



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 Website
- 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 **NEW**
- Best Multicultural Campaign **NEW**
- Best Agency Self-Promotion
- Best TV Advertising Campaign
- Best Multichannel Campaign (Small Clients)
- Best Multichannel Campaign (Mid-Size Clients) **NEW**
- Best Multichannel Campaign (Large Clients)

Personality Awards

- Industry Marketer of the Year **NEW**
- Agency Marketer of the Year **NEW**
- Innovative Marketer of the Year **NEW**
- Young Marketer of the Year **NEW**

Healthcare Agency Awards

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

Special Award

- The MM&M Platinum Award for Outstanding Contribution to Healthcare **NEW**

GOLD RUSH

The MM&M Awards 2014 program is officially open for business. This is your chance to put your best work — and people — forward and get the recognition you 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.

This year, we have made the program bigger and better than ever with the addition of 11 new categories (see sidebar), including



four new "Personality Awards" for Marketers of the Year, along with three categories recognizing Healthcare Agencies of the Year.

As always, the identities of all the winners will be revealed for

the first time at the spectacular Awards dinner, which will be held at the beautiful Cipriani 42nd St., New York on October 2, 2014.

All you have to do now is enter. You'll find everything you need at the website below. Good luck!

PROGRAM DETAILS

Eligibility

For work conducted between April 13, 2013 and April 25, 2014

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 25, 2014

Dinner and Ceremony

Thursday, October 2, 2014, Cipriani 42nd St., NYC

CONTACTS

Program and Event

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Sponsorship Opportunities

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