

FIELDS OF GOLD

The MM&M Awards 2015 program is officially open for business. This is your chance to put your best work—and people—forward and get the recognition you—and they—deserve.

There is no greater accolade than winning an MM&M Award. That's because every submission is judged with the utmost independence and authority by our hand-selected panel of around 100 seasoned industry experts.

Following last year's addition of 11 new categories—which include awards for individual marketers of the year and agency of the year as well as the prestigious MM&M Platinum Award for Outstanding Contribution to Healthcare—this year's enhancements include two more categories (see sidebar).

As always, the identities of all the winners will be revealed for the first time at the spectacular Awards dinner. After last year's sell-out attendance, the event will be held at a larger venue to more comfortably accommodate the crowd—the beautiful Cipriani Wall Street, New York, on October 1, 2015.

All you have to do now is enter. You'll find everything you need at awards.mmm-online.com. Good luck!



MM&M AWARDS INFORMATION

CATEGORIES

Healthcare Media Awards

Best Healthcare Consumer Media Brand
Best Healthcare Professional Media Brand

Healthcare Marketing Awards

Best Use of Direct Marketing
Best Use of Public Relations
Best Branded Website for Consumers
Best Branded Website for Healthcare Professionals
Best Disease/Education Campaign
Best Use of Social Media
Best Medical Digital Initiative for Consumers
Best Health & Wellness Digital Initiative for Consumers
Best Digital Initiative for Healthcare Professionals
Best App for Healthcare Professionals
Best Consumer Print Campaign
Best Single Professional Print Advertisement
Best Professional Print Campaign
Best Professional Sales Aid
Best Corporate Marketing Campaign
Best Philanthropic Campaign
Best Multicultural Campaign
Best Agency Self-Promotion
Best TV Advertising Campaign
Best Multichannel Campaign (Small Budget)

Best Multichannel Campaign (Mid-Size Budget)
Best Multichannel Campaign (Large Budget)
Best Product Launch **NEW**

Personality Awards

Industry Marketer of the Year
Agency Marketer of the Year
Innovative Marketer of the Year
Young Marketer of the Year

Healthcare Agency Awards

Small Healthcare Agency of the Year
Mid-Size Healthcare Agency of the Year
Large Healthcare Agency of the Year

Special Awards

The MM&M Platinum Award for Outstanding Contribution to Healthcare
The MM&M Titanium Award for Best in Show **NEW**

PROGRAM DETAILS

Eligibility

For work conducted between April 25, 2014, and April 24, 2015

Submissions

Entries must be submitted online at awards.mmm-online.com, where you will also find details of the categories, criteria and entry process.

Entry Deadline

Friday, April 24, 2015

Dinner and Ceremony

Thursday, October 1, 2015,
Cipriani Wall Street, New York City

CONTACTS

Program and Event

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Sponsorship Opportunities

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