

# CALL FOR ENTRIES



**Event Date:** April 18, 2019

**Submission Deadline:** February 7<sup>th</sup>

## Creative Visuals

Each healthcare communications agency participating in the April 2019 edition of *Med Ad News* is requested to submit at least one sample of its creative work from the past year for inclusion in its magazine profile. Also, each participating agency is invited to submit campaign work for the Manny Award categories listed below. Only new advertisements/campaign work from within the past year are considered for nomination in these award categories.

Creative samples will be used in judging the following award categories:

- Most Creative Agency
- Best Consumer Campaign – TV/Radio
- Best Consumer Campaign – Web
- Best Consumer Campaign – Print
- Best Professional Campaign – TV/Radio
- Best Professional Campaign – Web
- Best Professional Campaign – Print
- Best Interactive Patient Campaign
- Best Interactive Physician Campaign
- Best Medical Device Campaign
- Best Nonbranded Campaign
- Best Philanthropic Campaign
- Best Self-Promotion Campaign
- Best Managed Markets Campaign
- Best Experiential Campaign
- Best Patient Engagement Campaign
- Best Rare Disease Campaign
- Best Social Media Campaign

### For the Creative Manny Awards Voting Process\*:

Submit the name, title, and e-mail address of the agency representatives whom will be voting (see the note below as to whom is eligible to vote) for the creative Manny Awards to Andrew Humphreys at [Andrew.Humphreys@medadnews.com](mailto:Andrew.Humphreys@medadnews.com)

\*1) Please adhere to the submission deadline dates. Failure to do so could jeopardize your opportunity to appear in the April 2019 issue.

2) *Med Ad News* editors reserve the right not to publish data from agencies that have not completely filled out the documents or that do not meet our criteria. The editors reserve the right to question the data.

**\*Please note:**

In March, *Med Ad News* will post on a specially created Website the submitted creative samples from every participating healthcare communications agency for all of the aforementioned creative awards. At that time, the head creative director(s) and managing executive(s) from each participating healthcare communications agency will be contacted by *Med Ad News* and asked to vote for the best work in every Manny Awards creative category. More information on this process will be distributed at a later date.

**Due By February 7th\***

## **Most Creative Agency**

Agencies may submit up to five sample pieces of creative that showcase the range of creativity at the agency and best embody the agency's work. These pieces cannot include self-branded items such as holiday cards, trade magazine ads, videos, or other digital pieces in order to keep the agency anonymous in the voting. These five pieces of creative can also be represented as submissions for other individual creative Manny Award categories (Best Professional Campaign, Best Consumer Campaign, Best Philanthropic Campaign, etc.). Please do not submit agency-branded materials for this category because the creative Website voting will be blinded to help ensure that the best work is nominated rather than the agency name behind the creative. If an advertisement/promotional campaign is submitted for an individual creative Manny Award category as well as for the overall Most Creative Agency Manny Award, please be sure to specify those details.

- In a separate Word document, please indicate which visuals you would prefer to accompany your agency's magazine profile in the *Med Ad News* April 2019 edition (magazine visuals can be those that were submitted for the Manny Awards, or you may include separate materials to be showcased in the printed agency profile)
- Each sample file should be "saved as" with the name of your agency and product account (for example: [AgencyX\\_MostCreative\\_Web\\_1of5.jpg](#)) and also provide a brief description of the sample: the type of promotional piece (print advertisement for healthcare audience, print advertisement for consumer audience, television commercial, radio commercial, visual aid, detail piece, etc.) and the objective of the promotional piece. If a description/objective is not provided, *Med Ad News* editors may generate the necessary copy to accompany the visual in the April print publication. Please feel free to number the creative samples by order of publication preference since editorial space is limited.
- Please indicate from your submitted group of creative samples which advertisements should be included in our online voting and for which categories.

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## **Best Professional Campaign — TV/Radio, Web, or Print**

There are three separate Best Professional Campaign award categories for 1) TV/radio spots, 2) websites, and 3) print such as magazines. Agencies may submit up to three samples each per campaign or entry that best represent the scope of the campaign. These can be print ads, videos (**web links cannot identify the agency name**), and other collateral materials aimed at healthcare professionals (prescribers, nurses, pharmacists, etc.) that promote a branded therapeutic medicine. For videos or any other electronic collateral (including mpegs, MP3s, .WAV files, etc.), please do not send the actual files, but an anonymized link to an anonymous hosting site where the pieces can be viewed. Any agency not represented on the voting Website either did not meet the eligibility requirements for this award or did not submit creative materials by the deadline.

