marketing and operational excellence, he is a regular speaker and chairman at industry events.

Dean Summerfield is managing principal for ZS Associates, in their Paris office. Dean’s expertise focuses on assisting organisations improve their commercial performance through developing fact-based strategies and enhancing selling effectiveness by improving the design and execution of promotional campaigns. Over the past 13 years, Dean has worked with life sciences corporations worldwide to address the challenges of the changing healthcare environment, and also advised companies in the financial services, postal services and telecommunications sectors.

Michael Thomas is a principal in the healthcare and pharmaceutical practice of AT Kearney. He has over 16 years’ consultancy experience helping blue chip clients formulate strategic responses to changes in the healthcare environment. Michael worked for SmithKline Beecham in strategy and planning and ran a PR agency specialising in lifestyle products.

The content of entries will remain strictly confidential at all times and will be discussed only within the confines of the judging process.

Pharmaceutical Marketing Effectiveness Awards 2009
The following categories recognise effectiveness in product and corporate marketing activities. Please see individual award categories for entry and judging criteria. Unless otherwise stated, these categories relate to work carried out between January and December 2008.

Entry format for the following categories –

• Product Launch of the Year
• Marketing Campaign of the Year
• Brand Revitalisation of the Year
• European Marketing Campaign of the Year
• Medical Devices/Diagnostics Marketing Award
• OTC Marketing Campaign of the Year
• Healthcare Collaboration Award
• Customer Focus Award
• Patient Focus Award
• Public Health Marketing Award
• Corporate Marketing Award
• Innovation

Entries should be paper-based, A4, typed or typeset submissions, a minimum of two pages and a maximum of six. You may include charts and diagrams with your entry and data can be submitted using PowerPoint to support your entry. A separate executive summary must be included with each entry.

Executive summary

Please provide a synopsis of no more than 500 words. Should your entry be nominated for an award, PMGroup may publish extracts from this synopsis. Therefore, it is important to ensure that it contains no confidential or sensitive information. PMGroup undertakes that no other part of your entry will be reproduced in any form whatsoever and this content will remain strictly confidential at all times.

Please use the following headings in your entry

1. Situation/market analysis
2. Objectives
3. Strategy
4. Tactical implementation of the marketing plan
5. Effectiveness: Outcomes vs objectives
Best Professional Campaign

This award focuses on the introduction of new ethical brands, major line extensions and new indications in the UK and Europe. It is open to UK activities carried out pre-, peri- and post-launch between October 2007 and December 2008. Depending upon the licensing situation (e.g., mutual recognition or EMEA centralised procedure) the product may have been launched in another European country prior to its launch in the UK and is still eligible for entry. Detail should be given of all activities prior to launch where relevant.

Judges look for evidence of strategic thinking, product differentiation and positioning, and how these are integrated into the pre- and post-launch tactics. Implementation of the campaign, together with the quality of the branding, is also of paramount importance.

Product Launch of the Year

This award focuses on the introduction of new ethical brands, major line extensions and new indications in the UK and Europe. It is open to UK activities carried out pre-, peri- and post-launch between October 2007 and December 2008. Depending upon the licensing situation (e.g., mutual recognition or EMEA centralised procedure) the product may have been launched in another European country prior to its launch in the UK and is still eligible for entry. Detail should be given of all activities prior to launch where relevant.

Judges look for evidence of strategic thinking, product differentiation and positioning, and how these are integrated into the pre- and post-launch tactics. Implementation of the campaign, together with the quality of the branding, is also of paramount importance.

Marketing Campaign of the Year

This award relates to ongoing marketing activities for the development of an ethical product in the UK and Europe, originally launched before the end of December 2007. This can be anything from a product that has made the transition from launch phase to become a well-established mature product. Entrants will need to demonstrate the ongoing development of the brand in 2008, with particular emphasis on the key elements of the marketing mix and the integration required to improve or maintain product performance. Customer focus and market development are important considerations. While sustained achievement is important, emphasis should be placed on activities and performance during the period covered by these awards i.e., January to December 2008.

