

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.

For consideration of this honor, please plan for your nominee and/or nominating agency to attend the awards ceremony.

Due By February 24th*

- 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. Visual images (jpeg preferred) and videos to help support consideration of the nomination essay may also be submitted.

Submission Instructions:

Please e-mail the Marketer on the Rise submissions to Maria.Fontanazza@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 2023.xls.

Contacts:

Questions about the Marketer on the Rise Submission Process:

Maria Fontanazza at 973-494-1674 or Maria.Fontanazza@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 2023 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.