2017

MM&M AWARDS

Out of Body Experience

Entry Kit

2017 MM&M AWARDS

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 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. 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. 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 15.*

Healthcare Marketing Awards

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

3. Use of Relationship Marketing
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. 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. Use of Data/Analytics
Recognizing use of new health and non-health data sets and innovative analytics methodologies to:

- Identify and target qualified audiences more effectively (digital, TV, and other media channels)
- Validate the impact of exposure to marketing and media (e.g., exposure to multi-channel campaigns)
- Drive media planning and marketing budget allocation decisions beyond the use of traditional approaches.

Entrants should describe how data & analytics were used to make effective business decisions and demonstrated value for the brand/company in question.

6. 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. 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 Medscape and NEJM.com, or CME websites.*

8. 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.*

Categories

9. Film or Video
Film, accessible on any medium, that highlights best 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. 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. Digital Initiative for Consumers (Includes Medical, as well as Health & Wellness)
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, or
- the non-medical, health-and-wellness space.

Includes mobile apps or texting, tablet apps, measurement and tracking tools, CRM programs, video games, contests, etc. *Does not include video, which should be entered into Category 9.*

12. 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 into Category 15.*

13. Consumer Print Campaign
A single or multiwave 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.

14. Professional Print Campaign
A single or multiwave 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.

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

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

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

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

Categories

19. 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.

20. 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, which should be entered into Category 8.*

21. Multichannel Campaign (Small to Medium Product Size)
An integrated marketing, communications, or awareness campaign (encompassing all audiences, from patient and HCP to payer) executed across two or more channels on behalf of a healthcare client. Product revenue less than or equal to $500 million during 2016.

22. Multichannel Campaign (Large Product Size)
An integrated marketing, communications, or awareness campaign (encompassing all audiences, from patient and HCP to payer) executed across two or more channels on behalf of a healthcare client. Product revenue greater than $500 million during 2016.

23. Product Launch
A marketing or communications campaign to promote a prescription or OTC drug or medical product launched between January 1, 2016, and April 10, 2017.

24. Orphan Product Marketing Initiative ***NEW***
Any single marketing initiative deployed in connection with an orphan population (fewer than 200,000 patients in the US), on behalf of a healthcare product, that showed a demonstrable effect on orphan-marketing goals. *Multifaceted campaigns for specialty products or niche disease states should be entered into Cat. 21 and Cat. 22.*

25. Use of Immersive Technology ***NEW***
Any use of experiential marketing tools, like virtual reality/augmented reality, for education (HCP or consumer) or rep training, employed by a brand or product or to engage users for disease awareness, that demonstrates an impact on engagement.

Individual and Team Awards

Recognizing outstanding team and individual achievements in healthcare marketing and communications among manufacturers and (except cat. 27) agencies, in either a leadership, strategic, creative or support role. Individual and (where appropriate) team 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 nominees' organization or agency, and examples of work.

26. Marketing Team ***NEW***
Marketing teams who have excelled in their roles for any healthcare organization (pharma, biotech, devices, diagnostics, medical group, payer, association, supplier, etc.), along with their agency partner(s).

27. Marketer
Industry marketing executives who have excelled in their roles for any healthcare marketing organization (pharma, biotech, devices, diagnostics, medical group, payer, association, supplier, etc.). *Does not include agencies.*

28. Young Marketer
Young marketing executives who have been in the industry for three years or less on April 10, 2017, and who have excelled in their roles for any healthcare industry organization or marketing agency.

Categories

Healthcare Agency Awards

Recognizing outstanding performance by individual healthcare marketing agencies.

29. Small Healthcare Agency
Recognizing outstanding performance by a healthcare marketing agency with U.S. revenues of less than $15 million in 2016.

30. Mid-Size Healthcare Agency
Recognizing outstanding performance by a healthcare marketing agency with U.S. revenues of $15 million to $50 million in 2016.

31. Large Healthcare Agency
Recognizing outstanding performance by a healthcare marketing agency with U.S. revenues of greater than $50 million in 2016.

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, an association, or other relevant group. *Cannot 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 to 25) that distinguishes itself as "best in show." *Cannot be entered directly.*

Judging

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

Only the highest-scoring entries will be awarded Gold.

