



MMM&M
Awards
2010

Entry Kit

mmm-online.com/awards

Introduction

The MM&M Awards 2010 are open for business. 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, not by us, but by an independent panel of seasoned industry experts. It's not enough for entries to just look good, either. They must also be effective. That's why, as well as a strong team of creatives, we also recruit numerous marketing execs from the client side. This way we can be sure we will recognize the most deserving work.

There is also no greater excitement in healthcare marketing than receiving an MM&M Award. The identities of all the winners are withheld until the spectacular gala dinner in the fall. Not even the judges know who won. The suspense and elation of claiming gold in front of several hundred peers is second to none. Not to mention the celebration that follows. But you do have to enter first. So please read this Entry Kit carefully before preparing your submissions.

We continually strive to make this program better and more relevant. This year we have introduced more digital categories (page 7), with breakouts for branded and unbranded websites, patient CRM programs and social media. We are also accepting websites as integral parts of the "Corporate Marketing" and "Agency Self-Promotion" categories (page 8). I wish you the best of luck!

Sincerely,



James Chase
Editor-in-Chief
MM&M

General entry rules and information

When and where?

The presentation dinner and ceremony will take place in New York City in October 2010. For further information about the Awards event, please contact Shital Patel at:
Tel: (646) 638-6157
Fax: (646) 638-6150
E-mail: shital.patel@haymarketmedia.com

Who can enter?

The MM&M Awards are open to all agencies, clients, production companies, studios or any other firm or individual who creates or produces marketing and/or advertising materials. All categories relate to work executed in the US by a US or Canada-based company.

Eligibility period

Entries must be for work conducted between May 29, 2009 and May 27, 2010. Some of the work must have occurred during this time, but it does not necessarily have to have been started or completed during the eligibility period.

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)

(NOTE: The budget is an essential part of the judging process. Failure to include a strong and honest indication of the budget could affect the score the judges give you.)

Multiple entries

A single entry can be entered into multiple categories provided 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 the Award 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 exactly 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.

Key info

Eligibility period

Entries must be for work conducted between May 29, 2009 and May 27, 2010.

Entry fees

The price of each entry submitted is \$255.

Deadline for entries

The deadline for entries is **Friday, May 28, 2010 at 11:59pm ET**. Entries received after May 28 will be considered late.

Late entries

Late entries will be received until **Friday, June 4, 2010 at 11:59pm ET**. However, entries received after May 28 will incur a penalty of \$140 per entry.

Support materials

Support materials are mandatory. Please refer to each category heading for details. You will either need to submit a URL and/or clip online, submit physical material or both.



Follow @MMMAwards on Twitter for updates on the Awards.



MM&M Awards 2010

Entry Kit

Entry deadline Friday, May 28

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.

For the majority of entries, you will need to mail in support materials. However, there are a few categories for which you can submit a short video clip or a website URL online. See the specific category descriptions for more information. **All video clips must be in wmv (Windows Media) format, should not exceed 3 minutes in length and the file size should be no larger than 15MB.**

All physical support materials must be clearly identified, securely contained and placed in a standard sized box. Companies sending multiple entries can use a larger box for delivery purposes, but each individual entry must be contained in its own box with the corresponding entry number clearly marked on the outside.

Online entry submission

All entries must be submitted and paid online. You can start an entry and save it as a “draft” to return at a later date and submit payment. Please ensure your entry is marked as “final” in order to proceed with payment. Credit cards accepted include Visa, MasterCard and American Express. Once all entry information is prepared, visit mmm-online.com/awards to submit your entries.

Entry fees

The price of each entry submitted is \$255.

Deadline for entries

The deadline for entries is **Friday, May 28 at 11:59pm ET.** Entries which have not been marked as final, paid in full and submitted online by this date will be considered late.

Late entries

Late entries will be accepted until **Friday, June 4, 2010 at 11:59pm ET.** However, those entries received after May 28 will incur a penalty of \$140 per entry.

Where to send support materials

After submitting your entry online, you will be asked to print a shipping form. This form includes your entry number and shipping details. Please ensure you print this form for each entry and attach the bottom portion to the outside of your support materials. If you have difficulty printing the shipping form, please include the following information on the outside of your box: category, entry number and agency/company name. Please mail all physical support materials to:

Shital Patel
Haymarket Media
MM&M Awards
114 W. 26th St., 4th floor
New York, NY 10001

Returning support materials

MM&M will not return any support materials. Also, because of the volume of materials received, MM&M cannot confirm receipt of support materials; therefore, it is advised that you use a form of traceable delivery if you want confirmation of receipt.

