



SUBMISSION DEADLINE – FEBRUARY 2, 2024

Marketer on the Rise

The *Med Ad News* Marketer on the Rise is an award designated for an employee of an agency client in the fields of pharmaceutical, 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.

The marketer selected for this honor will be recognized as part of our October Top 50 Pharmaceutical Companies issue of *Med Ad News*.

SUBMISSION INSTRUCTIONS:

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

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.

Materials should be clearly labeled with the agency name and brief description of its contents i.e., “Agency Name” Marketer on the Rise.doc.

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.