



CELEBRATING EXCELLENCE IN HEALTHCARE COMMUNICATIONS

MANNY AWARDS

THIRTYTHIRD ANNUAL



TWENTYTWO

CALL FOR ENTRIES

Event Date: April 21, 2022

Submission Deadline: February 18th

Creative Visuals

Each healthcare communications agency participating in the April 2022 edition of *Med Ad News* is requested to submit at least one sample of 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 – 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

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

***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.

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Due By February 18th*

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.

- **All materials submitted for awards entry consideration must have been approved and published for the first time in a public forum between January 1 and December 31, 2021. Entries for years before 2021 are not eligible, although new/updated materials run for the first time during 2021 from previous years' campaigns are allowed to be entered. Submissions for print and broadcast advertisements must include fair balance. Entries cannot be submitted without the permission of the client and/or owner of the rights to the work.**

- 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 2022 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)

- Please indicate from your submitted group of creative samples which advertisements should be included in our online voting and for which categories.

- 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.

Each category entry should be accompanied by the Creative Campaign Submission Form, which is used by *Med Ad News* for reference only. For each agency's self-written overviews/descriptions/objectives representing the creative entries, if your team desires to have those text descriptions represented with their corresponding images in the voting gallery website, they must be processed within the materials submitted by the agencies as we are unable to make these updates on our end.

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Best Professional Campaign – Web or Print

There are two separate Best Professional Campaign award categories for 1) websites, and 2) 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, MP4s, .WAV files, etc.), please do not send the actual files, but an anonymized link to an anonymous hosting site (ie; YouTube, Vimeo, non-agency-branded web platform, etc.) where the pieces can be viewed. **Agencies have the option to compose their own microsites incorporating the examples outlined above, and can submit them via a web link that does not disclose the agency's name/identity.** 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.

- **All materials submitted for awards entry consideration must have been approved and published for the first time in a public forum between January 1 and December 31, 2021. Entries for years before 2021 are not eligible, although new/updated materials run for the first time during 2021 from previous years' campaigns are allowed to be entered. Submissions for print and broadcast advertisements must include fair balance. Entries cannot be submitted without the permission of the client and/or owner of the rights to the work.**

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 2022 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)
- Please indicate from your submitted group of creative samples which advertisements should be included in our online voting and for which categories.
- Each sample file should be "saved as" with the name of your agency and product account (for example: [Lipitor_AgencyX_Professional_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 Consumer Campaign – TV/Radio, Web, or Print

There are three separate Best Consumer Campaign award categories: 1) TV/Radio spots, 2) Web and 3) Print such as magazines. **For the TV/Radio category, submitted campaigns must have aired on TV or Radio; audio or video that was created for distribution online/live events is excluded from this particular category.** 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, MP4s, .WAV files, etc.), please do not send the actual files, but an anonymized link to an anonymous hosting site (ie; YouTube, Vimeo, non-agency-branded web platform, etc.) where the pieces can be viewed. **Agencies have the option to compose their own microsites incorporating the examples outlined above, and can submit them via a web link that does not disclose the agency's name/identity.** 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 2022 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)

- Please indicate from your submitted group of creative samples which advertisements should be included in our online voting and for which categories.

- 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, MP4s, .WAV files, etc.), please do not send the actual files, but an anonymized link to an anonymous hosting site (ie; YouTube, Vimeo, non-agency-branded web platform, etc.) where the pieces can be viewed. **Agencies have the option to compose their own microsites incorporating the examples outlined above, and can submit them via a web link that does not disclose the agency's name/identity.** 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.

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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 2022 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)

- Please indicate from your submitted group of creative samples which advertisements should be included in our online voting and for which categories.

- 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, MP4s, .WAV files, etc.), please do not send the actual files, but an anonymized link to an anonymous hosting site (ie; YouTube, Vimeo, non-agency-branded web platform, etc.) where the pieces can be viewed. **Agencies have the option to compose their own microsites incorporating the examples outlined above, and can submit them via a web link that does not disclose the agency's name/identity.** 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.