Note: This may mean that certain categories do not merit Gold

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

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

Healthcare Marketing Awards
Campaigns that deploy clever strategy, innovative and creative execution with demonstrable results.

Individual and Team Awards
Individuals and teams who have excelled in their roles during the eligibility period and who have made a demonstrable difference to their organizations, perhaps through strong leadership or outstanding teamwork, mentoring, business development, ideas, 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.

If you would like to be considered for the jury, please submit an application online at http://www.mmm-online.com/awards/

Entry Requirements

1. The MM&M Awards are open to all agencies, clients, production companies, studios, marketing researchers, and 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 U.S. element and the U.S. element is submitted with the entry.

2. To be eligible, entries must represent work that ran (or analytics that were conducted for Category 5) between April 25, 2016, and April 10, 2017. Qualifying campaigns must have been active for at least part of the eligibility period but need not necessarily have been launched during this time frame nor have run for the entirety of this window. Best New Product Launch eligibility period runs from January 1, 2016, to April 10, 2017.

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 entries. All entries must be submitted and paid for online. Input 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, a separate set of support materials must be submitted 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.

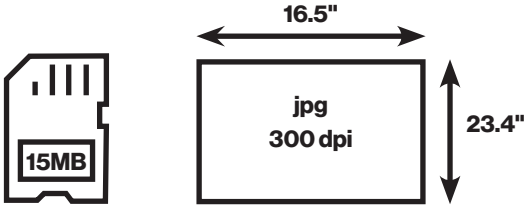
Support Materials

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.

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 Category 5 (Data/Analytics), if the analytics are not associated with a campaign, an infographic or other data visualization is acceptable.*

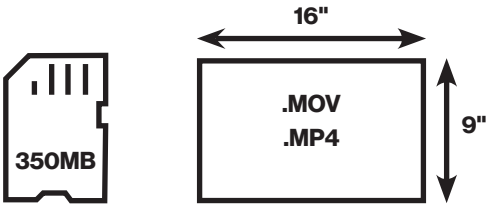
NOTE: *For the Marketer of the Year and Young Marketer of the Year Awards, please upload an image of the nominee. For the Healthcare Agency Awards and Marketing Team Award please upload an image of the team.*

- Please name file with submitting company at the beginng of file name



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

Requirements:
- Play time under 2 minutes.



PDFs
Requirements:

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 19, 2017, or the material will not be viewed.

Physical Materials
Please only send physical support material for the following categories:

3. Relationship Marketing

15. Professional Sales Tool

21. Multichannel Campaign (Small to Medium Product Size)

22. Multichannel Campaign (Large Product Size)

23. Product Launch

Ship complete support materials to:
Attn: Lauren Hawker
MM&M Awards
Haymarket Media
275 Seventh Avenue, 10th Floor
New York, NY 10001
Tel: +1 646 638 6186
Note: Please label your support material with category name, submission number, submission name, agency name (if applicable), and client name (if applicable).

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 jurors.

What is the eligibility period for the entries?
To be eligible, entries must represent work that ran (or analytics conducted for Category 5) between April 25, 2016, and April 10, 2017. Qualifying campaigns must have been active for at least part of the eligibility period but need not necessarily have been launched during this time frame nor have run for the entirety of this window. Best New Product Launch eligibility period runs from January 1, 2016, to April 10, 2017.

What is the cost to enter into the MM&M Awards?
The cost of each entry is $365.

What is the deadline to submit?
The entry deadline is Monday, April 10, 2017, 6 p.m. EST. Late entries will be received until Monday, April 17, 2017, 6 p.m. EST. However, those entries received after Monday, April 10, will incur a late fee of $215 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. Relationship Marketing
15. Professional Sales Tool
21. Multichannel Campaign (Small to Medium Product Size)
22. Multichannel Campaign (Large Product Size)
23. Product Launch

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Note: 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 to 25?
Our jurors hold 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 its jurors.

What is needed to satisfy the requirement to include "budget" for any and all entries among the Healthcare Marketing Awards (Categories 3 to 25)?
Budget is defined as "all in" – that is, the total for agency fee, out-of-pocket, 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 (Category 21) and Large Product Size (Category 22)?
Product revenue is defined as annual U.S. sales for the product in question.

