



SUBMISSION DEADLINE – FEBRUARY 2, 2024

### **Manny Awards Creative Submission Guidelines**

*Med Ad News* honors the best in pharmaceutical and healthcare advertising live at the annual Manny Awards gala. Participating agencies should reference the following checklist when submitting entries in our jury voted creative categories:

- Visit [www.mannyawards.com](http://www.mannyawards.com) to select your category of entry and place in your shopping cart.
- Review the corresponding category submission criteria to ensure your entry meets the requirements. For example:
  - Is this category for branded pharmaceuticals or unbranded, or both?
  - Does the target audience match appropriately?
  - Consult the FAQ at [www.mannyawards.com](http://www.mannyawards.com) or reach out with additional questions.
- Fill out your creative submission form as required for each entry.
  - Some copy may be used on the voting site.
  - Some copy may be used in print.
- Provide the relevant assets/links/images as specified in the category submission instructions.
  - 320x180 (pixels at 72 DPI) thumbnail images.
  - 1280x720 (maximum pixels at 72 DPI) web images -or- links to specified microsite/hosted video URL.
  - 5x7 in. or 7x5 in. (recommended) print images.
- Deliver all your entry materials to [maria.fontanazza@medadnews.com](mailto:maria.fontanazza@medadnews.com) via email/file transfer by the corresponding due dates.
- Complete your entry transaction online by CC or contact [Daniel.becker@medadnews.com](mailto:Daniel.becker@medadnews.com) to discuss invoicing options.

Please adhere to the category submission requirements and deadline dates. Failure to do so could jeopardize your opportunity to appear on the Manny Awards voting site. Entry fees are non-refundable.



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## Best Experiential Submission

Agencies may submit up to three sample pieces of creative that best represent the scope of the entry. These can be print ads, videos, and other collateral materials focused on the promotion of a healthcare marketing strategy that directly engages and encourages participation 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 (link) 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). To maintain anonymity in the voting, these pieces cannot include agency self-branded items.

All materials submitted must have been approved and published for the first time in a public forum between January 1 and December 31, 2023. New/updated materials run for the first time during 2023 from previous years' campaigns are allowed to be entered. Entries cannot be submitted without the permission of the client and/or owner of the rights to the work.

### **SUBMISSION INSTRUCTIONS:**

Please submit all images and documents directly to [Maria.Fontanazza@medadnews.com](mailto:Maria.Fontanazza@medadnews.com) via email/file transfer by February 2, 2024.

- **Thumbnail Version**
  - Dimensions: 320 pixels wide by 180 pixels high
  - Resolution: 72 dpi
  - Image mode: RGB
  - File Format: JPG, PNG saved at medium quality (<50MB)
  - Naming Convention:
    - Brand/ProductName\_Agency\_Experiential\_Thumb\_1of3.jpg
    - Brand/ProductName\_Agency\_Experiential\_Thumb\_2of3.jpg
    - Brand/ProductName\_Agency\_Experiential\_Thumb\_3of3.jpg
- **Web Version – or – URL link to microsite/hosted video\*/etc.**
  - Dimensions: Maximum 1280 pixels wide by 720 pixels high
  - Image mode: RGB
  - Resolution: 72 dpi
  - File Format: JPG, PNG saved at medium quality (<50MB)
  - Naming Convention:
    - Brand/ProductName\_Agency\_Experiential\_Web\_1of3.jpg; etc.
  - **\*Do not submit video files** (mpegs, MP4, .WAV, etc). For video, provide an anonymized link to an anonymous hosting site (ie., YouTube, Vimeo, non-branded platform, etc.)
- **Print Version**
  - 5x7 in or 7x5 in. at 300 dpi (minimum DPI)
  - Naming Convention: Brand/ProductName\_Agency\_Experiential\_Print\_1of3.pdf; etc.

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## Creative Submission Form

### Please fill out the fields below:

**AGENCY NAME:**

**MANNY AWARD CATEGORY:** (ie., Best Philanthropic)

**CAMPAIGN NAME:**

**BRAND/PRODUCT NAME:**

**CLIENT NAME:**

**TARGET AUDIENCE(S):**

**LOCATION/MEDIA ADVERTISEMENTS APPEARED:**

### CAMPAIGN OVERVIEW: (250-word count maximum)

*(EXAMPLE) The relapsed/refractory multiple myeloma (RRMM) treatment landscape has dramatically improved over time, with new treatments and regimens offering...*

### TYPES OF PROMOTIONAL PIECES: (description/objective: 120-word count maximum)

**Sample 1:** Video

**Description/Objective:** *(EXAMPLE) Conceived as a convention booth video to draw attendees, this website introduction video was designed to...*

**Sample 2:** Website

**Description/Objective:** *(EXAMPLE) This unbranded RRMM campaign was designed to...*

**Sample 3:** Twitter

**Description/Objective:** *(EXAMPLE) The pre-launch social communication plan elevated awareness of...*

### Contributing Teams/Credits (Optional)

**Client:**

Names/Titles

Names/Titles

Names/Titles

**Agency:**

Names/Titles

Names/Titles

Names/Titles

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