- **All materials submitted for awards entry consideration must have been approved and published for the first time in a public forum between January 1 and December 31, 2021. Entries for years before 2021 are not eligible, although new/updated materials run for the first time during 2021 from previous years' campaigns are allowed to be entered. Submissions for print and broadcast advertisements must include fair balance. Entries cannot be submitted without the permission of the client and/or owner of the rights to the work.**

- 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 2022 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)

- Please indicate from your submitted group of creative samples which advertisements should be included in our online voting and for which categories.

- 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 Agency Campaign (formerly Best Self-Promo Campaign)

Agencies may submit up to three samples each per campaign or entry that best represent the scope of the campaign. These self-promotional campaigns can be print ads, videos, and other collateral materials run by the agency during 2021/early 2022 or a campaign promoting itself and the agency's services. Each series of ads counts as one submission. These ads should demonstrate the personality and capabilities of the agency. **Agencies have the option to compose their own microsites incorporating the examples outlined above, and can submit them via a web link that does not disclose the agency's name/identity.**

- **All materials submitted for awards entry consideration must have been approved and published for the first time in a public forum between January 1 and December 31, 2021. Entries for years before 2021 are not eligible, although new/updated materials run for the first time during 2021 from previous years' campaigns are allowed to be entered. Submissions for print and broadcast advertisements must include fair balance. Entries cannot be submitted without the permission of the client and/or owner of the rights to the work.**
- 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 2022 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)
- Please indicate from your submitted group of creative samples which advertisements should be included in our online voting and for which categories.
- Each sample file should be "saved as" with the name of your agency and product account (for example: [AgencyX_AgencyCampaign_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, MP4s, .WAV files, etc.), please do not send the actual files, but an anonymized link to an anonymous hosting site (ie; YouTube, Vimeo, non-agency-branded web platform, etc.) where the pieces can be viewed. **Agencies have the option to compose their own microsites incorporating the examples outlined above, and can submit them via a web link that does not disclose the agency's name/identity.** 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.

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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 2022 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)

- Please indicate from your submitted group of creative samples which advertisements should be included in our online voting and for which categories.

- 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 Digital Campaign – Patients

Agencies may submit up to three samples each per campaign or entry that best represent the scope of the campaign. The samples can be websites (**web links cannot identify the agency name**), games, or other activities that were used in a campaign to promote a branded pharmaceutical or medical device with patients intended as the audience. These campaigns can be specifically geared for smartphones, tablets, and laptops – text messaging, emails, and content such as games meant to be specifically consumed online. Agencies can also submit an explanatory video showing elements of the campaign collateral in action (ie; captured text message or email interactions, or the playthrough of a game). For electronic collateral (including mpegs, MP4s, .WAV files, etc.), please do not send the actual files, but an anonymized link to an anonymous hosting site (ie; YouTube, Vimeo, non-agency-branded web platform, etc.) where the pieces can be viewed. **Agencies have the option to compose their own microsites incorporating the examples outlined above, and can submit them via a web link that does not disclose the agency's name/identity.** 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 include the agency name in links 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.

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- Each sample file should be "saved as" with the name of your agency and product account (for example: [Lipitor_AgencyX_DigitalPatient_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 Digital Campaign – Physicians

Agencies may submit up to three samples each per campaign or entry that best represent the scope of the campaign. The samples can be websites (**web links cannot identify the agency name**), games, or other activities that were used in a campaign to promote a branded pharmaceutical or medical device with physicians intended as the audience. These campaigns can be specifically geared for smartphones, tablets, and laptops – text messaging, emails, and content such as games meant to be specifically consumed online. Agencies can also submit an explanatory video showing elements of the campaign collateral in action (ie; captured text message or email interactions, or the playthrough of a game). For electronic collateral (including mpegs, MP4s, .WAV files, etc.), please do not send the actual files, but an anonymized link to an anonymous hosting site (ie; YouTube, Vimeo, non-agency-branded web platform, etc.) where the pieces can be viewed. **Agencies have the option to compose their own microsites incorporating the examples outlined above, and can submit them via a web link that does not disclose the agency's name/identity.** 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 include the agency name in links 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.