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 jurors 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 (see Judging section above). 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 Lauren Hawker at 646 638 6186 or lauren.hawker@haymarketmedia.com

When are finalists announced?
On July 10, 2017,* at mmm-online.com/awards/.
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 19, 2017. For further information about the awards event, please visit awards.mmm-online.com or contact Anna Naumoski at 646 638 6108 or anna.naumoski@haymarketmedia.com.

Whom do I contact for entry inquiries?
Lauren Hawker at 646 638 6186 or lauren.hawker@haymarketmedia.com

Whom do I contact for ticket inquiries?
Anna Naumoski at 646 638 6015 or anna.naumoski@haymarketmedia.com

Whom do I contact for sponsorship inquiries?
Doreen Gates at 267 477 1151 or doreen.gates@haymarketmedia.com

Entry Forms

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:

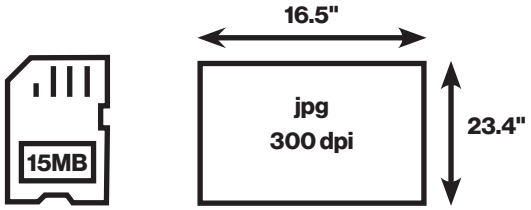
- Editorial mission statement
- Key features and standout attributes
- Increases in paid circulation (where relevant), readership/usership, web traffic
- Increases in advertising market share (where relevant)
- Innovations to design and format
- Enhancements to editorial and demonstrable benefits to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

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 the type of support material you wish to upload to support your entry. The options of the types we accept are as follows:

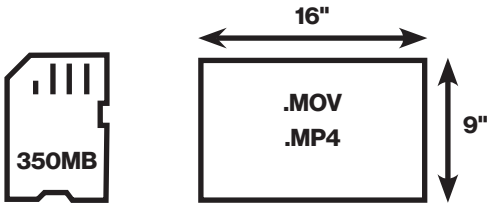
Image (Mandatory)
Every entry must be accompanied by an image. The image should be a visual representation of the entry. If you are a finalist, MM&M will use this image both digitally and in print to support your entry. Logos alone are not acceptable images.

Requirements:
- Please name file with submitting company at beginng of file name



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

Requirements:
- Please name file with submitting company at the beginng of file name
- Play time of under 2 minutes



Entry Forms

PDFs

Requirements:

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 19, 2017, or the material will not be viewed.

Physical Materials

Please only send physical support material for the following categories:

3. **Relationship Marketing**
15. **Professional Sales Tool**
21. **Multichannel Campaign (Small to Medium Product Size)**
22. **Multichannel Campaign (Large Product Size)**
23. **Product Launch**

Ship complete support materials to:

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Haymarket Media
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New York, NY 10001
Tel: +1 646 638 6186

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

Entry Forms

Entry Form
Healthcare Marketing 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 campaign 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
Unless labeled as mandatory, you can choose the type of support material you wish to upload to support your entry. The options of the types we accept are listed as follows:

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. **NOTE: For Category 5 (Data/Analytics), an infographic or other data visualization is acceptable in cases such as when the analytics are not associated with a campaign.**

Requirements:

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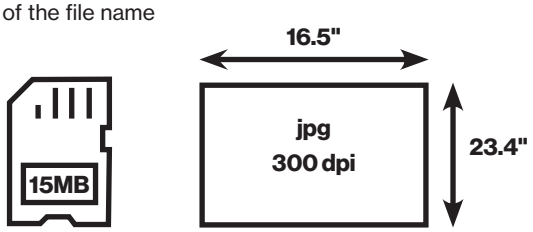

Video
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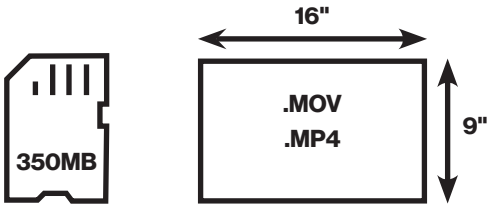
Requirements:

- Please name file with submitting company at beginning of the file name
- Play time of under 2 minutes



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Requirements:

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

Entry Forms

Entry Form
Individual and Team Awards

Nominated person/team
Company name of nominated person/team
Job title of nominated person (for a team write n/a)
Title/Headline of entry (should be name of nominee/team):

