PMEA
Pharmaceutical Marketing Excellence Awards 2011

Entry deadline:
5th September 2011
Introduction

The PMEA scheme is firmly established as being the only awards initiative to recognise and reward true marketing excellence in an ever-changing and increasingly challenging environment, which is why they are so highly regarded by individuals and the industry alike. PMEA also recognises the talent that exists within our organisations, large and small.

The last few years, have proven a particularly testing time for our industry and major challenges needed to be faced. This changing environment means that new, intelligent and creative ways of working need to be introduced to bring about improvements in healthcare for patients and value for HCPs and payers. PMEA recognises those initiatives that have changed the paradigm of pharmaceutical and healthcare marketing, achieved successful business outcomes and enhanced the reputation of the industry with stakeholders.

Last year saw new categories introduced so we propose to not make too many changes in 2011. You will see, however, that we have added more structure to the scheme and in order to simplify the entry process, have decided to adopt an entry template (see page 23) that we hope will make submitting your entry less time-consuming and an enjoyable experience.

Our industry is one with high principles. The role of responsible marketing, in getting the medicine to the patient, ensuring that the medicine is used in the best way, and that the outcome is fairly evaluated, has great benefits for society. PMEA seeks to recognise best practice and provide a platform to be proud of what we do – excellence justifies this pride.

What is PMEA?

PMEA is an awards scheme that commends the very best in marketing excellence, champions best practice and recognises those marketing activities, individuals and companies that represent the very best and effect real change.

Winning makes a big difference to the teams and companies behind the initiatives. It can be a key driver for business growth and for building morale with internal and external stakeholders. PMEA is organised by PMGroup, the highly respected independent publisher of the leading industry magazines Pharmaceutical Market Europe, Communiqué and The Directory, and producers of the successful Communiqué Awards.

Who can enter?

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

The Pharmaceutical Marketing Excellence Awards culminate in a gala black-tie dinner and awards ceremony on Thursday 24th November 2011, at the Hilton, Park Lane, London. Over 600 guests from a wide range of companies attend and the evening has become a true highlight in the healthcare industry calendar.

"PMEA are the best awards in the industry as they are the most objective and look holistically at the whole picture."

Rob Wood, STEM Marketing

Entering PMEA has never been easier

In this entry pack you will find everything you need to submit an entry. Why not take advantage of the opportunity for a bit of ‘coaching’ (see page 7)? A PMEA judge and a member of the PMEA team will meet you, in your office (or via a Skype call), to give advice on what makes an award-winning entry. To book a session, call Louise Bellamy on +44 (0)1372 414253, or email lbellamy@pmlive.com.

Should you require further assistance before the entry deadline, please contact a member of the PMEA team, or just give me a call on +44 (0)1372 414200.

Your feedback is important to us – let us know what you think of PMEA. Drop me a line at acameron@pmlive.com about any aspect of the scheme.

Good luck!

Anneliese Cameron
Awards Director
Aims of PMEA

- To encourage best marketing practice and innovation in the pharmaceutical and life science industries, in accordance with their Codes of Practice
- To recognise the value of responsible and fully integrated pharmaceutical marketing in appropriately delivering mutually beneficial and clearly identifiable benefits, for the company and for stakeholders
- To reward excellence in work undertaken with stakeholders, together with marketing programmes that facilitate improvements in patient care and outcomes through education on management of disease and/or improved access to medicines
- To recognise and celebrate the talent that helps to enhance the reputation of and trust in the pharmaceutical and life science industry through its marketing
- To create an environment where success is accepted and valued
- To positively encourage collaboration with stakeholders

“I view a PMEA as THE marketing award to win.”

Chris Ponty, business unit director, MSD

The 2011 Marketing Excellence Awards

MARKETING DELIVERY
- Product Launch Award
- Brand Marketing Excellence Award
- The Sudler & Hennessey Brand Revitalisation Award
- The Celesio OTC Award
- Medical Devices/Diagnostics Award
- Orphan Drug Award

INNOVATION
- Digital Marketing Award
- The Grey Healthcare Group Cause Marketing Award
- Healthcare Collaboration Award
- The Hill & Knowlton Award for Innovation*

CUSTOMER FOCUS
- Customer Focus Award
- Patient Focus Award

MARKETING DEVELOPMENT
- The GSW Europe Marketing Excellence Development Award
- Marketing Team of the Year Award
- Corporate Responsibility Award

INDIVIDUAL/ORGANISATION
- Emerging Leader Award*
- Outstanding Industry Leader Award*
- PMEA Company of the Year (<£150 million)*
- The Accenture Award for Company of the Year (>£150 million)*

*Categories not entered via this entry kit
Confidentiality & the Judging Process

Confidentiality

We understand the sensitivity of the information you provide and put you in control

As organiser of the PMEA, PMGroup recognises the sensitive nature of the information submitted in the entries and understands your concerns. With this in mind, we have systems in place to ensure confidentiality at every stage of the judging process.

