



2019 FINALISTS



MARKETING AWARDS

Recognising the best of the British OTC Industry

— 2019 —

Gala Dinner & Awards Presentation
Royal Lancaster London
Hyde Park, London
Thursday 7th March 2019

In association with



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The OTC Marketing Awards 2019 promise to be the biggest yet, with more people than ever expected to be in attendance. The Awards will be presented on Thursday 7th March at Royal Lancaster London, Hyde Park.

A fabulous evening of glamour and celebration awaits attendees as a total of 19 Award categories are presented to worthy winners at the Gala Dinner & Awards Presentation.

Finalists for the prestigious Awards that make up the OTC Marketing Awards 2019 are all listed in this special seven-page supplement.

More than 70 expert judges – including retailers, consumer healthcare specialists, and authorities on advertising, innovation, packaging design, pharmacy training, public relations, and digital and social media – have drawn up the shortlist of finalists.

To find out which companies and brands are shortlisted for the top four Awards judged by our Super Retail Panel – OTC Company of the Year, OTC Brand of the Year, OTC Launch of the Year, and OTC Brand Revitalisation of the Year – turn to page 3. Nominations for Best OTC Pharmacy Salesforce – which was also judged by our Super Retail Panel – can also be found on page 3.

Nominations for the 12 entered Awards – assessed by our Expert Judging Panel – are on pages 4, 5 and 6. Judged by our Grocery Retail Panel, nominations for Best OTC Performer Outside Pharmacy can be found on page 7.

The winner of the Award for Best OTC Multiple Retailer of the Year – judged by our Industry Executive Panel – will also be announced on 7 March 2019 at the Gala Dinner & Awards Presentation in London. Finalists for this Award are on page 7.

With special thanks to our co-presenters IRI, as well as our Award sponsors – Four Health Media, GlaxoSmithKline, Hearst Magazines, Precision Marketing Group, Skills in Healthcare – as well as PAGB, for their support.

Thanks are also extended to our panel of esteemed judges for their time and commitment to Awards and the judging process.

Make sure you join the party at the British OTC industry's most talked-about and glamorous night of the year. Take a table to entertain your clients or say thank you to your colleagues. Or simply come along to have fun networking with your industry peers. Tickets and tables can now be booked online at the OTC Marketing Awards website, www.otc-bulletin.com/awards.

OTC COMPANY OF THE YEAR

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OTC BRAND OF THE YEAR

Sponsored by Precision Marketing Group

OTC LAUNCH OF THE YEAR

Sponsored by Four Health Media

OTC BRAND REVITALISATION OF THE YEAR

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Supported by HBW Insight

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MOST INNOVATIVE NEW OTC PRODUCT

BEST OTC CONSUMER ADVERTISING IN THE PRESS OR OUT-OF-HOME

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BEST OTC PUBLIC RELATIONS CAMPAIGN FOR A MEDICINE

BEST OTC PUBLIC RELATIONS CAMPAIGN FOR A NON-MEDICINE

BEST OTC PACKAGING DESIGN

BEST OTC TRADE ADVERTISING & SUPPORT PACKAGE

BEST OTC PHARMACY TRAINING

Supported by Generics Bulletin

BEST OTC PERFORMER OUTSIDE PHARMACY

BEST OTC MULTIPLE RETAILER OF THE YEAR

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OTC COMPANY OF THE YEAR

Bayer Consumer Care
 GlaxoSmithKline
 Johnson & Johnson
 Perrigo
 Pfizer Consumer Healthcare
 Reckitt Benckiser
 Thornton & Ross

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OTC BRAND OF THE YEAR

Beconase	Perrigo
Hedrin	Thornton & Ross
Nurses	GlaxoSmithKline
Solpadeine	Perrigo
Tena	SCA Hygiene Products
Viagra Connect	Pfizer Consumer Healthcare
Voltarol	GlaxoSmithKline