Please do not submit agency-branded materials for this category because the creative Website voting will be blinded to help ensure that the best work is nominated rather than the agency name behind the creative.

- In a separate Word document, please indicate which visuals you would prefer to accompany your agency's magazine profile in the *Med Ad News* April 2019 edition (magazine visuals can be those that were submitted for the Manny Awards, or you may include separate materials to be showcased in the printed agency profile)
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## **Best Consumer Campaign — TV/Radio, Web, or Print**

There are three separate Best Consumer Campaign award categories: one for 1) TV/radio spots, 2) websites, and 3) print such as magazines. Agencies may submit up to three samples each per campaign or entry that best represent the scope of the campaign. These can be print ads, videos (**web links cannot identify the agency name**), and other collateral materials aimed at consumers (patients or caregivers) that promote a branded therapeutic medicine. For videos or any other electronic collateral (including mpegs, MP3s, .WAV files, etc.), please do not send the actual files, but an anonymized link to an anonymous hosting site where the pieces can be viewed. Any agency not represented on the voting Website either did not meet the eligibility requirements for this award or did not submit creative materials by the deadline.

Please do not submit agency-branded materials for this category because the creative Website voting will be blinded to help ensure that the best work is nominated rather than the agency name behind the creative.

- In a separate Word document, please indicate which visuals you would prefer to accompany your agency's magazine profile in the *Med Ad News* April 2019 edition (magazine visuals can be those that were submitted for the Manny Awards, or you may include separate materials to be showcased in the printed agency profile)
- Each sample file should be "saved as" with the name of your agency and product account (for example: [Lipitor\\_AgencyX\\_Consumer\\_Web\\_1of3.jpg](#)) and also provide a brief description of the sample: the type of promotional piece (print advertisement for healthcare audience, print advertisement for consumer audience, television commercial, radio commercial, visual aid, detail piece, etc.) and the objective of the promotional piece. If a description/objective is not provided, *Med Ad News* editors may generate the necessary copy to accompany the visual in the April print publication. Please feel free to number the creative samples by order of publication preference since editorial space is limited.
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## **Best Medical Device Campaign**

Agencies may submit up to three samples each per campaign or entry that best represent the scope of the campaign. These can be print ads, details aids, sales brochures, Websites (**web links cannot identify the agency name**), and other activities that promote a branded medical device/technology. For videos or any other electronic collateral (including mpegs, MP3s, .WAV files, etc.), please do not send the actual files, but an anonymized link to an anonymous hosting site where the pieces can be viewed. Any agency not represented on the voting Website either did not meet the eligibility requirements for this award or did not submit creative materials by the deadline.

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- In a separate Word document, please indicate which visuals you would prefer to accompany your agency's magazine profile in the *Med Ad News* April 2019 edition (magazine visuals can be those that were submitted for the Manny Awards, or you may include separate materials to be showcased in the printed agency profile)
- Each sample file should be "saved as" with the name of your agency and product account (for example: **NameOfStent\_AgencyX\_MedicalDevice\_Web\_1of3.jpg**) and also provide a brief description of the sample: the type of promotional piece (print advertisement for healthcare audience, print advertisement for consumer audience, television commercial, radio commercial, visual aid, detail piece, etc.) and the objective of the promotional piece. If a description/objective is not provided, *Med Ad News* editors may generate the necessary copy to accompany the visual in the April print publication. Please feel free to number the creative samples by order of publication preference since editorial space is limited.
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## **Best Philanthropic Campaign**

Agencies may submit up to three samples per campaign or entry that best represent the scope of the campaign. These campaigns are promotional materials done by an agency as a pro-bono/charitable service and do not have to be healthcare related. For videos or any other electronic collateral (including mpegs, MP3s, .WAV files, etc.), please do not send the actual files, but an anonymized link to an anonymous hosting site where the pieces can be viewed. Any agency not represented on the voting Website either did not meet the eligibility requirements for this award or did not submit creative materials by the deadline.

Please do not submit agency-branded materials for this category because the creative Website voting will be blinded to help ensure that the best work is nominated rather than the agency name behind the creative.

- In a separate Word document, please indicate which visuals you would prefer to accompany your agency's magazine profile in the *Med Ad News* April 2019 edition (magazine visuals can be those that were submitted for the Manny Awards, or you may include separate materials to be showcased in the printed agency profile)
- Each sample file should be "saved as" with the name of your agency and product account (for example: [CharityName\\_AgencyX\\_Philanthropic\\_Web\\_1of3.jpg](#)) and also provide a brief description of the sample: the type of promotional piece (print advertisement for healthcare audience, print advertisement for consumer audience, television commercial, radio commercial, visual aid, detail piece, etc.) and the objective of the promotional piece. If a description/objective is not provided, *Med Ad News* editors may generate the necessary copy to accompany the visual in the April print publication. Please feel free to number the creative samples by order of publication preference since editorial space is limited.
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## **Best Self-Promotion Campaign**

Agencies may submit up to three samples each per campaign or entry that best represent the scope of the campaign. These self-promotion campaigns can be print ads, videos, and other collateral materials run by the agency during 2018/early 2019 or a campaign promoting itself and its services. Each series of ads counts as one submission. These ads should demonstrate the personality and capabilities of the agency.