Every judge is required to sign a detailed and legally binding confidentiality agreement before appointment. PMGroup also undertakes to adhere to the same confidentiality agreement.

Entries are delivered to the judges by hand and signed for.

By indicating your preference on the entry form, you can either have your entry and supporting materials returned to you or destroyed by PMGroup after the Awards presentation.

Reporting the PMEA results

You have total control of the information disclosed when the results of the Awards are published. In the published coverage of the Awards your entry will be strictly limited to:

- The content of the 500-word executive summary within your submission – please ensure that this is prepared with due care and attention
- Stakeholder references – unless otherwise indicated on the entry form
- Visuals of the supplementary materials – unless otherwise indicated on the entry form

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.

Stage 1

Once all the entries have been received and processed, copies of the submissions are delivered to the relevant judges for each category. Entries (written submission only) are reviewed and scored independently by each of the judges according to the criteria for the specific category. At this stage, decisions are made solely on the content of the written submission (and any PowerPoint data/website information provided). Supporting materials are not made available at this stage.

Stage 2

The Group Judging Day takes place in September 2011. The judges come together and are split into two groups (according to expertise and experience) to review and compare preliminary scores and discuss each entry in detail. It is at this stage that supporting materials will be taken into consideration.

Following the group discussions, judges then re-score the entries to identify the finalists, award commendations (where appropriate) and decide upon the winners.

Stage 3 (for Company of the Year Awards)

Following consideration of all submissions into the PMEA scheme, together with analysis of IMS data relating to company performance throughout 2010, judges will shortlist three companies in each category to visit during September/October. The organiser will contact shortlisted companies following the judging day to arrange an interview at their premises on one of the dates identified on page 18.

Stage 4

Finalists will be announced on www.pmlive.com and also in the October issue of Pharmaceutical Market Europe. All entrants will be notified directly following the judging day by email as to whether they are finalists.

The judges’ decision is final and neither the organiser nor the judging panel will enter into individual correspondence about the results.

Coverage of PMEA

The PMEA results are published in a special commemorative brochure, which is circulated to guests at the event. Coverage of the Awards and all the results are published in Pharmaceutical Market Europe and on www.pmlive.com immediately following the event.
We are grateful to the following sponsors who have already confirmed their partnership with us for PMEA 2011. There is still time to secure your sponsorship for this year’s Awards. If you require further information, contact Gill Hollis on +44 (0)1372 414240, or email ghollis@pmlive.com

"At Hill and Knowlton, we strongly believe that to advance best practices in our industry we must acknowledge, reward and celebrate innovation, which is why sponsoring this Award means so much to us. Companies must be encouraged to move beyond their comfort zones to achieve even better outcomes."

Lucy Turvill, Hill & Knowlton, sponsor of the 2011 Innovation Award
How to Enter

Requirements

Below are the entry requirements for all categories on pages 10-16. We strongly advise you to either complete your entry online at www.pmlive.com/pmea or download the word document and submit following the instructions below.

- An entry form and template (see page 21-23) must be completed for each entry submission and be prepared specifically for each category. Any submission entered into more than one category which has not been tailored to the relevant criteria but merely duplicated, will be disqualified.
- All printed entries must use the template provided. No cover sheets or appendices may be attached. (See below for information on supporting materials).
- An executive summary (see page 10) must be included with each entry in the section provided.

You have three options regarding how to submit your entry:

Option 1: Complete the template online at www.pmlive.com/pmea and submit your entry directly to us following the guidelines given.

Option 2: Download the template at www.pmlive.com/pmea and save to your computer. Complete your entry and when finished simply upload it to us using the ‘submit your entry’ button at the above address together with any supplementary material you wish to include.

Option 3: Complete the entry form and use the headings to complete your entry given on page 23 and send by post with any supplementary material to the address given on page 21.

