

# THE HUNT FOR **RED** OCTOBER



The MM&M Awards 2012 program is open for business. Our new Awards website – [awards.mmm-online.com](http://awards.mmm-online.com) – contains all the information you need on the 2012 categories, entry rules and procedures, important dates, sponsorship opportunities, previous winners, 2011 highlights, and how to become a judge.

There is no greater accolade in healthcare marketing than winning an MM&M Award because every submission is judged by an independent panel of seasoned industry experts. It's not enough for entries to just look good, either; they must also prove their effectiveness.

This year, we made some important changes to the program.

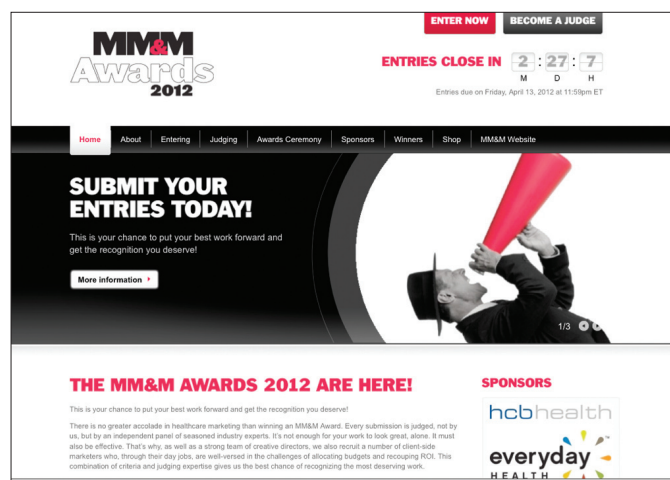


The biggest is that we have introduced two stages of judging: the first, online, and the second, live in person. Accordingly, we plan to at least double the size of our judging panel. The advantages are threefold: each entry will now be

seen by a larger and more varied group of judges; we will have greater flexibility to match judges' skill sets with specific categories; and we will have the option of recruiting more non-local judges, who may have been precluded in the past by distance.

In addition, for the majority of categories, we will implement an advanced scoring system that will recognize individual components of the work and provide the judges with a more robust and consistent framework for scoring.

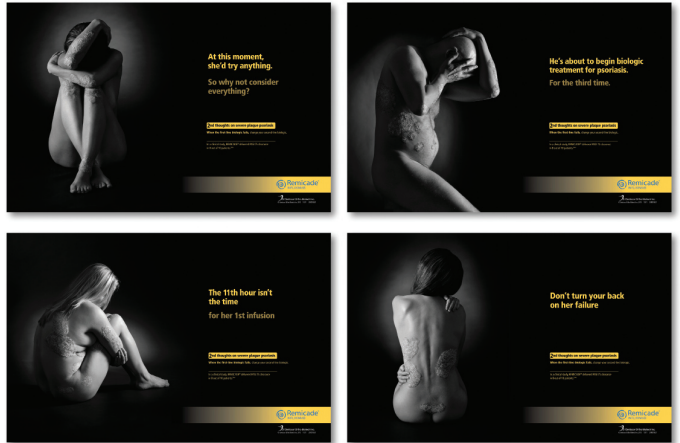
We have introduced two new categories for 2012, covering mobile apps for both consumers and HCPs. Note also that the Agency Self-Promotion category will now be scored entirely by judges from the pharma/client side. No agency-based judges will be involved.



We believe these changes will further increase the fairness, thoroughness and efficiency of the judging process, helping us identify and honor the most deserving work – and, ultimately, add even greater value, relevance and stature to this program.

As usual, the identities of all gold and silver winners will be withheld until the spectacular gala dinner, which will be held at New York's decadent Cipriani 42nd Street on October 9, 2012. Not even the judges will know the results until the moment winners are called to the stage; 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. You can find all the information you need at [awards.mmm-online.com](http://awards.mmm-online.com).

# New site! awards.



Top left: AbelsonTaylor CEO Dale Taylor, one of 40 judges in 2011, diligently scores his way around the exhibit area on judging day.  
 Top: 700 industry execs sell out New York's Cipriani 42nd St. for a spectacular night of conversation, suspense, fun and celebration.  
 Middle: Boehringer-Ingelheim scoops two golds for DRIVE4COPD.  
 Bottom: Drafftcb, Centocor triumphs with dramatic Remicade ads.

## MM&M AWARDS CATEGORIES

### Healthcare Media Awards

- Best Healthcare Consumer Media Brand
- Best Healthcare Professional Media Brand

### Direct Marketing Awards

- Best Use of Direct Marketing to Consumers
- Best Use of Direct Marketing to Healthcare Professionals

### Public Relations Awards

- Best Use of Public Relations

### Digital Marketing Awards

- Best Branded Website
- Best Disease/Education Website
- Best Online Patient Relationship/Adherence Program
- Best Use of Social Media
- NEW** Best Mobile App for Consumers
- NEW** Best Mobile App for Healthcare Professionals
- Best Interactive Initiative for Consumers
- Best Interactive Initiative for Healthcare Professionals

### Print and TV Awards

- Best Consumer Print Campaign
- Best Single Professional Print Advertisement
- Best Professional Print Campaign
- Best Professional Print Campaign for New Launches
- Best Professional Sales Aid
- Best Corporate Marketing Campaign
- Best Agency Self-Promotion
- Best TV Advertising Campaign
- Best Over-the-Counter Product Campaign

### Integrated Marketing Awards

- Best Multichannel Campaign—Small-to-Medium Organizations
- Best Multichannel Campaign—Large Organizations

## MM&M AWARDS INFORMATION

**April 13, 2012:** Deadline for entries  
**October 9, 2012:** MM&M Awards dinner and ceremony

### Sponsorship information

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### CONTACTS

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# mmm-online.com