Please note that this category is only for products deemed to be outside of the launch phase. Launch campaigns and those involving brand revitalisation must be entered into those specific categories.

Judging criteria:

- Quality of the pre-launch work
- Quality of the post-launch activity
- Market shaping and managing perceptions about the brand/company
- Product differentiation and positioning (to include competitor and customer analysis)
- Quantitative measurement of successful outcomes set against key objectives

Marketing Campaign of the Year winner 2008: Seroquel Live 2007 by AstraZeneca

Judging criteria:

- Evidence that the brand was built upon customer/consumer insight
- Explanation of positioning strategy
- Evidence of effective brand building
- Effective integration of the marketing mix
- Quantitative measurement of successful outcomes set against key objectives

The content of entries will remain strictly confidential at all times and will be discussed only within the confines of the judging process.
Brand Revitalisation of the Year

This award recognises the marketing team that demonstrates that it has successfully changed perceptions of a mature or existing ethical or OTC brand in the UK or Europe, among its target audience/s, leading to a turnaround in market performance, whether through advertising, PR, sales promotion or an integration of the marketing disciplines. The entry should relate to activities carried out between January and December 2008.

Judging criteria:
- Clear rationale for revitalisation
- Managing market perceptions (whether reinforcing existing perceptions or changing them in a favourable way)
- The quality of the positioning (or repositioning) of the brand
- Evidence of a turnaround
- Quantitative measurement of successful outcomes set against key objectives

European Marketing Campaign of the Year

This award relates to marketing activities that have been conducted during 2008 in two or more European countries* in support of an ethical (prescription) product or product portfolio. European countries include EU and non-EU countries and marketing activities may relate to a product launch or life cycle management.

Judges are looking for not only the perfect marketing mix, but also a marketing mix that identifies and addresses the specifics within each of the European markets against a consistent brand strategy. Clear customer focus and local market understanding are also important aspects of this award.

While sustained achievement is important, emphasis should be placed on the activities and performance during the period covered by these awards – January to December 2008.

* The UK may be included but must be an additional market to the two or more European countries.

Judging criteria:
- Evidence that the brand was built upon customer/consumer insight in European markets
- Explanation of European positioning
- Evidence of effective building of the European brand
- Effective integration of the marketing mix
- Quantitative measurement of successful outcomes set against key objectives

Please note this category is for campaigns in support of ethical (prescription) products only. Campaigns for over-the-counter (OTC) products or medical devices should enter the relevant categories on page 13.
This revised category recognises excellence during 2008 in the marketing of any diagnostic or medical device in the UK or Europe. Submissions may relate to a brand launch, development of an established brand or a brand portfolio.

Entrants will need to demonstrate effective, integrated use of the marketing mix throughout the campaign. Clear customer focus and market development are important aspects of this award. While sustained achievement is important, emphasis should be placed on the activities and performance during the period covered by these awards – January to December 2008.

Entries are invited from CE marked devices, diagnostics, wound care items and combined products where a device or diagnostic is integral to the brand.

Medical Devices/Diagnostics Marketing Award

Judging criteria:
- Evidence that the brand was built upon customer/consumer insight
- Explanation of positioning strategy
- Evidence of effective brand building
- Effective integration of the marketing mix
- Quantitative measurement of successful outcomes set against key objectives

Medical Devices/Diagnostics Marketing Award winner 2008: Easypod launch by Merck Serono

This award relates to marketing activities that have been conducted in the UK or any European market(s) during 2008, in support of any non-prescription product or portfolio of products. Submissions may relate to a product launch or an established product, including all OTC medicines and medical devices.

Entrants will need to demonstrate effective, integrated use of the marketing mix throughout the campaign. Clear customer focus and market development are important aspects of this award. While sustained achievement is important, emphasis should be placed on the activities and performance during the period covered by these awards – January to December 2008.