- Write your entry specifically for each category entered; failure to do so may result in disqualification.
- Charts, diagrams, PowerPoint data and website information may be submitted with your entry, provided they are included within the entry template.
- Client or company authorisation must be provided for each entry. Please ensure this section of the entry form is completed.
- Entrants should supply a selection of supporting visuals and materials relevant to each submission. These should either be submitted online or fit into an A4 box file and be posted to us. Materials for each entry must be clearly labeled and submitted with individual entries. If you are entering the Digital Marketing Award please supply seven sets of any hard copy supporting material.
- Entries must be accompanied by payment at the time of submission. Companies may enter work in more than one category, provided that each entry has been written specifically to address the relevant criteria. Each entry must use the template provided and also be accompanied by a separate entry form and set of supporting materials. One payment covering all entries is acceptable.

Supporting materials

Entrants should supply a selection of supporting visuals and materials (either uploaded where specified in the entry process, or able to fit in an A4 box file and sent to us) relevant to each entry. Materials for each entry must be clearly labelled and submitted online*. 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). If you are entering the Digital Marketing Award please submit seven sets of any hard copy material relating to your entry, and ensure you advise all passwords and website details so that the judges may review your digital activities efficiently.

* (see www.pmlive.com/pmea for full details) or by post to the address on page 21.

Multiple entries

Companies may enter work for more than one category, provided that each entry has been written specifically to address the relevant criteria and uses the template provided. 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 Q1/11 is admissible, providing it is clearly stated in your submission.
- Be carried out in the UK and targeted either at a UK audience and/or an international audience.
- 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.
- References should focus on outcomes and indicate the value of the work in improving patient care and not simply be a reference for the agency/client.
- Include at least one reference from an external stakeholder.
- Use the template provided.

PMEA positively encourages stakeholder collaboration and welcomes joint entries.
Company/client authorisation
Each entry must be supported by company or client authorisation. Please ensure this section on the entry form is completed (see page 21).

Customer focus
All great marketing should have a customer focus, whoever the customer is – carers, government, physicians – or a myriad of other health professionals, payers and commissioners and NICE. As a key criteria throughout the PMEA scheme, customer focus should be evident in all entries.

Customer feedback
You should provide feedback from at least one external stakeholder in your entry. Please state on the entry form (page 21) whether these references should be treated as confidential or may be used anonymously for publication.

Entry fee
Entry is charged at £150 + VAT (£180) 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
Monday 5th September 2011*

Entries may not be withdrawn once the judging process has commenced and entry fees are non-refundable.

'Coaching sessions' – 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 run a ‘coaching session’, with a judge, at your office or via Skype, to provide advice and further information about the PMEA scheme and to talk you through what makes a potentially award-winning entry. Call Louise Bellamy on +44 (0)1372 414253, or email lbellamy@pmlive.com to book a session. Further tips and advice can be found on page 19 and also at www.pmlive.com/pmea

*Closing date for entries is extended to Monday 16th September 2011.
The Judges

The PMEA judging panel comprises a range of experts with a breadth of expertise and experience, from leading management consultants to top business school academics.

Daniel Mathews is the managing partner of Accenture’s UK Life Science Practice and the European practice lead for sales and marketing capabilities. He has been with Accenture for 10 years and has worked in the pharmaceutical industry for 18 years, with experience in Asia Pacific, the UK and across Europe. Throughout his career, Daniel has focused on delivering novel and effective sales and marketing initiatives to drive growth and, more recently, has led a number of significant marketing and sales channel transformations.

Karen Fraser is vice-president of global brand solutions at Quintiles. Her focus is on the development and provision of comprehensive solutions that help pharma and biotech companies commercialise their products. She has over 25 years’ industry experience, which includes senior sales and marketing positions in companies such as Amersham International, Glaxo Laboratories and Lorex Synthèse lab. Karen also set up a successful marketing consultancy specialising in the provision of commercial planning and implementation for companies wishing to enter the UK market.

Lisbet Coulton has spent over 20 years in the pharmaceutical and healthcare industries, with companies such as GSK, BMS and Aventis, before setting up Tanwood Consulting. Lisbet specialises in strategic marketing and positioning, with emphasis on pricing and market entry/market access strategies. Lisbet works in a consultative capacity or partners with clients to support specific projects. Lisbet’s expertise extends across the range of pharmaceuticals, biotechnology, medical devices and diagnostics.

Chair

Deborah Evans runs ‘balance’, a consultancy dedicated to inspiring, engaging and enabling community pharmacy teams, NHS commissioners and pharmaceutical industry clients. With a background in community pharmacy management, senior sales management and NHS consultancy, Deborah is well placed to understand all perspectives in healthcare collaboration. She plays an active role in local and national pharmacy policy, is a post-graduate tutor, and works regularly in community pharmacy practice to keep her knowledge up to date.

