



CALL FOR ENTRIES

Event Date: April 2021
Submission Deadline: March 3rd

Best Launch Campaign

The Best Launch Campaign is an award designated for an agency team that worked with a client's brand team for a major market launch or relaunch of a prescription drug or medical device. This collection of people should demonstrate exceptional passion and dedication in addition to strong teamwork, meeting challenges, effectively communicating with the client, and going beyond the everyday to implement new concepts for the campaign. **The recipient team is selected by Med Ad News editors** based on the self-written nominations from agency and network executives in conjunction with additional research performed by our staff.

Due By March 3rd*

- Nomination essay consisting of at least 250 words detailing an agency brand team that spearheaded a successful new product launch during the past year. Visual images (jpeg preferred) to help support consideration of the nomination essay may also be submitted.

Submission Instructions:

Please e-mail the Best Launch Campaign submissions to 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" Best Launch Campaign 2021.xls.

Contacts:

Questions about the Best Launch Campaign Submission Process:

Andrew Humphreys at 267-685-9573 or Andrew.Humphreys@medadnews.com

Manny Awards Ticket Information:

Daniel Becker at 973-507-6701 or 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 2021 edition.
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.