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- Please indicate from your submitted group of creative samples which advertisements should be included in our online voting and for which categories.
- Each sample file should be "saved as" with the name of your agency and product account (for example: [Lipitor_AgencyX_DigitalPhysician_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 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, MP4s, .WAV files, etc.), please do not send the actual files, but an anonymized link to an anonymous hosting site (ie; YouTube, Vimeo, non-agency-branded web platform, etc.) where the pieces can be viewed. **Agencies have the option to compose their own microsites incorporating the examples outlined above, and can submit them via a web link that does not disclose the agency's name/identity.** 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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- Please indicate from your submitted group of creative samples which advertisements should be included in our online voting and for which categories.

- Each sample file should be "saved as" with the name of your agency and product account (for example: [Lipitor_AgencyX_ManagedMarkets_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.

Each category entry should be accompanied by the Creative Campaign Submission Form, which is used by *Med Ad News* for reference only. For each agency's self-written overviews/descriptions/objectives representing the creative entries, if your team desires to have those text descriptions represented with their corresponding images in the voting gallery website, they must be processed within the materials submitted by the agencies as we are unable to make these updates on our end.

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Due By February 18th*

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, MP4s, .WAV files, etc.), please do not send the actual files, but an anonymized link to an anonymous hosting site (ie; YouTube, Vimeo, non-agency-branded web platform, etc.) where the pieces can be viewed. **Agencies have the option to compose their own microsites incorporating the examples outlined above, and can submit them via a web link that does not disclose the agency's name/identity.** 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.

- **All materials submitted for awards entry consideration must have been approved and published for the first time in a public forum between January 1 and December 31, 2021. Entries for years before 2021 are not eligible, although new/updated materials run for the first time during 2021 from previous years' campaigns are allowed to be entered. Submissions for print and broadcast advertisements must include fair balance. Entries cannot be submitted without the permission of the client and/or owner of the rights to the work.**

- 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 2022 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)

- Please indicate from your submitted group of creative samples which advertisements should be included in our online voting and for which categories.

- Each sample file should be "saved as" with the name of your agency and product account (for example: *Lipitor_AgencyX_RareDisease_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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Due By February 18th*

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, MP4s, .WAV files, etc.), please do not send the actual files, but an anonymized link to an anonymous hosting site (ie; YouTube, Vimeo, non-agency-branded web platform, etc.) where the pieces can be viewed. **Agencies have the option to compose their own microsites incorporating the examples outlined above, and can submit them via a web link that does not disclose the agency's name/identity.** 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.

- **All materials submitted for awards entry consideration must have been approved and published for the first time in a public forum between January 1 and December 31, 2021. Entries for years before 2021 are not eligible, although new/updated materials run for the first time during 2021 from previous years' campaigns are allowed to be entered. Submissions for print and broadcast advertisements must include fair balance. Entries cannot be submitted without the permission of the client and/or owner of the rights to the work.**

- 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 2022 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)

- Please indicate from your submitted group of creative samples which advertisements should be included in our online voting and for which categories.

- Each sample file should be "saved as" with the name of your agency and product account (for example: *Lipitor_AgencyX_SocialMedia_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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Due By February 18th*

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, MP4s, .WAV files, etc.), please do not send the actual files, but an anonymized link to an anonymous hosting site (ie; YouTube, Vimeo, non-agency-branded web platform, etc.) where the pieces can be viewed. **Agencies have the option to compose their own microsites incorporating the examples outlined above, and can submit them via a web link that does not disclose the agency's name/identity.** 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.

- **All materials submitted for awards entry consideration must have been approved and published for the first time in a public forum between January 1 and December 31, 2021. Entries for years before 2021 are not eligible, although new/updated materials run for the first time during 2021 from previous years' campaigns are allowed to be entered. Submissions for print and broadcast advertisements must include fair balance. Entries cannot be submitted without the permission of the client and/or owner of the rights to the work.**

- 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 2022 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)

- Please indicate from your submitted group of creative samples which advertisements should be included in our online voting and for which categories.