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, STA and McKinsey. Tom is also president of the Pharmaceutical Medicine & Research Section of The Royal Society of Medicine.

Trevor Lewis is Principal Consultant at Medical Device Consultancy and has been involved with all aspects of bringing medical devices to market for over 25 years. Trevor is a Chartered Engineer, Chartered Physicist and a full member of both the Chartered Institute of Marketing and Institute of Directors.

Lisbet Coulton

Karen Fraser

Deborah Evans

Tom Kass

Trevor Lewis
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 Excellence Awards 2011

**Roland Powell** 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 and is Marketing Consultant with Iroko Cardio International Sarl. Previously, Roland was with Lilly for 28 years, most recently as director of marketing and sales capabilities for Europe across all brands. Roland is known for his thorough understanding of marketing and operational excellence.

**Claus Møldrup** is 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 re-inventor of the ‘no cure, no pay’ strategy in medical pricing and marketing. Claus is also director of healthcare services at TBWA\WorldHealth, Nordic.

**Alasdair Mackintosh** is a partner at the independent consulting firm Eden McCallum, where, since 2008, he has led the firm’s activities within the healthcare sector. Alasdair was previously a vice-president at Gemini Consulting and he has led international life sciences practices for both Capgemini and Archstone Consulting.

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

**Eamon O’Brien** is the managing director of the CReC Organisation. CReC specialises in developing brands and brand champions. Eamon rigorously supports and challenges your thinking through his solution-focused approach to facilitating and consulting. He has a passion for working with individuals and teams to develop ways to improve their own performance and that of their brand.

**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 has worked for SmithKline Beecham in strategy and planning, and ran a PR agency specialising in lifestyle products.

**Paul Jones** co-leads the Global Life Sciences Practice at Cisco’s strategic consulting arm, known as the Internet Business Solutions Group (IBSG). His focus is on technology-enabled collaboration and innovation in the pharmaceutical, biotech and medical device industries. Paul has worked in and around healthcare and life sciences since 1989. Immediately prior to Cisco, Paul led the European Commercial Effectiveness consulting practice at IMS Health. Before that he was Head of Global eMarketing & eSales at Novartis Pharma in Switzerland. Earlier in his career, Paul worked as a management consultant in the Pharma Practice at PricewaterhouseCoopers and held a variety of sales, marketing and general management roles at Astra, Marion Merrell Dow and Sandoz.

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

**Paul Jones** co-leads the Global Life Sciences Practice at Cisco’s strategic consulting arm, known as the Internet Business Solutions Group (IBSG). His focus is on technology-enabled collaboration and innovation in the pharmaceutical, biotech and medical device industries. Paul has worked in and around healthcare and life sciences since 1989. Immediately prior to Cisco, Paul led the European Commercial Effectiveness consulting practice at IMS Health. Before that he was Head of Global eMarketing & eSales at Novartis Pharma in Switzerland. Earlier in his career, Paul worked as a management consultant in the Pharma Practice at PricewaterhouseCoopers and held a variety of sales, marketing and general management roles at Astra, Marion Merrell Dow and Sandoz.
PMEA 2011 Categories

MARKETING DELIVERY
- Product Launch Award
- Brand Marketing Excellence Award
- The Sudler & Hennessey Brand Revitalisation Award
- The Celesio OTC Award
- Medical Devices/Diagnostics Award
- Orphan Drug Award

CUSTOMER FOCUS
- Customer Focus Award
- Patient Focus Award

MARKETING DEVELOPMENT
- The GSW Europe Marketing Excellence Development Award
- Marketing Team of the Year Award
- Corporate Responsibility Award

INNOVATION
- Digital Marketing Award
- The Grey Healthcare Group Cause Marketing Award
- Healthcare Collaboration Award
- The Hill & Knowlton Award for Innovation*

Please use the template at www.pmlive.com/pmea, or the headings on page 23 to complete your entry

Entry format for the following categories –

MARKETING DELIVERY
- Product Launch Award
- Brand Marketing Excellence Award
- The Sudler & Hennessey Brand Revitalisation Award
- The Celesio OTC Award
- Medical Devices/Diagnostics Award
- Orphan Drug Award

INNOVATION
- Digital Marketing Award
- The Grey Healthcare Group Cause Marketing Award
- Healthcare Collaboration Award
- The Hill & Knowlton Award for Innovation*

Entries in this category can only be submitted into PMEA once per product, line extension or new indications. Detail should be given of all activities prior to launch where relevant.

