

MIMM
&M
Awards
2016

ENTRY KIT





The objective of the MM&M Awards is to recognize and champion both creativity and effectiveness in healthcare marketing and communications.

CATEGORIES

Healthcare Media Awards

Recognizing 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.

- 1 Best Healthcare Consumer Media Brand**
Any print publication and/or web property carrying editorial content directed at consumers and patients, including: magazines, 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 detail aids—*these should be entered into Category 16.*

Healthcare Marketing Awards

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

- 3 Best Use of Relationship Marketing NEW**
Marketing initiatives, from traditional direct marketing efforts (aimed at inducing a response or specific action) to sophisticated adherence programs, that excel in engagement, especially in use of database and CRM strategy, in an individual medium or working across platforms and targeting any healthcare stakeholder audience (consumer or HCP).
- 4 Best Use of Public Relations**
Communications efforts promoting awareness and positive perceptions of healthcare devices/products, services, corporations and organizations to consumers, employees, healthcare professionals, the investor community and other stakeholder groups.
- 5 Best Use of Data/Analytics NEW**
Recognizing use of either a) innovative market research techniques that led to strategic insights for client business decisions; or b) campaigns in which data and analytics drove the content of the campaign. Entrants should describe how data were used to make effective business decisions or how data featured prominently in the initiative.
- 6 Best Branded Website for Consumers**
Websites promoting specific branded medical devices/products and services (brand.com) to the consumer audience. *Does not include online media properties, such as WebMD and Everyday Health.*
- 7 Best Branded Website for Healthcare Professionals**
Websites promoting specific branded medical devices/products and services (brand.com) to HCPs. Does not include online media properties, such as WebMD and NEJM.com, and CME websites.
- 8 Best Disease Education Campaign**
Websites, TV ads or other non-film 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, or CME websites.*
- 9 Best Film or Video NEW**
Film, accessible on any medium, that highlights best

MM&M Awards 2016

www.mmm-online.com/awards

Entry deadline: Monday, April 11th, 2016

CATEGORIES

use of storytelling or content marketing to drive awareness or offer information about specific disease states, health issues or branded medical devices/products. Includes online video. The film must be uploaded as support material to be considered.

10 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. Includes viral campaigns—creative ideas that produced the most buzz, including social shares, views, likes, tweets, and traditional media pickup.

11 Best Medical Digital Initiative for Consumers

Any non-film digital initiatives 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, mobile-texting, video games, contests, etc. *Does not include video, which should be entered into Category 9.*

12 Best Health & Wellness Digital Initiative for Consumers

Any non-film digital initiatives 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, mobile-texting, video games, contests, etc. Does not include video, which should be entered into Category 9.

13 Best Digital Initiative for Non-Consumers

Any non-film digital initiatives targeting HCPs and/or sales reps, such as CRM programs, e-CME, 3D animation, interactive live exhibits, video games and interactive sales training for reps. Also includes

smartphone or tablet apps: medical reference, diagnostic or prescribing aids, branded communications, patient records, CME apps, search tools, etc. Excludes interactive visual aids (IVAs), e-details, or other sales/detail aids. These should be entered in Category 16.

14 Best Consumer Print Campaign

A single or multi-wave advertisement in support of a prescription or non-prescription drug, medical device/product or service appearing across platforms in any consumer-oriented media (magazine, newspaper or patient site or app, etc.). OTC products aimed at consumers are permitted in this category.

15 Best Professional Print Campaign

A single or multi-wave advertisement in support of a prescription drug, medical device/product or service appearing across platforms in any HCP-oriented media (medical journal, periodical, or professional site or app, etc.). OTC products aimed at HCPs are permitted in this category.

16 Best Professional Sales Tool

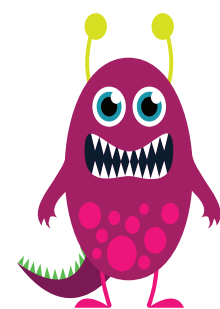
Any print or digital detail (i.e., an e-detail) aid targeting healthcare professionals in support of a branded prescription product or service. If digital, a video submission is recommended.

17 Best Corporate Branding 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 nonprofit organization or raise awareness of a specific cause, for which the agency





www.mmm-online.com/awards

Entry deadline: Monday, April 11th, 2016

CATEGORIES

received no payment. Work submitted must be on behalf of a pro-bono client.

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 8.

22 Best Multichannel Campaign (Small-to-Medium Product Size)

An integrated marketing, communications or awareness campaign executed across two or more channels on behalf of a healthcare client. Product revenue less than or equal to \$500 million during 2015.

23 Best Multichannel Campaign (Large Product Size)

An integrated marketing, communications or awareness campaign executed across two or more channels on behalf of a healthcare client. Product revenue greater than \$500 million during 2015.

