

MMM
Awards
2015

ENTRY
KIT

awards.mmm-online.com

YOUR PATHWAY TO THE PODIUM

The MM&M Awards 2015 are open for submissions. This is your chance to put your best work forward and get the recognition you deserve.

There is no greater accolade in healthcare marketing than winning an MM&M Award. Every submission is judged by an independent panel of seasoned industry experts, whose dedication, expertise and authority ensures that we recognize the most deserving work.

There is also no greater excitement in healthcare marketing than receiving an MM&M Award. As always, the identities of the winners will be withheld until our spectacular event on October 1, 2015 in New York.

We have once again put a great deal of effort into expanding and enhancing the program to better reflect the industry and to ensure that the MM&M Awards remain the gold standard in healthcare marketing, communications and media.

Following last year's addition of 11 new categories, which included awards for individual marketers of the year and agency of the year as well as the prestigious MM&M Platinum Award for Outstanding Contribution to Healthcare, this year's enhancements include two more—Best Product Launch and The MM&M Titanium Award for Best in Show.

Please read this Entry Kit carefully before preparing your submissions. You have our word that we will neither share nor publish any proprietary data contained in your submissions, providing you request that it remains confidential—so enter with confidence. And don't forget to visit our dedicated MM&M Awards website at awards.mmm-online.com for updates, information, judging applications and dinner reservations.

All you have to do now is enter. Good luck!



Marc Iskowitz
Editor-in-Chief
MM&M

GENERAL ENTRY RULES AND INFORMATION

Who can enter?

The MM&M Awards are open to all agencies, clients, production companies, studios or any other firms that produce or publish healthcare marketing materials or content. All categories relate to work created and executed in the United States or Canada. International work will be considered as long as the campaign included a US element and you submit the US element with your entry.

Eligibility period

Entries must represent work that ran between April 25, 2014 and April 24, 2015. Qualifying campaigns must have been active for at least part of the eligibility period, but not necessarily have launched during this time frame, nor have run for the entirety of this window. Best Product Launch eligibility period runs from Jan. 1, 2014, to April 24, 2015 (category 25 only).

Entry Form

All entries must be submitted online.

The entry form will vary for each category. Please refer to each category for specific information required. The general information required is below:

- Category entered
- Title of entry
- Agency or company submitting the entry
- Client name
- Brand (if applicable)
- Budget (for most categories)

Multiple entries

A single entry can be entered into multiple categories providing it applies to the specific criteria stated within each category. However, you must submit a separate set of support materials for each category entered.

Confidentiality

MM&M reserves the right to publish details of entries in the Awards Book of the Night and related materials. However, if certain details must be kept confidential, please indicate this clearly on the entry, including precisely what information is not to be publicly disclosed. Please be specific about what information cannot be disclosed; do not simply mark the entire entry "confidential."

Support materials

To accompany your submission, entries should be supported with relevant backup materials. These support materials should show evidence of the success of your work. **All support materials and images must be submitted digitally.** The only items that can be mailed in support of submissions are physical pieces of the campaign. These include: direct marketing pieces/mailers (category 3), sales aids (category 16), and creative pieces for any of the above items in support of multi-channel campaigns (categories 22 to 24) or in support of product launches (category 25).

Video (optional)

Entrants also have the option to submit a short video of their submission, telling the story of the campaign with visuals, narrative and information. For the purposes of judging, video can be up to 2 minutes long, but must be uploaded in wmv (Windows Media) format and the file size should be no larger than 20MB. However, make sure that all key facts supporting your entry are also contained in the written submission. **A video to support the Healthcare Marketing Awards categories is highly encouraged.**

Online payment

All entries must be submitted and paid for online. You may enter your information in the entry form and save it to return at a later date. When you want to submit your entry please click the "Submit & Pay" button on the awards summary page and submit payment. Please ensure that your entry has been paid for in order for it to be considered for judging. Credit cards accepted include Visa, MasterCard, and American Express. Once all entry information is prepared, visit awards.mmm-online.com to submit your entries.

Entry fees

The cost of each entry is \$335.