Product Launch Award

This category focuses on the introduction of new ethical brands, major line extensions and new indications in the UK and Europe. It is open to launch activities that took place between October 2009 and December 2010. Products launched in another European country prior to launch in the UK are eligible.

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

Entries in this category can only be submitted into PMEA once per product, line extension or new indications. Detail should be given of all activities prior to launch where relevant.

Judging criteria:
- Quality of the pre- and post-launch work
- Differentiation and positioning
- Market shaping
- Evidence of changed behaviours and enhanced health outcomes
- Customer feedback

Unless otherwise stated in the individual category details, on pages 10-18, these categories relate to work carried out between January and December 2010.

Entry template
Entries must use the template or headings provided and be completed online or submitted by post. You may include charts and diagrams with your entry and data can be submitted using PowerPoint to support your entry. An executive summary must be included with each entry.

Executive summary
Please provide a synopsis of no more than 500 words where asked. 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.
The content of entries will remain strictly confidential at all times and will be discussed only within the confines of the judging process.

**Brand Marketing Excellence Award**

This award relates to activities to support the development of an ethical product originally launched before the end of December 2009. Entrants will need to demonstrate the ongoing development of the brand in 2010, with particular emphasis on showing evidence of marketing excellence.

Work carried out in the 12-month period between January to December 2010, is eligible.

**Judging criteria:**
- Evidence that the brand was built/developed upon customer/consumer understanding and insight of attitudes and beliefs
- Explanation of positioning
- Evidence of effective brand building
- Effective integration and implementation of the marketing activities
- Evidence of changed behaviours and enhanced health outcomes
- Customer feedback.

**The Sudler & Hennessey Brand Revitalisation Award**

This category recognises the team that demonstrates that it has successfully changed perceptions of a mature brand leading to a turnaround in 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 2010.

**Judging criteria:**
- Quality of pre- and post- revitalisation launch thinking
- Differentiation and positioning
- Evidence of a turnaround
- Evidence of changed behaviours and enhanced health outcomes
- Customer feedback.

**The Celesio OTC Award**

This category relates to marketing activities during 2010, in support of any non-prescription product(s). Entrants will need to demonstrate effective integration and implementation of marketing activities throughout the campaign.

Work carried out in the 12-month period between January to December 2010 is eligible.

**Judging criteria:**
- Evidence that the brand was built upon customer/consumer understanding and insight of attitudes and beliefs
- Explanation of positioning
- Evidence of effective brand building
- Effective integration and implementation of the marketing activities
- Evidence of changed behaviours and enhanced health outcomes
- Customer feedback.
Medical Devices/Diagnostics Award

This award recognises excellence during 2010 in the marketing of a diagnostic or medical device through any phase of its life cycle. Entrants will need to demonstrate effective integration and implementation of marketing activities throughout the campaign.

Work carried out in the 12-month period between January to December 2010 is eligible.

Judging criteria:

- Evidence that the brand was built upon customer/consumer understanding and insight of attitudes and beliefs
- Explanation of positioning
- Evidence of effective brand building
- Effective integration and implementation of the marketing activities
- Evidence of changed behaviours and enhanced health outcomes
- Customer feedback.

Orphan Drug Award

This category relates to the marketing of an orphan drug (for rare diseases or disorders), at any phase of the product life cycle. Entrants will need to demonstrate a thorough understanding of the specific environment and show appropriate marketing approach to drive the business forward.

Work conducted during the 18-month period between July 2009 and December 2010 will be eligible.

Judging criteria:

- Recognition of the specific healthcare environment
- Market access
- Evidence that the brand was built upon customer/consumer understanding and insight of attitudes and beliefs
- Explanation of positioning
- Effective integration and implementation of tailored marketing tools and activities
- Evidence of changed behaviours and enhanced health outcomes
- Customer feedback.
INNOVATION AWARDS

Digital Marketing Award

This award recognises the advances made in marketing programmes delivered via a digital channel(s), to specific stakeholder groups as part of an integrated overall marketing plan or alone. Entrants will need to describe the decision process that led them to the use of the chosen media. They should also describe how the impact of the programme was evaluated and demonstrate the impact of the digital marketing activity within the target audience.

Work conducted during the 18-month period between July 2009 and December 2010 will be eligible.