OTC Marketing Campaign of the Year

Judging criteria:
- Evidence that the brand was built upon customer/consumer insight
- Explanation of positioning strategy
- Evidence of effective brand building
- Effective integration of the marketing mix
- Quantitative measurement of successful outcomes set against key objectives

OTC Marketing Campaign of the Year winner 2008: Full Marks Solution by SSL International

Campaigns for over-the-counter (OTC) medical devices or diagnostics should enter the relevant category below.
Healthcare Collaboration Award

This category relates to marketing activities that have been conducted during 2008 in the UK or Europe, where an organisation can show that in promoting its product, device or portfolio of products, it has recognised the emerging constraints on the healthcare systems and can work with healthcare providers to satisfy the needs of both players.

Judges are looking for evidence of a two-way dialogue, joint learning and joint benefits. Marketing activities may relate to a product launch, established product or portfolio, and deal with issues such as the Quality and Outcomes Framework, Practice Based Commissioning, Patient Choice and/or Patient and Public Involvement.

Entrants will need to demonstrate effective use of the marketing mix throughout their campaign and to have recognised how their traditional customers needed support and greater input in order to meet patient needs. Identification of emerging customer groups is very important, together with ideas of how to address the needs of these groups in partnership with groups throughout the healthcare network (e.g., physicians, nurses, pharmacies, Trusts, hospitals, local practices, etc). Where possible, entrants should be able to show how their offerings can be adapted to local needs, to reflect regional and national variations.

Judging criteria:
- Clear understanding of customer needs
- Demonstration of a two-way partnership
- Evidence of sustained relationships
- Flexibility and understanding of local needs, and an ability to adapt approach to support these
- Quantitative measurement of successful outcomes set against key objectives for both customer and company

Customer Focus Award

All great marketing should have customer focus, whoever the customer is – the carers, the government, the physician or a myriad of other health professionals, the payers and commissioners, and NICE. As a key criterion throughout the PMEA scheme, customer focus should be evident in all entries. This award highlights the importance of customer focus within marketing and judges want to see a well-defined and dedicated initiative – not just ‘business as usual’.

This category relates to projects undertaken in 2008 (including national segmenting and targeting) in the UK or Europe, where a particular customer initiative made a significant and measurable difference to that customer group and to the performance of a product. Please note that ‘customer’ in this context relates to professional individuals or groups, not patients. The judges will be looking for proof that you have identified who your customers are and that you clearly identified what they want.

Potential channels/customers might include:
- Physicians
- Nurses
- Pharmacists
- Wholesalers
- Policy makers
- PCTs

For success, entrants will need to have made a specific investment of time or money in reaching customers with a campaign or project that has had a measurable return on that investment.

Judging criteria:
- Clearly identified customer group
- Identification of needs of customer group
- Evidence of initiatives to change perception
- Evidence of new or changed perceptions among the customer base
- Quantitative measurement of successful outcomes set against key objectives, including positive outcomes for the company and customer
Patient Focus Award

This award highlights the increasing importance of the patient within today’s healthcare marketing. It relates to European, national or local projects undertaken in 2008 that demonstrate having made a significant and measurable difference to a specific group of patients. Judges will be looking for proof that you have identified how your campaign directly contributed to, for example, increasing the levels of patient compliance, or modified the perception of behaviour of patients, leading to improved diagnosis and treatment (taking into consideration the regulatory bounds and codes of practice).

Judging criteria:

- Clearly identified patient group
- Identification of needs of patient group
- Evidence of initiatives to change perception
- Evidence of new or changed perceptions among the customer base
- Quantitative measurement of successful outcomes set against key objectives, including positive outcomes for patients

Patient Focus Award winner 2008: Positive Steps by Wyeth

New

Public Health Marketing Award

This new award recognises the work conducted by an organisation to improve and safeguard public health and wellbeing. Entries are invited from any individual, team or service in the UK or Europe that have made an impact on public health. Judges will be looking for evidence of impact, sustainability and innovation.