24 Most Daring Campaign **NEW**

Submit a campaign you loved, but that didn't get picked by the client. Eligible entries are campaigns classified as unsold from Jan. 1, 2015, through April 11, 2016. Blind the brand (Brand X). One submission only per agency, please.

25 Best Product Launch

A marketing or communications campaign to promote a prescription or OTC drug or medical product launched between Jan. 1, 2015 and April 11, 2016.

PERSONALITY AWARDS

Recognizing outstanding individual contributions to healthcare marketing and communications, in either a leadership, strategic, creative or support role. Candidates may be nominated by colleagues, peers, business partners, associations or by other professional acquaintances. Please include at least one testimonial from a person outside of the nominee's organization or agency, and examples of work.

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 Young Marketer of the Year

Young marketing executives who have been in the industry for three years or less on April 11, 2016, and who have excelled in their roles for any healthcare industry organization or marketing agency.

MM&M Awards 2016

www.mmm-online.com/awards

Entry deadline: Monday, April 11th, 2016

CATEGORIES

HEALTHCARE AGENCY AWARDS

Recognizing outstanding performance by individual healthcare marketing agencies.

29. Small Healthcare Agency of the Year

Recognizing outstanding performance by a healthcare marketing agency with US revenues of less than \$30 million in 2015.

30. Mid-Size Healthcare Agency of the Year

Recognizing outstanding performance by a healthcare marketing agency with US revenues of \$30 million-\$75 million in 2015.

31. Large Healthcare Agency of the Year

Recognizing outstanding performance by a healthcare marketing agency with US revenues of greater than \$75 million in 2015.

MM&M PLATINUM AWARD

32. 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. Can not be entered directly.

MM&M TITANIUM AWARD

33. 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." Can not be entered directly.





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Entry deadline: Monday, April 11th, 2016

JUDGING

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.

Only the highest-scoring entries will be awarded Gold.

Note: This may mean certain categories do not award Gold

For each set of categories, the judges are looking at the following:

Healthcare Media Awards

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

Healthcare Marketing Awards

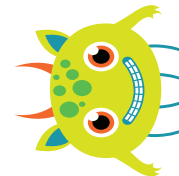
Campaigns that deploy clever strategy and creative execution, with demonstrable results.

Personality Awards

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.

Healthcare Agency Awards

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



awards.mmm-online.com

Entry deadline: Monday, April 11th, 2016

ENTRY REQUIREMENTS

- 1** The MM&M Awards are open to all agencies, clients, production companies, studios, marketing researchers or any other firms that produce or publish healthcare marketing materials or content. All categories relate to work or analytics created and executed in the United States or Canada. International work can be considered as long as the campaign included a US element and you submit the US element with your entry.
- 2** To be eligible, entries must represent work that ran (or analytics that were conducted for cat. 5) between April 25, 2015 and April 11, 2016. 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 New Product Launch eligibility period runs from Jan. 1, 2015 and April 11, 2016. an episode of a web series, short film, or documentary.
- 3** Each entry must be submitted online. The entry form will vary for each category, please refer to the entry form section in this entry kit for further details. Once all entry information is prepared, visit awards.mmm-online.com to submit your entries. All entries must be submitted and paid for online. You may input your entry information and save as a draft to return at a later date to submit payment. Credit cards accepted include Visa, MasterCard, and American Express. Entries that are not paid prior to judging will not be considered.
- 4** 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.
- 5** You will be offered the opportunity, when entering online, to submit information separately that should be kept confidential (i.e. submitted only to the jury). MM&M reserves the right to publish details of entries in the Awards Book of the Night and related materials.
- 6** To accompany your submission, entries should be supported with relevant backup materials. These support materials should show evidence of the success of your work. Please refer to the support material section of this entry kit for further details.



www.mmm-online.com/awards

Entry deadline: Monday, April 11th, 2016

SUPPORT MATERIAL

In addition to the online entry form, support materials will be accepted for all entries. This will enable you to expand on the success of your entry. Support materials for each category will vary, but it is suggested that you provide whichever type of support material you deem most suitable to showcase your individual entry

All materials must be PC and MAC compatible.

Types & Requirements

Image (Mandatory)

Every entry must be accompanied by an image. The image should be a visual representation of the entry. If you are a finalist, MM&M will use this image both digitally and in print to support your entry. Logos alone are not acceptable images. For cat. 5 (Best Use of Data/ Analytics), if the analytics are not associated with a campaign, then an infographic or other data visualization is acceptable.

Note: For the Personality Awards please upload an image of the nominee. For the Healthcare Agency Awards please upload an image of the agency team.