Please ensure that any websites/digital media you refer to in your entry can be accessed by our judging panel. Please make sure you advise of any passwords or specific links when submitting your entry and provide seven sets of any hard copy samples showing digital activity, if applicable.

Judging criteria:

- The rationale for the choice of digital media
- Explanation of positioning of digital media alongside traditional channels
- Collaboration with other content providers and/or healthcare advisors
- A description of the evaluation methods used to show the specific effects of digital marketing to the chosen target audience
- Evidence of changed behaviours and enhanced health outcomes
- Customer feedback.

The Grey Healthcare Group Cause Marketing Award (in the public health arena)

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

Work conducted during the 18-month period between July 2009 and December 2010 will be eligible.

Potential entrants might include:
- Charities
- Patient or professional associations/bodies
- NHS/Department of Health
- Pharmaceutical companies
- Healthcare agencies

Judging criteria:

- Evidence that the campaign was built upon understanding of attitudes and beliefs of the target audience
- Evidence of positioning and message development
- Effective implementation
- Evidence of changed behaviours and enhanced health outcomes
- Customer feedback.
PMEA 2011 Categories... continued

Healthcare Collaboration Award

This category relates to marketing activities, where in promoting its product(s) or device(s), it has recognised the emerging constraints on the healthcare systems and can work with healthcare providers to satisfy the needs of all players.

Judges are looking for evidence of dialogue, joint learning and joint benefits. Marketing activities may relate to a product launch, established product or portfolio, and deal with issues affecting local healthcare stakeholders.

Work conducted during the three-year period between January 2008 and December 2010 will be eligible.

Judging criteria:
- Clear understanding of customer needs
- Demonstration of a partnership between two or more players
- Evidence of sustained relationships
- Flexibility and understanding of local needs, and an ability to adapt approach to support these
- Evidence of changed behaviours and enhanced health outcomes
- Customer feedback.

The Hill & Knowlton Award for Innovation

Innovation is implicit to all marketing activities, but does not have to be about the creation of new market opportunities, it could also be about capturing an existing opportunity through a compelling and differential approach.

The judges will decide the winner of this award from all entries submitted in previous categories and will be looking for activities that demonstrate cutting-edge marketing excellence.

Category is not entered via this entry kit.

Customer Focus Award

This category relates to projects undertaken in 2010 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.

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
- Evidence of changed behaviours and enhanced health outcomes
- Customer feedback.
Patient Focus Award

This award highlights the importance of the patient within today's healthcare marketing. It relates to projects undertaken in 2010 that have 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
- Evidence of changed behaviours and enhanced health outcomes
- Customer feedback.

The GSW Europe Marketing Excellence Development Award

This category provides the opportunity to look at and recognise companies' own internal capability programmes. Entries are invited from any pharmaceutical or life science company that currently runs a marketing excellence scheme.

In particular, the judges will be looking to see how marketing capability is fostered and developed with emphasis on insight-driven programme and communication development.

Entries are invited relating to programmes established and implemented in the 15-month period, September 2009 to December 2010.

Judging criteria:

- Evidence of competency-based training and development
- Cross-functional brand teams
- Review and assessment of brand plan implementation
- Internal awards/best practice sharing platforms.
PMEA 2011 Categories... continued

Marketing Team of the Year Award

This category provides the opportunity to look at operational excellence, strategy and integration within either a European, global or domestic team. Entries are invited from any 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 2009 to December 2010.

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

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.

Corporate Responsibility Award

This special award recognises pharmaceutical companies that have shown outstanding commitment to society through responsible marketing activities.

Work can relate to both internal and external activities. Submissions are also encouraged for individual programmes, and some examples may be: transparent payments for clinical trials and external experts; extending provision of medicines to the third world; pricing policies that allow access for all patients; providing facilities for the furtherance of drug discovery.

Judging criteria:

- Evidence of a strong commitment to social responsibility
- Evidence of a positive impact on the environments, the extended community, or society at large
- Evidence of how the activity built trust and enhanced industry reputation
- Clearly identified and effective engagement
- Sustainability of benefits.
INDIVIDUAL & COMPANY AWARDS

Emerging Leader Award

Your nominations are required for this category

In this period of unprecedented change in the pharmaceutical industry this new award is designed to identify and recognise the contributions of those who are emerging as the potential future leaders in our industry.

In addition to recognising past and present accomplishments, this award serves as motivation and inspiration for other young aspiring leaders.