Deadline for entries

The deadline for entries is **Friday, April 24, 2015 at 11:59pm ET**. Entries which have not been marked as final, paid in full and submitted online by this date will be treated as late entries.

Late entries

Late entries will be accepted until **Friday, May 1, 2015 at 11:59pm ET**. All entries submitted after April 24 will incur an additional fee of \$185 each.

How and where to mail campaign materials

Physical pieces may be mailed for the following categories only:

3. Best Use of Direct Marketing
16. Best Professional Sales Aid
22. Best Multichannel Campaign (Small Budgets)
23. Best Multichannel Campaign (Mid-Size Budgets)
24. Best Multichannel Campaign (Large Budgets)
25. Best Product Launch

After submitting your entry online, please print out your confirmation email and include in your box for shipment. On this form, please list the following:

- Entry ID #
- Title of entry
- Number of pieces within the box
- Contact details of the shipper

On the outside of your box list the following: category, entry number and agency/company name. Please mail all physical support materials to:

Rebecca D. Shulman
Haymarket Media Inc.
MM&M Awards
114 West 26th St., 4th Floor
New York, NY 10001

How will entries be judged?

After entries are submitted, a panel of approximately 100 judges will select the winners through an extensive and thorough process. These judges will consist of healthcare marketers from the agency, client, publishing and service sectors. Judges will be chosen for their professional and wide-ranging level of expertise. Any judge that

has a conflict of interest with a particular entry, including but not restricted to: working for an agency that submitted the campaign and/or is involved with any aspect of the project, will not be allowed to judge that entry. Judges may move entries between categories if deemed unsuitable to one but appropriate for another. Scoring of entries will be made solely at the discretion of the judges and their decision will be final.

The big event

The presentation dinner and ceremony will take place at Cipriani Wall Street in New York City on October 1, 2015. For further information about the Awards event, please visit awards.mmm-online.com, or contact:

Rebecca D. Shulman
Tel: (646) 638-6009
E-mail: rebecca.shulman@haymarketmedia.com

HEALTHCARE MEDIA AWARDS

What do these awards recognize?

Healthcare media brands—both print and online—that performed the best in terms of readership and/or web traffic, advertising revenues, market share, design, editorial quality, creativity, innovation and integration between channels. Please refer to individual category headings below for the types of work/media covered by each category.

Who should enter?

Publishers of healthcare media brands, including: websites, magazines, newspapers, journals and periodicals.

What are the judges looking for?

Outstanding service to both readers and advertisers, with demonstrable performance in readership/web traffic, revenues and market share.

What should my entry include?

You will have a maximum limit of 200 words for each of the sections below. The entry should have a clear description of the publication/website and its performance during the eligibility period, including:

- Editorial mission statement
- Key features and standout attributes
- Increases in paid circulation (where relevant), readership/usership, web traffic
- Increases in advertising market share (where relevant)
- Innovations to design and format
- Enhancements to editorial and demonstrable benefits to users
- Increase in total revenue
- For custom publications, please state the name of the client company and/or brand

Support materials

Video submission: can be up to 2 minutes long, in wmv (Windows Media) format with a file size no larger than 20MB. However, make sure that all key facts supporting your entry are also contained in the written submission.

Print publication (if relevant): Copies of up to three different issues. Please mail to: Rebecca D. Shulman, Haymarket Media Inc., MM&M Awards, 114 West 26th St., 4th Floor, New York, NY 10001

Website: Please enter the URL in the appropriate field on the online entry form.

1. Best Healthcare Consumer Media Brand

Any print publication and/or web property carrying editorial content directed at consumers and patients, including: magazines, newspapers, newspaper sections, custom publications, websites and online versions of print brands.

2. Best Healthcare Professional Media Brand

Any print publication and/or web property carrying editorial content directed at healthcare professionals, including medical journals and periodicals. *Does NOT include sales aids—these should be entered into Category 16.*

Key info

Important dates

April 24, 2015 - Deadline for entries

May 1, 2015 - Late deadline for entries

October 1, 2015 - MM&M Awards dinner ceremony

Contacts

Entry and event information

Rebecca D. Shulman, Events Manager

Phone: 646-638-6009

Email: rebecca.shulman@haymarketmedia.com

Sponsorship information

Doreen Gates, Advertising Manager

Phone: 267-477-1151

Email: doreen.gates@haymarketmedia.com

Website

awards.mmm-online.com

HEALTHCARE MARKETING AWARDS

What do these awards recognize?