Potential entrants might include –

- Charities
- Patient or Professional Associations
- NHS/Department of Health
- Pharmaceutical companies
- Healthcare agencies

Judging criteria:

- Clear identification of decision makers/target group
- Identification of needs of decision makers/target group
- Evidence of initiatives to change perception
- Evidence of new or changed perceptions and sustainability among the target group
- Quantitative measurement of successful outcomes set against key objectives, including positive outcomes
As with customer focus, innovation should be evident in all entries in the PMEA scheme. **This award goes a step further, by recognising and encouraging innovation as part of true marketing excellence within the pharmaceutical industry.** Innovation involves a creative idea that is effectively executed to maximise the return on investment. In essence it is about the creation of new market opportunities by changing established perceptions and beliefs. This may involve the development of new marketing channels where teams have used the internet, CRM, call centres, etc, to good effect. Alternatively, it may not involve technological innovation at all, but simply be a creative and bold approach to thinking, strategy or execution. The winner will be the company or team that has best demonstrated true commercial innovation in the UK or Europe, within the qualifying period covered by these awards – January to December 2008.

**Innovation Award**

**Judging criteria:**

- Clearly identified challenge
- Creation of new marketing opportunities and channels
- Evidence of brand building using new opportunities/channels
- Creativity of thought and execution
- Quantitative measurement of successful outcomes set against key objectives

Innovation Award winner 2008: Durexhibit by SSL International

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**Corporate Marketing Award**

**NEW**

This award recognises companies that have shown outstanding and effective commitment to society through marketing activities. Work can relate to both internal and external activities, and may include employee education and award programmes, key stakeholder relationship activity, corporate sponsorships and/or PR, issues management, internal marketing initiatives, advocacy, charitable work and corporate social responsibility programmes.

**Judging criteria:**

- Evidence of a strong commitment to social responsibility
- Evidence of a positive impact on the environment, the extended community, or society at large
- Clearly identified and effective engagement with stakeholders and others
- Sustainability of benefits
- Quantitative measurement of successful outcomes set against key objectives
These categories provide the opportunity to look at operational effectiveness, strategy and integration within either a UK or European team. Entries are invited from any UK or European team that demonstrates cross-functionality and does not necessarily have to be from a permanent department.

In particular the judges will be looking to see how the team came together to build the marketing plan; how problems were solved; how the team affected the results and what the team did in the face of adversity? Overall, they are looking for entries that make them think, “I really want to be part of this team!”

Entries are invited from teams working together any time during the entry period of September 2007 to December 2008.

Entries must include a quality colour print group photograph of the team.

Entry format (both categories):
1. Executive summary
3. Cross-functional working and communication channels used
4. Key activities
5. Effectiveness
6. Outcomes vs objectives
7. Conclusion – state briefly why your team should win this award

Judging criteria:
- Definition of the marketing challenge and the organisational response to it
- Appropriate membership of the team and clarity of accountabilities within it
- Evidence of effective team working and operational effectiveness
- Evidence of effective problem-solving
- Quantitative measurement of successful outcomes set against key objectives

“We’re really pleased with this award as we were up against some stiff competition. We’re delighted with the PMEA result because there was a massive cross-functional effort across Pfizer to achieve what we achieved for Lipitor.”

Lipitor team, Pfizer
Marketing Team of the Year winners, 2008
Young Marketing Professional of the Year

This award is open to professionals within in-house marketing departments (in the UK and Europe), who were under the age of 30 on 31st December 2008. Nominations can be accepted directly from the individual themselves, or from their employer, who should outline why they feel the nominee should win the award.

Entries should be accompanied by a signed reference from at least one (maximum three) company or consultancy colleagues. All references must be supported by full contact details.

Entries must include a quality colour print of the nominee.

Entry format:
1. Executive summary
2. Career history to date
3. Key achievements in 2008
4. Company/consultancy feedback
5. Most significant achievement in 2008

Judging criteria:
- Evidence of leadership qualities and/or team player
- Evidence of achievements and marketing successes in career to date
- Evidence of achievements and marketing success in 2008
- Quality of reference(s)
- State how nominee has made a demonstrable difference to their company and to the industry

Lifetime Achievement Award

This special award will be presented to an individual who has made an outstanding contribution to the healthcare industry in their career to date.

To submit your nomination, please email acameron@pmlive.com stating in 100 words, why they deserve this award.

“Changing lives of patients and their families is what really drives us and it’s great that our efforts have been recognised.”