- In a separate Word document, please indicate which visuals you would prefer to accompany your agency's magazine profile in the *Med Ad News* April 2019 edition (magazine visuals can be those that were submitted for the Manny Awards, or you may include separate materials to be showcased in the printed agency profile)
- Each sample file should be "saved as" with the name of your agency and product account (for example: *AgencyX\_SelfPromo\_Web\_1of3.jpg*) and also provide a brief description of the sample: the type of promotional piece (print advertisement for healthcare audience, print advertisement for consumer audience, television commercial, radio commercial, visual aid, detail piece, etc.) and the objective of the promotional piece. If a description/objective is not provided, *Med Ad News* editors may generate the necessary copy to accompany the visual in the April print publication. Please feel free to number the creative samples by order of publication preference since editorial space is limited.
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## **Best Nonbranded Campaign**

Agencies may submit up to three samples per campaign or entry that best represent the scope of the campaign. These nonbranded campaigns must be aimed at physicians and other healthcare personnel to educate them about certain little-known conditions and to cultivate the market before a specific drug is approved and launched, or before a new indication for an already marketed drug is approved. For videos or any other electronic collateral (including mpegs, MP3s, .WAV files, etc.), please do not send the actual files, but an anonymized link to an anonymous hosting site where the pieces can be viewed. Any agency not represented on the voting Website either did not meet the eligibility requirements for this award or did not submit creative materials by the deadline.

Please do not submit agency-branded materials for this category because the creative Website voting will be blinded to help ensure that the best work is nominated rather than the agency name behind the creative. The submissions can include print.

- In a separate Word document, please indicate which visuals you would prefer to accompany your agency's magazine profile in the *Med Ad News* April 2019 edition (magazine visuals can be those that were submitted for the Manny Awards, or you may include separate materials to be showcased in the printed agency profile)
- Each sample file should be "saved as" with the name of your agency and product account (for example: [Fibromyalgia\\_AgencyX\\_Nonbranded\\_Web\\_1of3.jpg](#)) and also provide a brief description of the sample: the type of promotional piece (print advertisement for healthcare audience, print advertisement for consumer audience, television commercial, radio commercial, visual aid, detail piece, etc.) and the objective of the promotional piece. If a description/objective is not provided, *Med Ad News* editors may generate the necessary copy to accompany the visual in the April print publication. Please feel free to number the creative samples by order of publication preference since editorial space is limited.
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## **Best Interactive Patient Campaign**

Agencies may submit up to three samples each per campaign or entry that best represent the scope of the campaign. These can be Websites (**web links cannot identify the agency name**), games, videos, or other activities that promote a branded pharmaceutical or medical device. For videos or any other electronic collateral (including mpegs, MP3s, .WAV files, etc.), please do not send the actual files, but an anonymized link to an anonymous hosting site where the pieces can be viewed. Any agency not represented on the voting Website either did not meet the eligibility requirements for this award or did not submit creative materials by the deadline.

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## **Best Interactive Physician Campaign**

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## **Best Managed Markets Campaign**

This category encompasses managed markets communications – focused on payers, organized customers, providers, and patients – targeting offerings ranging from market access, to patient access and reimbursement, to integrated pull-through. Submissions include campaigns that detail strategic and communication services concentrated on driving brand access, reimbursement and quality solutions. For example, digital and multi-channel initiatives that augment account manager efforts with customers.

Agencies may submit up to three samples each per campaign or entry that best represent the scope of the campaign. These can be print ads, videos (**web links cannot identify the agency name**), and other collateral materials aimed at managed markets. For videos or any other electronic collateral (including mpegs, MP3s, .WAV files, etc.), please do not send the actual files, but an anonymized link to an anonymous hosting site where the pieces can be viewed. Any agency not represented on the voting Website either did not meet the eligibility requirements for this award or did not submit creative materials by the deadline.