- Each sample file should be "saved as" with the name of your agency and product account (for example: [Lipitor_AgencyX_PatientEngagement_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 Experiential Campaign

Agencies may submit up to three samples each per campaign or entry that best represent the scope of the campaign. The samples can be videos (**web links cannot identify the agency name**) and other collateral materials focused on the promotion of a healthcare marketing strategy that directly engages consumers and encourages them to participate in the evolution of a brand or a brand experience. These campaigns can incorporate physical (ie; tradeshow booth, in-person event, doctor's office interaction, etc.) and virtual (online-only experiential marketing) components in complementary fashion. Agencies can also submit an explanatory video showing samples of the campaign collateral (ie; trade show footage that shows the booth and interactions with it; a kiosk setup in a doctor's office; or a game playthrough). For videos or any other electronic collateral (including mpegs, MP4s, .WAV files, etc.), please do not send the actual files, but an anonymized link to an anonymous hosting site (ie; YouTube, Vimeo, non-agency-branded web platform, etc.) where the pieces can be viewed. **Agencies have the option to compose their own microsites incorporating the examples outlined above, and can submit them via a web link that does not disclose the agency's name/identity.** 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.

- **All materials submitted for awards entry consideration must have been approved and published for the first time in a public forum between January 1 and December 31, 2021. Entries for years before 2021 are not eligible, although new/updated materials run for the first time during 2021 from previous years' campaigns are allowed to be entered. Submissions for print and broadcast advertisements must include fair balance. Entries cannot be submitted without the permission of the client and/or owner of the rights to the work.**

- 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 2022 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)

- Please indicate from your submitted group of creative samples which advertisements should be included in our online voting and for which categories.

- Each sample file should be "saved as" with the name of your agency and product account (for example: *Lipitor_AgencyX_Experiential_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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Submission Instructions:

Please submit all images and documents directly to Andrew.Humphreys@medadnews.com via email/file transfer/google drive files by the due date above.

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

- Thumbnail version for our voting website (**Thumbnail versions** are what the Manny Award judges will click on when entering the voting gallery for each category to view your campaign submission)
- Web-optimized version for our voting website (**Web versions** represent your campaign submission and what the Manny Award judges will view after clicking on the corresponding Thumbnail image)
- High-resolution image suitable for print (**Print versions** are what will be published in the *Med Ad News* April magazine if your campaign entry is nominated as an award finalist)

Note: Each Web version submitted should be accompanied by 1 Thumbnail and at least 1 Print version based on these ratios: 1 Web version = 1 Thumbnail and 1 Print version; 2 Web versions = 2 Thumbnails and 1-2 Print versions; 3 Web versions = 3 Thumbnails and 1-3 Print versions

Thumbnail versions should be cropped images focused on one key, identifiable image from the piece/website/video 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**

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**

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 images in the series.

For example: **Brand/Product Name_Agency_Print_1of3.pdf; Brand/Product Name_Agency_Print_2of3.pdf, Brand/Product Name_Agency_Print_3of3.pdf**

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Agencies have the option to compose their own microsites incorporating the examples outlined above, and can submit them via a web link that does not disclose the agency's name/identity. Our team still requires a thumbnail image representing the microsite so that we can link them together on our voting website.

For each agency's self-written descriptions representing the creative entries, if your team desires to have those text descriptions represented with their corresponding images in the voting gallery website, they must be processed/embedded within the materials submitted by the agencies as we are unable to make these updates on our end.

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

Submissions that fail to meet category requirements will be removed from the Manny Awards voting process. Entry fees are non-refundable.

Contacts:

Questions about the Creative Visual Submission Process:

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

Josh Slatko at Josh.Slatko@medadnews.com

Chris Truelove at Chris.Truelove@medadnews.com

Manny Awards Ticket Information: Daniel.Becker@medadnews.com or visit [MannyAwards](#)

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