How will they be judged?

After entries are submitted, a panel of approximately 40 judges will select the winners through an extensive and thorough process. These judges will consist of healthcare marketers from the agency, client and service sectors. Judges will be chosen for their professional and wide-ranging level of expertise. Any judge that has a conflict of interest, including but not restricted to: working for an agency that submitted the campaign and/or involved with any aspect of the project will not be allowed to judge the 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.

Healthcare Media

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: magazines, newspapers, journals, periodicals and websites.

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

Print publication: copies of up to three different issues.

Website: if you include a website with your entry, you must submit 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 Category 17.

Key info

Important dates

May 28, 2010 - Deadline for entries

July 2010 - Finalists announced

October 2010 - MM&M Awards presentation dinner

Contacts

Entry and event information

Shital Patel, Events Manager

Phone: 646-638-6157

Email: shital.patel@haymarketmedia.com

Sponsorship information

David Furr, Sales Account Executive

Phone: 646-638-6027

Email: david.furr@haymarketmedia.com

Cole Razzano, Sales Account Executive

Phone: 646-638-6141

Email: cole.razzano@haymarketmedia.com

Direct Marketing

What do these awards recognize?

Outstanding direct marketing of drugs, devices, diagnostics and related medical products and services.

Who should enter?

Agencies and in-house marketing departments.

What are the judges looking for?

Campaigns that employ clever strategy and creative ideas that are relevant and surprising, with demonstrable results/responses.

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
- Target audience
- Campaign objectives
- Creative strategy
- Response/results

Support materials

Targeted mailings and/or posters: examples of actual pieces and a .jpeg or .gif image. You will need to mail in the actual physical piece and upload the image in the appropriate field on the entry form.

3. Best Use of Direct Marketing to Consumers

Direct promotion campaign/materials targeting consumers.

4. Best Use of Direct Marketing to Healthcare Professionals

Direct promotion campaign/materials targeting healthcare professionals but NOT sales aids—these should be entered into Category 17.

Public Relations

What do these awards recognize?

Outstanding use of public relations and communications which has made a measurable impact on clients' business.

Who should enter?

PR agencies and in-house communications departments.

What are the judges are looking for?

Intelligent, creative planning and execution that has made a demonstrable impact in either promoting a product or brand, improving corporate reputation/image or communicating with shareholders, employees or any other stakeholder.

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
- Campaign objectives
- Target audience
- Strategy
- Research/planning
- Execution/tactics
- Results

Support materials

Examples of creative work, research documents, photographs, media coverage, video, media analysis and measurement results. If you include a video with your submission, you can either provide a link to a video or upload the video in wmv format with a file size no larger than 15MB. The video should not exceed 3 minutes in length.

5. 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.

Digital

What do these awards recognize?

Excellence in healthcare marketing using digital media. Please refer to individual category headings for a list of specific work covered.

Who should enter?

Healthcare companies/manufacturers, agencies and other interactive marketing companies and vendors.

What are the judges looking for?

Innovation and creativity that engages the target audience and yields impressive results, demonstrating an advanced understanding of digital media in the healthcare space.

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 website or campaign, including:

- Budget
- Marketing challenge
- Target audience
- Campaign objective
- Creative strategy
- Results—all metrics must state source of provider

Support materials

Website: submit the URL in the appropriate field(s) on the online entry form. You will be allowed to submit 1 URL for categories 6 and 7 and up to 5 URLs for categories 8 and 9.

Interactive categories: provide either a link to a video or upload the video online in wmv format with a file size no larger than 15MB. The video should not exceed 3 minutes in length. You can also include a website if needed.

6. Best Branded Website

Websites promoting specific branded products and services (brand.com). Does not include online media properties, such as WebMD, Everyday Health and NEJM.com.

7. Best Disease/Education Website

Websites promoting education about specific disease states (disease.com) or health issues (issue.com). Does not include online media properties, such as WebMD, Everyday Health and NEJM.com.