Outstanding marketing and communications efforts in support of drugs, devices, diagnostics, services and corporations.

Who should enter?

Agencies and in-house marketing departments.

What are the judges looking for?

Campaigns that deploy clever strategy and creative execution, with demonstrable results.

What should my entry include?

You will have a maximum limit of 200 words for each of the sections below. The entry should have a clear description of the campaign, including:

- Budget
- Situation analysis
- Research/planning
- Target audience
- Campaign objectives
- Strategic insight
- Creative execution
- Response/results (including a source for metrics)

Support materials

Video submission: can be up to 2 minutes long, in wmv (Windows Media) format with a file size no larger than 20MB. However, make sure that all key facts supporting your entry are also contained in the written submission.

Print ads: for each ad, please upload a 300 dpi .jpg or .gif (actual size/ 8¹/₂" x 11") on the online entry form.

TV ads: provide either a link to a video or upload the video online in wmv format with a file size no larger than 15MB. If your entry contains more than one spot, there must be 2 seconds of black between each spot.

Sales aids: examples of actual physical sales aid pieces and a .jpeg or .gif file of the piece. You will need to mail in the actual physical piece and upload the image in the appropriate field on the entry form (category 16 only).

Website: a URL is optional when you submit your entry online.

Multichannel Campaigns: In order to enter, please provide the total

dollar amount spent on the campaign during the eligibility period, or an estimate. This information should be included along with your support materials. If you cannot cite the dollar amount, judges will assume that the entry category was chosen based on the approximate spend level.

Physical campaign pieces

Please mail any relevant physical campaign pieces for the following categories only:

3. Best Use of Direct Marketing
16. Best Professional Sales Aid
22. Best Multichannel Campaign (Small Budgets)
23. Best Multichannel Campaign (Mid-Size Budgets)
24. Best Multichannel Campaign (Large Budgets)
25. Best Product Launch

*Please mail these pieces to:

Rebecca D. Shulman
Haymarket Media Inc.
MM&M Awards
114 West 26th St., 4th Floor
New York, NY 10001

All other support materials should be submitted digitally, as part of your online entry.

3. Best Use of Direct Marketing

Marketing initiatives that individually target consumers, healthcare professionals or any other stakeholder audience, with the objective of inducing a response or specific action.

4. Best Use of Public Relations

Communications efforts promoting awareness and positive perception of healthcare products, services, corporations and organizations to consumers, employees, healthcare professionals, the investor community and other stakeholder groups.

5. Best Branded Website for Consumers

Websites promoting specific branded medical products and services (brand.com) to the consumer audience. *Does not include online media properties, such as WebMD and Everyday Health.*

6. Best Branded Website for Healthcare Professionals

Websites promoting specific branded medical products and services (brand.com) to HCPs. *Excludes media properties, such as WebMD and NEJM.com, and CME websites.*

7. Best Disease/Education Campaign

Websites, TV ads or other media promoting awareness or offering

information about specific disease states (disease.com) or health issues (issue.com). *Does not include online media properties, such as WebMD and NEJM.com, nor CME websites.*

8. Best Use of Social Media

Any digital initiative targeting either consumers/patients, healthcare professionals or other stakeholders using social media channels that demonstrates a community building aspect and best use of platforms.

9. Best Medical Digital Initiative for Consumers

Any digital initiatives or apps aimed at consumers, offering information, tools, education or promotion relating to diagnosis, treatment or management of medical conditions and ailments. Includes apps, tracking tools, surveys, CRM programs, online video, mobile-texting, video games, contests, etc.

10. Best Health & Wellness Digital Initiative for Consumers

Any digital initiatives or apps offering consumers information, tools, education or promotion in the non-medical, health-and-wellness space. Includes mobile apps, tablet apps, measurement and tracking tools, CRM programs, online video, mobile-texting, video games, contests, etc.