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OTC LAUNCH OF THE YEAR

Aveeno Dermexa	Johnson & Johnson
Dermalex Repair & Restore	Perrigo
E45 Eczema Repair	Reckitt Benckiser
Nicorette Quickmist Cool Berry	Johnson & Johnson
Nurofen Joint & Muscular Pain Relief 200mg Medicated Plasters	Reckitt Benckiser
Viagra Connect	Pfizer Consumer Healthcare
Voltarol 2% Joint Pain Relief	GlaxoSmithKline

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OTC BRAND REVITALISATION OF THE YEAR

Comped	HRA Pharma
Deep Relief	Mentholatum
Dermalex	Perrigo
E45	Reckitt Benckiser
Lemsip	Reckitt Benckiser
Nurses	GlaxoSmithKline
Sudocrem	Teva UK

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BEST OTC PHARMACY SALESFORCE

Bayer Consumer Care
 Ceuta Healthcare
 GlaxoSmithKline
 Johnson & Johnson
 Perrigo
 Reckitt Benckiser
 Thornton & Ross

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SUPER RETAIL PANEL

- OTC COMPANY OF THE YEAR
- OTC BRAND OF THE YEAR
- OTC LAUNCH OF THE YEAR
- OTC BRAND REVITALISATION OF THE YEAR
- BEST OTC PHARMACY SALESFORCE


The five Awards – OTC Company of the Year, OTC Brand of the Year, OTC Launch of the Year, OTC Brand Revitalisation of the Year and Best OTC Pharmacy Salesforce – were judged by our Super Retail Panel made up of representatives from multiple and independent retailers. For each of these Awards, judges on the panel were presented with a shortlist of contenders drawn up by the OTC Marketing Awards team. The results from the judges were combined to determine seven finalists, including the highly-commended candidates and of course, the winner.





EXPERT JUDGING PANEL

The 12 Entered Awards were judged by our Expert Judging Panel made up of independent experts experienced in the disciplines involved and/or knowledgeable about the OTC market. For each Award, the judges on the panel were presented with entries submitted by companies and/or their agencies. Results from the six judges for each Award were combined to determine finalists, including the highly-commended candidates and winner.



BEST BIG BUDGET OTC MARKETING CAMPAIGN			
Bennox	GlaxoSmithKline	<i>Bray Leino, Mosquito Digital, Pegasus</i>	SPONSORED BY 
Deep Heat & Deep Freeze	Mentholatum	<i>1DA, 4Health Communications, the7stars, Tony & Lesley Keen PR</i>	
Deep Relief	Mentholatum	<i>1DA, 4Health Communications, Mother, the7stars, Tony & Lesley Keen PR</i>	
E45	Reckitt Benckiser	<i>Freuds, Havas, Proud Robinson, Verve</i>	
Hedrin	Thornton & Ross	<i>Bray Leino, Pegasus</i>	
Nurses	GlaxoSmithKline	<i>Buchanan, Brass, HRG, Life, Mediacom</i>	
Viagra Connect	Pfizer Consumer Healthcare	<i>BCW, Geometry, Ogilvy, Wavemaker, Y&R</i>	

BEST SMALL BUDGET OTC MARKETING CAMPAIGN			
Buscopan	Sanofi	<i>Pegasus</i>	SUPPORTED BY 
Equazen	SFI Health	<i>Jungle Cat Solutions</i>	
Flexitol	Thornton & Ross	<i>Bray Leino, Mosquito Digital, Pegasus</i>	
Germolene	Bayer Consumer Care	<i>Pegasus</i>	
Haliborange	Procter & Gamble	<i>Beattie Integrated Communications, Starcom</i>	
Optrex	Reckitt Benckiser	<i>Cake, Havas</i>	
Zovirax Cold Sore Cream	GlaxoSmithKline	<i>HRG, Mediacom, Saatchi & Saatchi</i>	