Maud Hedman, European product manager, Shire HGT
Winner, European Marketing Campaign of the Year, 2008
PMEA (UK) Company of the Year <£100m
PMEA (UK) Company of the Year >£100m

Open to any pharmaceutical company operating in the UK and/or Europe, these awards will go to the companies that can demonstrate outstanding marketing achievement across their entire product range. You do not need to enter this category directly, but to be eligible for the PMEA Company of the Year Awards, companies must submit a minimum of one entry in any of the product or team marketing PMEA categories. While sustained achievements are important, judges will be appraising the company’s performance from January to December 2008.

Following review of the product and team marketing awards, the judging panel will draw up a shortlist of companies as finalists in the Company of the Year categories. They will also consider performance data from IMS. Shortlisted companies will be advised straight after the judging day and an interview will be arranged for the judge to meet with company representatives in September/October. Please note the dates set below and keep these available, as we are unable to offer any alternatives. Please provide details on the entry form (page 22) as to who should be contacted if you are shortlisted.

If your company is shortlisted in either of these categories, you will need to prepare a short presentation (max 20 minutes) covering the company’s achievements and successes during 2008. Following the presentation, the judges will ask questions about the company’s values and how you differentiate from others in the healthcare marketing arena.

Judging criteria:

- Evidence of leading-edge marketing in terms of thought and process
- Clarity in corporate positioning
- Effective product portfolio management and clear resource allocation
- Investment in people
- Out performance of peer group

"We’re a great place to work and this is the ultimate accolade. I’m chuffed to bits.”

Stephen Lightfoot, ex managing director, Daiichi-Sankyo
Winner, PMEA Company of the Year <£100 million
Do's

• Do read the category criteria thoroughly before starting your submission
• Do make sure your entry is interesting and compelling to read
• Do write your entry specifically for the category entered. Don’t leave it to the judges to choose which category to review your entry in – it may not be the one you want
• Do show a clear link between strategy, objectives, tactics and outcomes
• Do provide evidence of how effective the work has been
• Do explain what you wanted to achieve and why – judges need to know the problem, not just the solution
• Do remember the judges are reviewing lots of entries – get your point across quickly and simply
• Do make sure your objectives are SMART
• Do remember that benchmark data is essential
• Do show evidence of a strong strategy: don’t make assumptions
• Do give tangible outcomes where possible, i.e., sales, market share, etc. Audience data is useful too, but details of financial outcomes are essential. Judges need to see how successful the campaign was
• Do show what sort of evaluation methods you have employed
• Do ensure the evaluation and outcomes really do marry up with the SMART objectives you set out to achieve – if they don’t it’s not a winner

Don'ts

• Don’t retrospectively construct your objectives – they are easy to spot
• Don’t confuse objectives with tactics
• Don’t be too formulaic – creativity is important
• Don’t post-rationalise
• Don’t assume the judges will get to see your materials on the day – if your entry doesn’t make the cut on the first round of scoring, they won’t see any additional items that you send in

Final tip

• Once you have written your entry let a colleague who knows nothing about the campaign/activity read it... if they don’t understand something, then neither will the judges!
Checklist

Is your entry...

☐ Between two and six pages in length?
☐ A4, portrait, paper-based, with no appendices or attachments?
☐ Minimum 10pt font and has a margin that will accommodate a hole-punch?
☐ Typed or typeset, in black and white or colour? Entries are photocopied, so do not use tinted boxes or reversed-out type?
☐ Clear, concise and clearly laid out?
☐ Honest and authentic?
☐ Legible? If judges can’t read it, it may be disqualified

Does your entry...

☐ Follow the entry and judging criteria?
☐ Include an executive summary of no more than 500 words? Only content within this summary will be published. In exceptional circumstances, you can restrict coverage to simply the title and entrant/client (please indicate this clearly on your entry form)
☐ Keep a careful balance between content, data, presentation and text?
☐ Include benchmark data?
☐ Demonstrate the innovation and creativity of the activity?
☐ Provide evidence of how effective the work has been?
☐ Include a comment supporting the overall effectiveness of the campaign?
☐ Show the sort of evaluation methods you employed?

Have you...

