



SUBMISSION DEADLINE – FEBRUARY 2, 2024

## Best Launch

The Best Launch category 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.

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.

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.

Materials should be clearly labeled with the agency name and brief description of its contents i.e., “Agency Name” Best Launch Campaign 2024.xls.

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

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.