



CELEBRATING EXCELLENCE IN HEALTHCARE COMMUNICATIONS

MANNY AWARDS

THIRTYTHIRD ANNUAL



TWENTYTWENTYTWO

CALL FOR ENTRIES

Event Date: April 21, 2022

Submission Deadline: February 18th

Creative Campaign Submission Form

Each Manny Award category entry below should be accompanied by this Creative Campaign Submission Form

- **Most Creative Agency**
- **Best Consumer Campaign – TV/Radio**
- **Best Consumer Campaign – Web**
- **Best Consumer Campaign – Print**
- **Best Professional Campaign – Web**
- **Best Professional Campaign – Print**
- **Best Digital Campaign – Patients (formerly Best Interactive Patient Campaign)**
- **Best Digital Campaign – Physicians (formerly Best Interactive Physician Campaign)**
- **Best Medical Device Campaign**
- **Best Nonbranded Campaign**
- **Best Philanthropic Campaign**
- **Best Agency Campaign (formerly Best Self-Promotional Campaign)**
- **Best Managed Markets Campaign**
- **Best Experiential Campaign**
- **Best Patient Engagement Campaign**
- **Best Rare Disease Campaign**
- **Best Social Media Campaign**

Please fill out the fields below:

MANNY AWARD CATEGORY: (ie; Best Nonbranded Campaign)

AGENCY NAME:

CAMPAIGN NAME:

BRAND/PRODUCT NAME:

CLIENT NAME:

TARGET AUDIENCE(S):

CAMPAIGN OVERVIEW: (no word count minimum or maximum)

(EXAMPLE) The relapsed/refractory multiple myeloma (RRMM) treatment landscape has dramatically improved over time, with new treatments and regimens offering better and better outcomes. However, MM typically recurs with a more aggressive disease course, and the duration of response shortens with each successive line of therapy. The prognosis is poor for patients with relapsed/refractory disease, and this setting continues to present an urgent unmet need despite an increasingly crowded menu of classes and agents. A new approach is needed.

TYPES OF PROMOTIONAL PIECES: (description/objective: no word count minimum or maximum)

Sample 1: Video

Description/Objective: Conceived as a convention booth video to draw attendees, this website introduction video was designed to engage viewers into the unbranded campaign concept, adding depth and life to a satisfyingly simple idea.

Sample 2: Website

Description/Objective: This unbranded RRMM campaign was designed to elevate HCP's current understanding of the limitations of existing treatment options in order to drive demand for something better, and the website was a perfect housing unit for content that was easily digestible yet engaging and comprehensive.

Sample 3: Twitter

Description/Objective: The pre-launch social communication plan elevated awareness of the unmet need, educated HCPs on the depth of the unmet need in RRMM, and encouraged HCPs to sign up for more information. Twitter provided an opportunity to rotate short-form content and tell a complete story that communicated educational content, providing HCPs with an understanding of the limitations with existing treatment options.

Contributing Teams/Credits (Optional)

Client:

Names/Titles

Names/Titles

Names/Titles

Names/Titles

Agency:

Names/Titles
Names/Titles
Names/Titles
Names/Titles

Questions about the Creative Campaign Submission Form:

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