11. Best Digital Initiative for Healthcare Professionals

Any digital initiatives targeting healthcare professionals, such as CRM programs, e-detailing, e-CME, online video, 3D animation, interactive live exhibits, video games and interactive sales training for reps. *Excludes apps. These should be entered in category 12. Excludes interactive visual aids (IVAs). These should be entered in category 16.*

12. Best App for Healthcare Professionals

Any smartphone apps or tablet apps targeting healthcare professionals, including: medical reference, diagnostics aids, prescribing aids, branded communications, patient records, CME apps, search tools, etc.

13. Best Consumer Print Campaign

A minimum of two print ads in support of a prescription drug, medical product or service appearing in any consumer magazine or newspaper. OTC products are not permitted in this category.

14. Best Single Professional Print Advertisement

A single print ad for a prescription drug, medical product or service appearing in any medical journal or periodical. OTC products are not permitted in this category.

15. Best Professional Print Campaign

Campaign comprising of a minimum of two print ads for a prescription drug, medical product or service appearing in any medical journal or periodical. OTC products are not permitted in this category.

16. Best Professional Sales Aid

Any print or digital sales aid targeting healthcare professionals in support of a branded prescription product or service. *If digital, a video is recommended.*

17. Best Corporate Marketing Campaign

Any advertisement/campaign, website (corporation.com), video or other communications channel used to promote a corporate client.

18. Best Philanthropic Campaign

Any philanthropic advertisement/campaign, website (corporation.com), video or other communications channel to promote a non-profit organization or raise awareness of a specific cause, for which the agency received no payment.

19. Best Multicultural Campaign

Any healthcare marketing, awareness or educational campaign that targets specific ethnic or religious audiences, using any combination of channels. Judges will look for an in-depth understanding of the target market in both the strategy and execution.

20. Best Agency Self-Promotion

Any advertisement/campaign, website (agency.com), video or other communications channel an agency uses to market its own brand, culture and capabilities.

21. Best TV Advertising Campaign

Branded TV advertisement, or a series of advertisements (maximum of three), used to promote a prescription drug, medical product or service. *Excludes unbranded. These should be entered into category 7.*

22. Best Multichannel Campaign (Small Budget)

An integrated marketing, communications or awareness campaign executed across two or more channels on behalf of a healthcare client. **Marketing spend less than \$2.5 million during the eligibility period.**

23. Best Multichannel Campaign (Mid-Size Budget)

An integrated marketing, communications or awareness campaign executed across two or more channels on behalf of a healthcare client. **Marketing spend of \$2.5 million - \$5 million during the eligibility period.**

24. Best Multichannel Campaign (Large Budget)

An integrated marketing, communications or awareness campaign executed across two or more channels on behalf of a healthcare client. **Marketing spend greater than \$5 million during the eligibility period.**

25. Best Product Launch

A marketing or communications campaign to promote a prescription or over-the-counter drug or medical product launched between Jan. 1, 2014 and April 24, 2015.

PERSONALITY AWARDS

What do these awards recognize?

Outstanding individual contributions to healthcare marketing and communications, in either a leadership, strategic, creative or support role.

Who should enter?

Candidates for each of the four Personality Awards may be nominated by colleagues, peers, business partners, associations or by other professional acquaintances. At least one nomination must come from a person outside the nominee's organization or agency.

What are the judges looking for?

Individuals that have excelled in their roles during the eligibility period and that have made a demonstrable difference to their organizations, perhaps through strong leadership, or great team-work, mentoring, business development, great ideas, strong collaboration with clients or partners, or by producing a consistently high standard of work throughout the year. Please include testimonials from at least one source other than the nominator, and examples of work.

What should my entry include?

You will have a maximum limit of 200 words for each of the sections below. The entry should have a clear description of the nominee, including:

- Synopsis/summary of reasons for nomination
- Professional background
- Notable achievements during the eligibility period
- Examples of work
- Testimonials
- Résumé/CV

Support materials

Video submission: can be up to 2 minutes long, in wmv (Windows Media) format with a file size no larger than 20MB. However, make sure that all key facts supporting your entry are also contained in the written submission.