- The image should be in .jpg format
- The image should be 300 dpi and 16.5 x 23.4 inches in size
- The image can be no larger than 15 MB
- Please name file with submitting company at beginning

Video

It is suggested that each entry be accompanied by a short video.

Requirements:

- Required to upload in MP4 or MOV format
- File size no larger than 350 MB, and a play time under 2 minutes
- Please name file with submitting company at beginning

PDFs

Requirements:

- The file should be no larger than 15 MB

Websites/Microsites

Please enter the URL of each website/microsite in the appropriate field on the online entry form. There will be a space for you to add a login/password if necessary.

Requirements:

- The URL must remain active until October 6, 2016, or the material will not be viewed.

Physical Materials

Please only send physical support material for the following categories:

3. Best Use of Relationship Marketing
16. Best Professional Sales Tool
22. Best Multichannel Campaign (Small-to-Medium Product Size)
23. Best Multichannel Campaign (Large Product Size)
25. Best Product Launch

Ship complete support materials to:

Attn: Gwen Voyer-McGiver
MM&M Awards
Haymarket Media
114 W. 26th St., 4th Floor
New York, NY 10001
Tel: +1 646 638 6108

*Please label your support material with category name, submission number, submission name, agency name (if applicable), and client name (if applicable).



www.mmm-online.com/awards

Entry deadline: Monday, April 11th, 2016

FAQ

What if my submission has confidential information?

There is a section on the entry form that is dedicated to any confidential information. This information will only be seen by our judges.

What is the eligibility period for the entries?

To be eligible, entries must represent work that ran (or analytics conducted for cat. 5) between April 25, 2015 and April 11, 2016. 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 New Product Launch eligibility period runs from Jan. 1, 2015 and April 11, 2016.

What is the cost to enter into the MM&M Awards?

The cost of each entry is \$345.

What is the deadline to submit?

The entry deadline is Monday, April 11, 2016, 6pm EST. Late entries will be received until Monday, April 18, 2016, 6pm ET. However, those entries received after Monday, April 11 will incur a late fee of \$200 per entry.

Can I send in physical support material?

Most support material should be uploaded with your entry digitally. Please only send physical support material for the following categories:

3. Best Use of Relationship Marketing
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114 W. 26th St., 4th Floor
New York, NY 10001
Tel: +1 646 638 6108

*Please label your support material with category name, submission number, submission name, agency name (if applicable), and client name (if applicable).

Do I need to answer the 'budget' question in categories 3-25?

Our judges hold the senior-level posts in the industry, so they understand the desire to not reveal certain specifics. However, don't allow your budgets to be among those hidden factors. Such details allow entities and campaigns of varying sizes to be compared effectively. Your budget underscores the conditions under which a campaign was executed. And with Healthcare Agency categories, the more detail shared about annual revenues, the better. And remember: Respect of confidentiality is paramount to both MM&M and our judges.

What is needed to satisfy the requirement to include "budget" for any and all entries among the Healthcare Marketing Awards (categories 3-25)?

Budget is defined as "all in" — that is, the total for agency fee, out-of-pockets, media, sponsorships, etc. If you are comfortable divulging specific spends for the aforementioned, go ahead and list them.

How do you define "product revenue" for the Multichannel Campaign awards, which are grouped by Small-to-Medium Product Size (22) and Large Product Size (23)?

Product revenue is defined as annual US sales for the product in question.

MMM & M Awards 2016

www.mmm-online.com/awards

Entry deadline: Monday, April 11th, 2016

FAQ

Do I need to submit a video as support material?

Video support material is greatly encouraged. For further details please refer to the support material section of this entry kit.

How is my entry judged?

Judging for all categories occurs in two phases, online and live day. Online judges are asked to pick the top 10 entries in each category. On judging day, entries are scored live by a team of jurors. The scoring is on a 100-point scale, with each of the relevant criteria worth 20 points. This generates the finalists in each category.

Can I change my written entry and or support material after I've submitted and paid?

No. Unfortunately you will not be allowed access to your entry once it has been submitted and paid for.

Can I remove an entry after it has been submitted and paid for?

No. If you have an issue please contact Gwen Voyer-McGiver at 646 638 6108 or gwen.mcgiver@haymarketmedia.com.

When are finalists announced?

On July 6, 2016* at awards.mmm-online.com. All successful finalists will also be notified via email.

* Date subject to change

When are winners announced?

The presentation dinner and ceremony will take place at Cipriani Wall Street in New York City on Thursday, October 6, 2016. For further information about the awards event, please visit awards.mmm-online.com, or contact Gwen Voyer-McGiver at 646 638 6108 or gwen.mcgiver@haymarketmedia.com.

Who do I contact for entry or ticket enquiries?

Gwen Voyer-McGiver at 646 638 6108 or gwen.mcgiver@haymarketmedia.com

Who do I contact for sponsorship enquiries?