☐ Taken advantage of the opportunity to have an outreach meeting at your office, with a judge and a member of the PMEA team? Call Anneliese on +44 (0)1306 740777, or email acameron@pmlive.com to arrange
☐ Written your entry specifically for the category being entered? Failure to do this may result in disqualification
☐ Focused your efforts? Invest time and effort in writing your entry submission, it must stand out from the rest and will pass or fail in the first round of judging on the entry submission alone
☐ Provided all items you refer to in your entry as supplementary materials? If your entry makes the first-round cut, judges will want to see the items in full on the judging day
☐ Included all website details including any passwords required to access any site you mention in your entry?
☐ Included PowerPoint data on a CD or DVD (PC format), or details to access the data via a website?
☐ Included a high-resolution, print quality, colour photograph where specified?
☐ Made a note of the Company of the Year interview dates if you want your company to be considered in these categories?
☐ Obtained company/client authorisation?
☐ Filled in an entry form for each submission?
☐ Enclosed full payment covering all entries?
Entry Form

General Information

- Deadline for entries is 5pm on Thursday 16th July 2009*. Entries may only be withdrawn upon written request, and providing the judging process has not started. Please note, however, that entry fees are non-refundable. Entries received without payment will not be processed.
- Cheques should be made payable to ‘PMGroup’
- Please send your completed entries to: Debbie Tuesley, PMEA 2009, Vincent House, Vincent Lane, Dorking, Surrey RH4 3JD
- Please note that this entry form can also be viewed and downloaded from our website: www.pmlive.com/awards
- The PMEA presentation ceremony will take place on Thursday 26th November at the Hilton, Park Lane, London
  * Extension to 23rd July available at additional charge (See page 7 for details)

Useful Contacts

- Entry enquiries or dinner bookings: Debbie Tuesley – Tel: +44 (0)1306 740777 • Email: dtuesley@pmlive.com
- Sponsorship details: Ciaran Duke – Tel: +44 (0)1306 740777 • Email: cduke@pmlive.com
- To arrange an outreach meeting: Anneliese Cameron – Tel: +44 (0)1306 740777 • Email: acameron@pmlive.com

Entry fees

Each entry: £140 + VAT (£161) Extension fee: £50 + VAT (£57.50)

To pay by credit card please provide the following information

Type of card: MasterCard [ ] Visa [ ] Maestro/Switch [ ]

Please note we do not accept Diners Club or American Express

Credit card number ____________________________

Expiry date ___________ Start date (Maestro/Switch) ___________ Issue No. (Maestro/Switch) _______

3-digit security number at back of card ____________

Address to which the credit card is registered ____________________________ Postcode ____________

If you don’t wish to put this information on the entry form itself, please provide the details on a separate sheet and place in a clearly marked envelope with your entry(ies). Any queries regarding payment please contact Debbie Tuesley on +44 (0)1306 740777

Tick box if applicable:

☐ Please limit published information to details given on entry form itself
☐ Please return all materials relating to this entry after the event
☐ I authorise PMGroup to destroy all materials submitted
☐ Our company should be considered in the <£100 million category
☐ Our company should be considered in the >£100 million category
☐ I do not want our company to be considered for the Company of the Year categories

Company of the Year Awards:

If we are shortlisted for the Company of the Year categories, please contact

Name: ____________________________ Telephone number: ____________________________
email address: ____________________________

to arrange an interview* on:

☐ Tuesday 22nd September 2009 ☐ Tuesday 29th September 2009 ☐ Tuesday 6th October 2009
☐ Wednesday 23rd September 2009 ☐ Wednesday 30th September 2009 ☐ Wednesday 7th October 2009
☐ Thursday 24th September 2009 ☐ Thursday 1st October 2009 ☐ Thursday 8th October 2009

Please tick ALL the convenient dates

* Interviews will last no longer than 1 hour
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**Company (or client if applicable) authorisation:** I have read and accepted the conditions for entry and I approve this entry for the Pharmaceutical Marketing Effectiveness Awards 2009.

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**Name and contact details of agency team:**

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**Name and contact details of company/client team:**

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