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## **Best Rare Disease Campaign**

Agencies may submit up to three samples each per campaign or entry that best represent the scope of the campaign. These can be print ads, videos (**web links cannot identify the agency name**), and other collateral materials focused on rare disease treatment. For videos or any other electronic collateral (including mpegs, MP3s, .WAV files, etc.), please do not send the actual files, but an anonymized link to an anonymous hosting site where the pieces can be viewed. Any agency not represented on the voting Website either did not meet the eligibility requirements for this award or did not submit creative materials by the deadline.

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## **Best Social Media Campaign**

Agencies may submit up to three samples each per campaign or entry that best represent the scope of the campaign. The samples can represent print pieces, videos (**web links cannot identify the agency name**) and other collateral materials focused on the use of social media to promote healthcare communications, including Facebook, Twitter, LinkedIn, Instagram, etc. For videos or any other electronic collateral (including mpegs, MP3s, .WAV files, etc.), please do not send the actual files, but an anonymized link to an anonymous hosting site where the pieces can be viewed. Any agency not represented on the voting Website either did not meet the eligibility requirements for this award or did not submit creative materials by the deadline.

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## **Best Patient Engagement Campaign**

Agencies may submit up to three samples each per campaign or entry that best represent the scope of the campaign. These can be print ads, videos (**web links cannot identify the agency name**), and other collateral materials for campaigns focused on driving and enhancing patient engagement strategies. For videos or any other electronic collateral (including mpegs, MP3s, .WAV files, etc.), please do not send the actual files, but an anonymized link to an anonymous hosting site where the pieces can be viewed. Any agency not represented on the voting Website either did not meet the eligibility requirements for this award or did not submit creative materials by the deadline.

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## **Best Experiential Campaign**

Agencies may submit up to three samples each per campaign or entry that best represent the scope of the campaign. These can be videos (**web links cannot identify the agency name**) and other collateral materials focused on the promotion of a health-care marketing strategy that directly engages consumers and encourages them to participate in the evolution of a brand or a brand experience. For videos or any other electronic collateral (including mpegs, MP3s, .WAV files, etc.), please do not send the actual files, but an anonymized link to an anonymous hosting site where the pieces can be viewed. Any agency not represented on the voting Website either did not meet the eligibility requirements for this award or did not submit creative materials by the deadline.

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## Submission Instructions:

Please submit all images and documents on our ftp site by the due date:

— Please upload materials clearly labeled with company name and one-word description of its contents i.e., ABC-Company\_profiles\_images.zip. Please separate items into folders: a folder for documents, a folder for award entry images, and a folder for magazine images, etc. All files should be placed on the web server as a .zip format clearly labeled including a word document describing each folder and its contents

<https://outcomes.egnyte.com/ul/E1G2RID5Pw>

We are requesting **three versions** of each image file submitted (including for Websites):

- one high-resolution image suitable for print
- a Web-optimized version for our online-voting Website
- a thumbnail version also for the voting Website

**Print versions** of all promotional materials should be high-resolution visuals, at least 300 dpi and about 5x7 or 7x5 inches

File name should indicate the brand/product name, agency name, version, and number of image in series.

For example: **Brand/Product Name\_Agency\_Print\_1of3.pdf; Brand/Product Name\_Agency\_Print\_2of3.pdf, Brand/Product Name\_Agency\_Print\_3of3.pdf**

**Web versions** should meet the following specifications:

- Dimensions: should be no larger than 800 pixels wide by 600 pixels high
- Image mode: RGB
- Resolution: 72 dpi
- File format: JPG, saved at medium quality
- Naming convention: **Brand/Product Name\_Agency\_Web\_1of3.jpg; Brand/Product Name\_Agency\_Web\_2of3.pdf, Brand/Product Name\_Agency\_Web\_3of3.pdf**

**Thumbnail versions** should be cropped images focused on one key, identifiable image from the piece and should follow the following specifications:

- Dimensions: 144 pixels wide by 72 pixels high
- Image mode: RGB
- Resolution: 72 dpi
- File format: JPG, saved at medium quality (site can accept files up to 50MB)
- Naming convention: **Brand/Product Name\_Agency\_Thumb\_1of3.jpg; Brand/Product Name\_Agency\_Thumb\_2of3.jpg; Brand/Product Name\_Agency\_Thumb\_3of3.jpg**

\*1) Please adhere to the submission deadline dates. Failure to do so could jeopardize your opportunity to appear in the April 2019 issue.

2) Med Ad News editors reserve the right not to publish data from agencies that have not completely filled out the documents or that do not meet our criteria. The editors reserve the right to question the data.

If you have trouble submitting the visuals (high-resolution JPEG, PDF, or TIFF files are preferred), please contact the content team (their info is listed below) with questions about the process.

**Contacts:**

**Questions about the Creative Visual Submission Process:**

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