During their career to date candidates will:

- Have demonstrated a commitment to the advancement of marketing excellence, to their company and the industry
- Have a proven track record of success in the delivery of marketing programmes that facilitate improvements in health outcomes and patient care
- Be passionate team players/leaders with a high potential for collaboration and success, including leading by example, transferring knowledge and motivating others
- Have established themselves as an effective ambassador through work undertaken with stakeholders
- Have demonstrated the drive and ability to lead change, innovate, generate new ideas and opportunities and be keen to embrace what’s next
- Have made a demonstrable difference to their company and the industry.

Nominations can be accepted directly from the individual themselves, or from their employer or colleague, who should outline why they feel the nominee should win this award.

Nominations are invited for individuals under the age of 35 at the time of nomination.

Complete the form at www.pmlive.com/pmea or let us know by filling in the section on the entry form (page 22)

Outstanding Industry Leader Award

Your nominations are required for this category

This special award will be presented to an individual who is at the pinnacle of their career and highly respected throughout the industry.

Our winner will demonstrate the following attributes:

- Be an outstanding leader who operates with integrity and courage, has a set of core values and commitment to change, and plays a key role in driving their organisation forward into the future
- A focus on the best interests of the patient, together with the delivery of better healthcare outcomes
- Leadership to others across the sector, as well as acting as a mentor and leader to their own teams
- The ability to convey a sense of excitement and enthusiasm about working in the industry, inspires their own teams and helps to attract quality people to their organisation with their vision for the future.

Nominations can be accepted directly from the individual themselves, or from their employer or colleague, who should outline why they feel the nominee should win this award.

Nominations are invited for individuals under the age of 35 at the time of nomination.

Complete the form at www.pmlive.com/pmea or let us know by filling in the section on the entry form (page 22)

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

PMEA Company of the Year <£150m

The Accenture Award for Company of the Year >£150m

Open to any pharmaceutical, life science or medical device company operating in the UK and 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 previous PMEA categories. While sustained achievements are important, judges will be appraising the company’s performance from January to December 2010.

Following a review of all the entries, 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 judges to meet with company representatives in September/October. Please note the dates below and keep these available, as we are unable to offer any alternatives. Please provide details on the entry form (page 21) as to who should be contacted if you are shortlisted.

Interviews will be held on:
Tuesday 27 September 2011
Wednesday 28 September 2011
Thursday 29 September 2011
Tuesday 4 October 2011
Wednesday 5 October 2011
Thursday 6 October 2011
Tuesday 11 October 2011
Wednesday 12 October 2011
Thursday 13 October 2011

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 2010. Following the presentation, the judges will ask questions about the company’s values and beliefs and how you differentiate yourself from others in the healthcare marketing arena.

Judging criteria:

• Evidence of cutting-edge marketing in terms of thought and process
• Effective product portfolio management and clear resource allocation
• Investment in people
• Out-performance of peer group
• Customer-centricity

PMEA 2011 Categories... continued
J udges’ Tips

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 use the entry template provided – if you don’t, your entry will be disqualified
• 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 show the rationale behind your identification of critical success factors
• 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, ie, 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
• Demonstrate the rationale (based on marketing research) for your positioning and chosen strategy
• 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!

"PMEA is regarded as THE award for pharmaceutical marketing and I was delighted to be awarded Young Marketing Professional of the Year. It has meant a great deal to me – it has lifted my profile both internally and externally and given me a greater degree of freedom to do what I feel is best for the brands I work on."

Sarah Pharaoh, senior product manager, Merck Serono, winner 2009
## Checklist

### Is your entry...
- On the entry template?
- 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.
- 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 customer feedback?
- Show the sort of evaluation methods you employed?

### Have you...
- Taken advantage of the opportunity to have a coaching session at your office or via Skype with a judge and a member of the PMEA team? Call Louise Bellamy on +44 (0)1372 414253, or email lbellamy@pmlive.com to arrange.
- Given us your nominations for the Emerging Leader and Outstanding Industry Leader awards? Complete the section on page 22 or nominate online at www.pmlive.com/pmea.
- 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 and if entering the Digital Marketing Award, included 7 sets of hard copy materials?
- Included PowerPoint data either in your entry or on a CD or DVD (PC format), or provided 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?
- Used the entry template provided?
- Filled in an entry form for each submission?
- Enclosed full payment covering all entries?
General information

- Deadline for entries is 5pm on Monday 5th September 2011. 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 2011, Mansard House, Church Road, Little Bookham, Surrey KT23 3JG
- Please note that this entry form can also be viewed and downloaded from our website: www.pmlive.com/pmea
- The PMEA presentation ceremony will take place on Thursday 24th November at the Hilton, Park Lane, London

