



MIM&M
Awards
2012

Entry Kit

mmm-online.com/awards

The road to glory starts here

The MM&M Awards 2012 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, not by us, but by an independent panel of seasoned industry experts. It's not enough for your work to look great, alone. It must also be effective. That's why, as well as a strong team of creative directors, we also recruit a number of client-side marketers who, through their day jobs, are well-versed in the challenges of allocating budgets and recouping ROI. This combination of criteria and judging expertise gives us the best chance of recognizing 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 will be withheld until the spectacular gala dinner in the Fall. Not even the judges will know who the winners are. The suspense and elation of claiming gold in front of several hundred peers is second to none, not to mention the celebrations that follow.

Each year, we strive to make this program better and more relevant. For 2012, we have expanded the number of categories to include two new Awards for mobile apps, as well as re-tuning some of the existing ones.

All you have to do now is enter. 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. Good 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 at Cipriani 42nd Street in New York City on October 9, 2012. For further information about the Awards event, please contact Anthony Curry at:
Tel: (646) 638-6009
Fax: (646) 638-6150
E-mail: anthony.curry@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 North America by a US or Canada-based company.

Eligibility period

Entries must be for work conducted between April 13, 2011 and April 12, 2012. 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 April 13, 2011 and April 12, 2012.

Entry fees

The price of each entry submitted is \$280.

Deadline for entries

The deadline for entries is **Friday, April 13, 2012 at 11:59pm ET**. Entries received after April 13 will be considered late.

Late entries

Late entries will be received until **Friday, April 20, 2012 at 11:59pm ET**. However, entries received after April 13 will incur a penalty of \$150 per entry.

Support materials

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



Follow @MMMnews on Twitter for updates on the Awards.



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Entry deadline Friday, April 13

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 \$280.

Deadline for entries

The deadline for entries is **Friday, April 13, 2012 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, April 20, 2012 at 11:59pm ET.** However, those entries received after April 13 will incur a penalty of \$150 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:

Anthony Curry
Haymarket Media Inc.
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 is 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 18.

Key info

Important dates

April 13, 2012 - Deadline for entries

June 2012 - Finalists announced

October 12, 2012 - MM&M Awards dinner ceremony

Contacts

Entry and event information

Anthony Curry, Senior Events Coordinator

Phone: 646-638-6009

Email: anthony.curry@haymarketmedia.com

Sponsorship information

Doreen Gates, Senior Account Executive

Phone: 267-477-1151

Email: doreen.gates@haymarketmedia.com

Brittany M. Thompson, Senior Account Executive

Phone: 646-638-6152

Email: brittany.thompson@haymarketmedia.com

Greg Zalka, Sales Advertisement Manager

Phone: 646-638-6027

Email: greg.zalka@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 18.

Public Relations

What does this award 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 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.

Apps: provide download link.

6. Best Branded Website

Websites promoting specific branded medical products and services (brand.com). Does not include online media properties, such as WebMD, Everyday Health and NEJM.com, nor CME/medical education websites.

7. Best Disease/Education Website

Websites promoting awareness 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, nor CME/medical education websites.

8. Best Online Patient Relationship/Adherence Program

Online programs and tools, including CRM programs, that support patients who 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 Mobile App for Consumers

Smartphone healthcare apps targeting consumers. These include: medical reference libraries for consumers, patient education resources, tools for helping patients track data and/or manage diseases and programs that turn smartphones into diagnostic tools or a devices.

11. Best Mobile App for Healthcare Professionals

Smartphone healthcare apps targeting healthcare professionals. These include: medical reference libraries for HCPs, tools for aiding diagnosis and prescription, promotional apps, patient record resources, med-ed apps and programs that turn smartphones into diagnostic tools or devices.

12. Best Interactive Initiative for Consumers

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

13. 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 sales tools, e-detailing, video/simulation, interactive sales training, e-CME, CRM, interactive show booths and gaming. But not mobile apps.



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Print and TV

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 21 and 22 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 18 only).

Website: a URL is optional when you submit your entry online (categories 19 and 20 only).

14. Best Consumer Print Campaign

A MAXIMUM OF THREE 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.

15. Best Single 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.

16. Best 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.

17. Best Professional Print Campaign for New 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.

18. Best Professional Sales Aid

Any sales aids distributed directly to healthcare professionals.

19. Best Corporate Marketing Campaign

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

20. Best Agency Self-Promotion

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

21. Best TV Advertising 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.

22. Best Over-The-Counter Product 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 2011 financial information verifying the company has either less than or more than \$12 billion (depending on which category you enter) in 2011 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.

23. Best Multichannel Campaign—Small-to-Medium Organizations

A single integrated campaign for a CLIENT company with less than \$12 billion in 2011 worldwide revenue.

24. Best Multichannel Campaign—Large Organizations

A single integrated campaign for a CLIENT company with \$12 billion or more in 2011 worldwide revenues.