8. Best Online Patient Relationship/Support Program

Online programs, including CRM programs that support patients that are already taking a particular therapy or using a particular medical device.

9. Best Use of Social Media

Digital initiatives, targeting either consumers/patients or healthcare professionals, that use social media channels, such as Facebook, Twitter and YouTube.

10. Best Interactive Initiative for Consumers

Any interactive initiatives targeting consumers that are NOT covered by the categories above, such as online video, mobile and gaming.

11. Best Interactive Initiative for Healthcare Professionals

Any interactive initiatives targeting healthcare professionals that are NOT covered by the categories above, such as interactive visual aids, tablet PC programs, e-detailing, video/simulation, interactive sales training, e-CME, CRM programs, mobile and gaming.

Creative

What do these awards recognize?

Creative excellence in print and television advertising. Please refer to individual category headings for a list of specific work covered.

Who should enter?

Agencies and in-house advertising departments.

What are the judges looking for?

While creativity is the focus, advertisements must also be relevant, original and effective.

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 advertisement/campaign, including:

- Marketing challenge
- Target audience
- Objective
- Strategy
- Any results to date

Support materials

Print ads: for each ad, send a hard copy (actual size) mounted on black board (total maximum size 11" x 17") without additional text/credits.

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 (categories 20 and 21 only).

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 17 only).

Website: a URL is optional when you submit your entry online (categories 18 and 19 only).

12. Best Individual Consumer Print Advertisement

SINGLE print ad for a prescription drug, medical product or service appearing in any consumer magazine or newspaper. OTC products are not permitted in this category.

13. Best Overall Consumer Print Campaign

Campaign comprising of a MAXIMUM OF THREE print ads for a prescription drug, medical product or service appearing in any consumer magazine or newspaper. OTC products are not permitted in this category.

14. Best Individual Professional Print Advertisement

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 Overall Professional Print Campaign

Campaign comprising of a MAXIMUM OF THREE 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 Print Campaign for Product Launches

MAXIMUM OF THREE print ads for the launch of a new prescription drug, medical product or service appearing in any medical journal or periodical. OTC products are not permitted in this category.

17. Best Professional Sales Aid

Any sales aids distributed directly to healthcare professionals.

18. Best Corporate Marketing Campaign

Any print advertisement/campaign, website (company.com), video or other communications channel used to promote a corporate client. Submit a MAXIMUM OF THREE print ads for each campaign.

19. Best Agency Self-Promotion

Any print advertisement/campaign, website (agency.com), video or other communications channel an agency uses to promote itself.

20. Best TV Advertisement/Campaign

Branded or unbranded TV advertisement or a series of advertisements (MAXIMUM OF THREE) used to promote a prescription drug, medical product or service or disease awareness/education. OTC products are not permitted.

21. Best Over-The-Counter Product Advertisement/Campaign

MAXIMUM OF THREE print ads or TV ads promoting an over-the-counter medication or medical product or service. Prescription products are not permitted.

Integrated Marketing

What do these awards recognize?

Outstanding integrated campaigns executed across a number different media channels.

Who should enter?

Agencies and in-house marketing departments.

What are the judges looking for?

Excellence in the seamless integration of communications across different media (for a single client). Entries MUST demonstrate the measurable effect of the campaign.

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 and the use of different media, including:

- Budget
- Marketing challenge
- Target audience
- Campaign objective
- Creative strategy
- Media strategy
- Results

Support materials

Should include examples of each channel employed, such as publications, websites, videos and direct marketing materials. If you decide to include a website with your submission, you must submit the URL in the appropriate field on the online entry form. If you decide to include a video with your submission, you can either provide a link to a video or upload the video in wmv format with a file size no larger than 15MB. The video should not exceed 3 minutes in length.

In order to enter, you are **required** to provide a copy of 2009 financial information verifying the company has either less than or more than \$10 billion (depending on which category you enter) in 2009 worldwide revenue. Please be sure to highlight all necessary figures. This information should be included along with your support materials. Entries submitted without this letter will be disqualified without a refund.

22. Best Total Integration Program for Small Companies

A single integrated campaign for a CLIENT company with less than \$10 billion in 2009 worldwide revenue.

23. Best Total Integration Program for Large Companies

A single integrated campaign for a CLIENT company with \$10 billion or more in 2009 worldwide revenues.