Doreen Gates at 267 477 1151 or doreen.gates@haymarketmedia.com





www.mmm-online.com/awards

Entry deadline: Monday, April 11th, 2016

ENTRY FORM

Healthcare Media Awards

Submitter Company (agency/client/other)

Client Company (if not applicable write n/a)

Brand (if applicable)

Title/Headline of entry

You will have a maximum 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

Confidential Information (150 words): If you have any confidential information that cannot be viewed by the general public or published anywhere, please write it here. This information will be reserved for the judging panel only.

Upload Support Material

Unless labeled as mandatory you can choose what type of support material you wish to upload to support your entry. The options of what types we accept are listed below:

Image (Mandatory)

Every entry must be accompanied by an image. The image should be a visual representation of the entry. If you are a finalist, MM&M will use this image both digitally and in print to support your entry. Logos alone are not acceptable images.

Requirements:

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- The image should be 300 dpi and 16.5 x 23.4 inches in size
- The image can be no larger than 15 MB
- Please name file with submitting company at beginning of the file name

Video

It is suggested that each entry be accompanied by a short video.

Requirements:

- Required to upload in MP4 or MOV format
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PDFs

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Websites/Microsites

Please enter the URL of each website/microsite in the appropriate field on the online entry form. There will be a space for you to add a login/password if necessary.

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Please only send physical support material for the following categories:

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www.mmm-online.com/awards

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Client Company (if not applicable write n/a)

Brand (if applicable)

Title/Headline of entry

You will have a maximum 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:

- **Budget***
*Please refer to our FAQ section in the entry kit if you need further clarification
- **Situation analysis**
- **Research/planning**
- **Target audience**
- **Campaign objectives**
- **Strategic insight**
- **Creative execution**
- **Response/results (including a source from metrics)**

Confidential Information (150 words): If you have any confidential information that cannot be viewed by the general public or published anywhere, please write it here. This information will be reserved for the judging panel only.

Upload Support Material

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www.mmm-online.com/awards

Entry deadline: Monday, April 11th, 2016

ENTRY FORM

Personality Awards

Nominated person

Company name of nominated person

Job title of nominated person

Title/Headline of entry

You will have a maximum of 320 words for each of the sections below. The entry should have a clear description of the nominee, including:

- Bio of the nominee/brief résumé/education background
- Professional accomplishments during entry period (nominee's bottom-line impact on the organization, which could include accounts won, campaigns led, and operational improvements facilitated) **320-word limit**
- Activities outside work (this encompasses both industry organizations and any work done with charities, nonprofits, universities, and the like)
- Displays of leadership (demonstration of nominee's role as a mentor; an advisor to clients [where applicable]; a brand steward [where applicable]; and so on)

Confidential Information (150 words): If you have any confidential information that cannot be viewed by the general public or published anywhere, please write it here. This information will be reserved for the judging panel only.

Upload Support Material

Testimonials (at least one from a person outside of the nominee's organization or agency) and samples of work achievement would be ideal support material to include for these categories. The options of what types we accept are listed below:

Image (Mandatory)

Every entry must be accompanied by an image. The image should be a visual representation of the entry. If

you are a finalist, MM&M will use this image both digitally and in print to support your entry. Logos alone are not acceptable images.

Requirements:

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www.mmm-online.com/awards

Entry deadline: Monday, April 11th, 2016

ENTRY FORM

Healthcare Agency Awards

Agency name

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

- Revenue for 2015*
 - US, global (where applicable), and organic growth
- Breakdown of growth from existing clients versus new business
- Overview of practice areas, offices, and capabilities
- List of practice areas added during the entry period
- Breakdown of how much business falls into each practice
- A list of any long-term accounts
- Review of exceptional client work during entry period, such as campaigns, product launches, and other notable achievements
- Details of account wins and losses within the entry period
- Information on new products, partnerships, and innovations during entry period (includes acquisitions)
- Staff numbers -Total staff as of April 1, 2016 (US and global, if applicable)
- Key staff additions and departures during entry period
- Details of HR programs and staff/culture initiatives that moved forward during the entry period
- Industry leadership. This includes the agency's involvement in the Coalition for Healthcare Communication, Medical Advertising Hall of Fame, 4A's, etc., as well as other examples of thought leadership
- Information about agency's charitable/community efforts
- Description of the agency's "brand" and how it was further established and developed during the entry period
- Three client testimonials

*Certain information, including client wins and profitability/revenue, can be marked confidential and won't be published. Omitting this information entirely, though, could very well affect how judges score your entry. In cases of firms that do not report exact figures due to Sarbanes-Oxley, we strongly recommend being as specific as possible with all monetary figures submitted. Confidentiality will be respected to the utmost, but this is a critical factor in how judges score entries.

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