BEST OTC AUDIO-VISUAL ADVERTISING			
Calpol	Johnson & Johnson	<i>Buzzfeed, J3</i>	SPONSORED BY 
EllaOne	HR Pharma	<i>Dirt And Glory Media</i>	
Hedrin	Thornton & Ross	<i>Bray Leino</i>	
Nurofen	Reckitt Benckiser	<i>McCann London</i>	
Nurses	GlaxoSmithKline	<i>Geometry, Grey, Hogarth, Mediacom</i>	
Optrex	Reckitt Benckiser	<i>Havas</i>	
Viagra Connect	Pfizer Consumer Healthcare	<i>Wavemaker, Y&R</i>	

BEST OTC SOCIAL MEDIA CAMPAIGN

Buscopan	Sanofi	<i>Pegasus</i>
Deep Heat & Deep Freeze	Mentholatum	<i>1DA, the7stars</i>
Durex	Reckitt Benckiser	<i>Cecile Dormeau</i>
EllaOne	HRA Pharma	<i>Dirt And Glory Media</i>
Sudocrem, Child's Play	Teva UK	<i>Orbital Media Network & Advertising</i>
Sudocrem, Facebook Live	Teva UK	<i>Orbital Media Network & Advertising</i>
Zovirax Cold Sore Cream	GlaxoSmithKline	<i>HRG, Mediacom, Saatchi & Saatchi</i>

BEST OTC PACKAGING DESIGN

Deep Relief	Mentholatum	<i>R-Design</i>
Infacol Colic Relief	Teva UK	<i>Touch of Mojo</i>
My Little Sudocrem	Teva UK	<i>Touch of Mojo</i>
Nurofen	Reckitt Benckiser	
Optrex	Reckitt Benckiser	<i>Cake, Havas</i>
Potter's Herbals	SFI Health	<i>In-House</i>
Seven Seas Perfect 7 Renewal	Procter & Gamble	<i>Trident</i>

BEST OTC TRADE ADVERTISING & SUPPORT PACKAGE

Balance Activ	BBI Healthcare	<i>Verve</i>
Deep Relief	Mentholatum	<i>the7stars, Tony & Lesley Keen PR</i>
EllaOne	HRA Pharma	<i>Acumen Partners, Verve</i>
Nurofen Medicated Plaster	Reckitt Benckiser	<i>Verve</i>
Day & Night Nurse	GlaxoSmithKline	<i>McCann Healthcare</i>
Sensodyne	GlaxoSmithKline	<i>Apex, Four Health Media, McCann London, Stockdale Martin</i>
Strefen	Reckitt Benckiser	<i>Verve</i>

BEST OTC PHARMACY TRAINING

Maloff Protect	Glenmark Pharmaceuticals	<i>CIG Healthcare Partnership</i>	<p>SUPPORTED BY</p>  <p>Generics Bulletin Pharma Intelligence Informa</p>
Nurses	GlaxoSmithKline	<i>McCann Healthcare</i>	
RB For Health	Reckitt Benckiser	<i>Verve, Marketing London</i>	
Strefen	Reckitt Benckiser	<i>Connect to Pharma</i>	
Solpadeine	Perrigo	<i>Pegasus</i>	
Tena	SCA	<i>In-House</i>	
Viagra Connect	Pfizer Consumer Healthcare	<i>BCW</i>	

BEST OTC DIGITAL & MOBILE MARKETING CAMPAIGN

Benadryl Allergy	Johnson & Johnson	<i>A Million Ads, Cadreon, UM Media</i>
Calpol	Johnson & Johnson	<i>Babycenter</i>
Cetraben	Thornton & Ross	<i>Pegasus</i>
Deep Heat & Deep Freeze	Mentholatum	<i>1DA, the7stars</i>
EllaOne	HR Pharma	<i>Dirt And Glory Media</i>
NiQuitin	Perrigo	<i>Brass, Zenith</i>
Sudocrem	Teva UK	<i>Orbital Media Network & Advertising</i>