Photos of the nominee: please upload a 300 dpi .jpg or .gif (actual size/ 8¹/₂" x 11") on the online entry form.

Print ads: for each ad, please upload a 300 dpi .jpg or .gif (actual size/ 8¹/₂" x 11") on the online entry form.

TV ads: provide either a link to a video or upload the video online in wmv format with a file size no larger than 15MB. If your entry contains more than one spot, there must be 2 seconds of black between each spot.

Website: a URL is optional when you submit your entry online. Please indicate the nominee's specific involvement with any creative work submitted. All submissions should be in digital format.

26. Industry Marketer of the Year

Marketing executives who have excelled in their roles for any healthcare organization (pharma, biotech, devices, diagnostics, medical group, payer, association, supplier, etc).

27. Agency Marketer of the Year

Marketing executives who have excelled in their roles for any healthcare marketing agency.

28. Innovative Marketer of the Year

Marketing executives who have demonstrated exceptional levels of innovation in their roles for any healthcare industry organization or marketing agency.

29. Young Marketer of the Year

Young marketing executives who have been in the industry for three years or less on April 24, 2015, and who have excelled in their roles for any healthcare industry organization or marketing agency.

HEALTHCARE AGENCY AWARDS

What do these awards recognize?

Outstanding performance by individual healthcare marketing agencies.

Who should enter?

Healthcare marketing agencies. Entries should nominate individual agencies and not entire networks.

What are the judges looking for?

Exceptional performance during the eligibility period, including business growth, strategy, creativity, innovation, culture, meeting challenges, and moving the needle on behalf of clients.

What should my entry include?

You will have a maximum limit of 200 words for each of the sections below. The entry should have a clear description of the agency, including:

- Synopsis/summary of reasons for nomination
- Brief agency history
- Notable achievements during the eligibility period
- Examples of work
- Client testimonials (if available)

Support materials

Video submission: can be up to 2 minutes long, in wmv (Windows Media) format with a file size no larger than 20MB. However, make sure that all key facts supporting your entry are also contained in the written submission.

Photos of the agency: please upload a 300 dpi .jpg or .gif (actual size/ 8^{1/2}" x 11") on the online entry form.

Print ads: for each ad, please upload a 300 dpi .jpg or .gif (actual size/ 8^{1/2}" x 11") on the online entry form.

TV ads: provide either a link to a video or upload the video online in wmv format with a file size no larger than 15MB. If your entry contains more than one spot, there must be 2 seconds of black between each spot.

Website: a URL is optional when you submit your entry online.

Please indicate the nominee's specific involvement with any creative work submitted. All submissions should be in digital format.

30. Small Healthcare Agency of the Year

Recognizing outstanding performance by a healthcare marketing agency with **US revenues of less than \$15 million in 2014**

31. Mid-Size Healthcare Agency of the Year

Recognizing outstanding performance by a healthcare marketing agency with **US revenues of \$15 million-\$50 million in 2014**

32. Large Healthcare Agency of the Year

Recognizing outstanding performance by a healthcare marketing agency with **US revenues of greater than \$50 million in 2014**

MM&M PLATINUM AWARD

What does this award recognize?

Outstanding contribution to the healthcare industry, either by an individual, a team, an organization, association or other relevant group. **There are no nominations for this award.** The winner will be chosen by a special committee of judges

33. The MM&M Platinum Award for Outstanding Contribution to Healthcare

Recognizes exceptional contribution to healthcare by an individual, a team, an organization, association or other relevant group.

MM&M TITANIUM AWARD

What does this award recognize?

A campaign or marketing initiative (categories 3-25) that distinguishes itself as "best in show." A special committee of judges will meet and determine if any of the top five scorers in the program represent an exemplary level of work such that a Best in Show is warranted. **There are no nominations for this award.**

34. The MM&M Titanium Award for Best in Show

Recognizes an exemplary campaign or marketing initiative (categories 3-25) that distinguishes itself as "best in show."