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

- Bio of the nominee/brief résumé/education background or highlights of team's experience and skill set. 320-word limit
- In the case of an individual, 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
- In the case of an individual, activities outside work (this encompasses both industry organizations and any work done with charities, nonprofits, universities, and the like) 320-word limit
- Displays of leadership (demonstration of teams or nominee's role as a mentor, an adviser to clients [where applicable], a brand steward [where applicable], and so on) 320-word limit

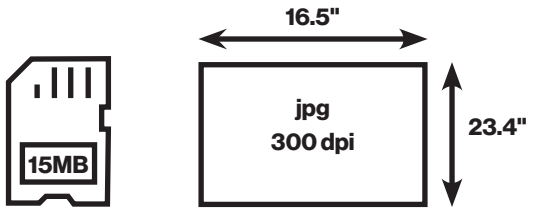
Confidential Information (150 words): If you have any confidential information that cannot be viewed by the general public or published anywhere, please write it here. This information will be reserved for the judging panel only.

Upload Support Material
Unless labeled as mandatory, you can choose the type of support material you wish to upload to support your entry. The options of the types we accept are as follows:
The inclusion of employer testimonials and samples of work achievement would be ideal support material to include for these categories.

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.
NOTE: For the Individual or Team Awards, please upload an image of the nominee/team. For the Healthcare Agency Awards, please upload an image of the agency team.

Requirements:

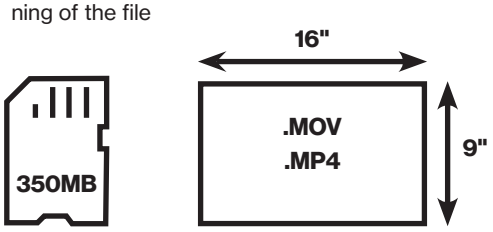
- Please name file with submitting company at beginning of the file name



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

Requirements:

- Please name file with submitting company name at the beginning of the file



Entry Forms

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Requirements:

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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:

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Ship complete support materials to:
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MM&M Awards
Haymarket Media
275 Seventh Ave, 10th Floor
New York, NY 10001
Tel: +1 646 638 6186
Note: Please label your support material with category name, submission number, submission name, agency name (if applicable), and client name (if applicable).

Entry Forms

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 2016*
  U.S., 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, 2017 (U.S. 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

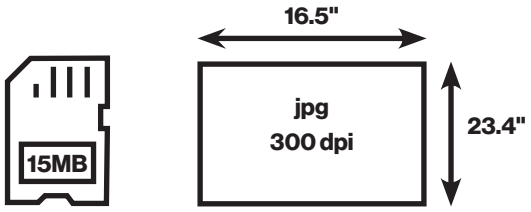
**Certain information, including client wins and profitability/revenue, can be marked confidential and won't be published. Omitting this information entirely, though, could very well affect how judges score your entry. In cases of firms that do not report exact figures due to Sarbanes-Oxley, we strongly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

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 the type of support material you wish to upload to support your entry. The options of the 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. *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.*

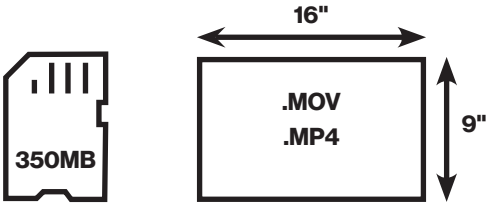
Requirements:
- Please name file with submitting company at beginning of the file name



Entry Forms

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

Requirements:
- Please name file with submitting company at beginning
- Play time under 2 minutes



PDFs

Requirements:

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 19, 2017, or the material will not be viewed.

Physical Materials
Please only send physical support material for the following categories:

3. **Relationship Marketing**
15. **Professional Sales Tool**
21. **Multichannel Campaign (Small to Medium Product Size)**
22. **Multichannel Campaign (Large Product Size)**
23. **Product Launch**

Ship complete support materials to:
Attn: Lauren Hawker
MM&M Awards
Haymarket Media
275 Seventh Ave, 10th Floor
New York, NY 10001
Tel: +1 646 638 6186
Note: Please label your support material with category name, submission number, submission name, agency name (if applicable), and client name (if applicable).