Useful contacts

- Entry enquiries or dinner bookings:
  Debbie Tuesley – Tel: +44 (0)1372 414221 • Email: dtuesley@pmlive.com
- Sponsorship details:
  Gill Hollis – Tel: +44 (0)1372 414240 • Email: ghollis@pmlive.com
- To arrange a coaching session:
  Louise Bellamy – Tel: +44 (0)1372 414253 • Email: lbellamy@pmlive.com

Tick box if applicable:

What would you like us to do with your entry materials after the Awards

☐ destroy them
☐ return to you

Publishing stakeholder feedback

☐ Please publish feedback by job title only
☐ Please do not publish any stakeholder feedback

Entry fees

Each entry: £150 + VAT (£180)

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 on 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)1372 414221.

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 27 September 2011
☐ Wednesday 28 September 2011
☐ Thursday 29 September 2011
☐ Tuesday 4 October 2011
☐ Wednesday 5 October 2011
☐ Thursday 6 October 2011
☐ Tuesday 11 October 2011
☐ Wednesday 12 October 2011
☐ Thursday 13 October 2011

Please tick ALL the convenient dates

* Interviews will last no longer than one hour

☐ Our company should be considered in the <£150m category
☐ Our company should be considered in the >£150m category
# Entry Form... continued

## Emerging Leader Award

I wish to nominate ____________________________

because ____________________________________

__________________________________________

__________________________________________

Position and company of the person you are nominating ________________________________

Their email address is ____________________________

Category entered: ____________________________

Title of entry: ________________________________

Client (if appropriate): ________________________

Product (if appropriate): ______________________

Co-author (if appropriate): _____________________

Your name: _________________________________

Job title: _________________________________

Company/organisation: ______________________

Address: _________________________________

Postcode: _______________________________

Tel: ________________________________

Email: ________________________________

## Outstanding Industry Leader Award

I wish to nominate ____________________________

because ____________________________________

__________________________________________

__________________________________________

Position and company of the person you are nominating ________________________________

Their email address is ____________________________

## Company (or client if applicable) authorisation:

I have read and accepted the conditions for entry and I approve this entry for the Pharmaceutical Marketing Excellence Awards 2011.

Name: ____________________________________

Position: _________________________________

Company: ________________________________

Signature: ________________________________

Date: _________________________________

## Name and contact details of agency team:

<table>
<thead>
<tr>
<th>Name</th>
<th>Company</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Name</th>
<th>Company</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Entry Template

Complete or download this template at www.pmlive.com/pmea for the categories listed, right, and follow the instructions to submit your entry.

Executive Summary (500 words)

Situation & Market Analysis

• Describe the environment in which the brand/service/device/programme operates. You should include benchmarking information relating to – setting of care, patient flow, market developments, competitor activity, etc (100 words)
• How did customers perceive how the brand/service/device/programme was being delivered prior to the intervention? (100 words)
• Describe the insights that resulted in the intervention and how these insights were gained (100 words)
• Describe any other challenges that needed to be overcome (100 words)

Objectives

• List the SMART objectives for the brand/service/device/programme (limit to max of five)
• What are the expected benefits for external stakeholders (eg. patients)? (limit to max of five)
• How were these objectives measured? (100 words)

Approach

• Describe the strategy/approach adopted to deliver the objectives for the brand/service/device/programme (200 words)
• What marketing channels and tactics were deployed? (150 words)
• How was the delivery team made up (internal and external)? What expertise did they bring? (include an image and 150 words)
• What collaboration with external stakeholders was undertaken? (include an image and 100 words)
• What specific elements of the brand/service/device/programme were truly innovative? (100 words)
• What specific elements of the brand/service/device/programme demonstrated excellence in execution? (100 words)
• How did you try to ensure that the approach delivered “Marketing Excellence”? (100 words)

Outcomes

• Describe the outcomes achieved, with reference to the objectives (table or 200 words)
• Include a minimum of one testimonial from an external stakeholder that supports the outcomes (200 words)
• How has the brand/service/device/programme positively changed the market situation and external stakeholder opinion? (200 words)

Learnings

• What lessons have been incorporated into the brand/service/device/programme? (100 words)
• How has learning from this activity been adopted elsewhere in the company? (100 words)

Total word count:
2,400 words (+ objectives/benefits and tables/images)

www.pmlive.com/pmea