



# CALL FOR ENTRIES

**Event Date:** April 16th, 2020

**Submission Deadline:** February 27th

## Marketer on the Rise Award

Marketer on the Rise is an award designated for an employee of an agency client in the fields of pharmaceuticals, biotechnology, etc. that develop and commercialize prescription drugs, OTC products and/or medical devices. Nominees should represent companies successfully marketing a pharmaceutical product(s) or medical device(s) with promotional assistance from the nominating agency. The essay should detail the scope of the marketing strategies successfully implemented and performed by the agency client's employee to promote the product(s), including but not limited to digital technology, social media, relationship-building with patients/consumers and physicians, execution of marketing objectives, etc. The recipient is selected by the *Med Ad News* team based on the self-written nominations from agency and network executives in conjunction with additional research performed by our staff.

### Due By February 27th\*

- Nomination essay consisting of at least 250 words detailing an up-and-coming marketing executive representing an agency client whose team has successfully promoted a pharmaceutical product(s) or medical device(s) during the past year.

### Submission Instructions:

Please e-mail the Marketer on the Rise submissions to [Andrew.Humphreys@medadnews.com](mailto:Andrew.Humphreys@medadnews.com) by the due date above. Materials should be clearly labeled with the agency name and brief description of its contents i.e., "Agency Name" Marketer on the Rise 2020.xls.

### Contacts:

#### Questions about the Marketer on the Rise Submission Process:

Andrew Humphreys at 267-685-9573 or [Andrew.Humphreys@medadnews.com](mailto:Andrew.Humphreys@medadnews.com)

#### Manny Awards Ticket Information:

Daniel Becker at 973-507-6701 or [Daniel.Becker@medadnews.com](mailto:Daniel.Becker@medadnews.com) or Visit [MannyAwards](#)

\*1) Please adhere to the submission deadline dates. Failure to do so could jeopardize your opportunity to appear in the April 2020 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.