MOST INNOVATIVE OTC PRODUCT

Clearblue Connected Ovulation Test System	Swiss Precision Diagnostics
Dermalex Repair & Restore	Perrigo
Flarin 200mg Soft Capsules Ibuprofen	InFirst Healthcare
Lemlift	Reckitt Benckiser
Nicorette QuickMist Cool Berry	Johnson & Johnson
Nurofen Joint & Muscular Pain Relief 200mg Medicated Plaster	Reckitt Benckiser
Voltarol Back & Muscle Pain Relief Gel No Mess Applicator 100g	GlaxoSmithKline

BEST OTC CONSUMER ADVERTISING IN THE PRESS OR OUT-OF-HOME

Deep Heat & Deep Freeze	Mentholatum	<i>1Da, the7stars, Tony & Lesley Keen PR</i>	SPONSORED BY 
Dextro Energy	Dextro Energy GmbH & Co	<i>Exterion & FKC, Starcom</i>	
Eddie	Well Pharmacy	<i>Studio of Art and Commerce</i>	
Nicorette	Johnson & Johnson	<i>Bonfure, UM</i>	
Nurses	GlaxoSmithKline	<i>Grey, Mediacom</i>	
Nytol	Perrigo	<i>Lucky Generals, Zenith</i>	
Viagra Connect	Pfizer Consumer Healthcare	<i>In-House, Y&R</i>	

BEST OTC PUBLIC RELATIONS CAMPAIGN FOR A MEDICINE

Canesten Intimate Health	Bayer Consumer Care	<i>Pegasus</i>
Dioralyte	Sanofi	<i>Pegasus</i>
EllaOne	HRA Pharma	<i>Dirt And Glory Media</i>
Hedrin	Thornton & Ross	<i>Pegasus</i>
Infacol	Teva UK	<i>Satellite PR</i>
Nurofen	Reckitt Benckiser	<i>Havas</i>
Sudocrem	Teva UK	<i>Satellite PR</i>

BEST OTC PUBLIC RELATIONS CAMPAIGN FOR A NON-MEDICINE

Durex	Reckitt Benckiser	<i>Freuds, Havas, Zenith</i>
Equazen	SFI Health	<i>Jungle Cat Solutions</i>
Flexitol Heel Balm	Thornton & Ross	<i>Pegasus</i>
Puressential	Puressential	<i>Jungle Cat Solutions</i>
Sudocrem Care & Protect	Teva UK	<i>Satellite PR</i>
Superdrug	Superdrug	<i>Well Hello</i>
XLS Nutrition	Perrigo	<i>Pegasus</i>

BEST OTC PERFORMER OUTSIDE PHARMACY

The Award for Best OTC Performer Outside Pharmacy was judged by our **Grocery Retail Panel**.

Judges on the panel were presented with a shortlist of contenders drawn up by the Awards organisers. The results from the judges were combined to determine seven nominations, including the highly-commended candidates and winner.

Benlyn	Johnson & Johnson
Calpol	Johnson & Johnson
Canesten	Bayer Consumer Care
Lemsip	Reckitt Benckiser
Panadol	GlaxoSmithKline
Piriteze	GlaxoSmithKline
Voltarol	GlaxoSmithKline

BEST OTC MULTIPLE RETAILER OF THE YEAR

The Award for Best OTC Multiple Retailer of the Year was judged by our **Industry Executive Panel** made up of top executives from the UK OTC industry.

Judges on the panel were presented with a shortlist of contenders drawn up by the Editors of HBW Insight. The results from the judges were combined to determine seven nominations, including the highly-commended candidates, and the winner.

Asda Walmart
Boots UK
Day Lewis
LloydsPharmacy
Rowlands Pharmacy
Superdrug
Tesco

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Congratulations to all finalists!

To book your tickets to attend the Gala Dinner and Awards Presentation, visit OTC-bulletin.com/Awards or call 01564 777550.





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