

PRIME  
*Awards*

2018  
**ENTRY KIT**



AUSTRALIAN DOCTOR GROUP

# ENTRY KIT

## HOW IT WORKS

- Once you have reviewed this document, you can **ENTER ONLINE HERE** from the 30<sup>th</sup> April 2018
- For each category you choose to enter, please prepare an answer for each of the entry criteria within your submission
- You have a maximum of 1,000 words per entry submission (excluding the 150–200 word entry summary)
- The cost of each submission is \$200 (including GST).

## KEY DATES

**ENTRIES OPEN** – MONDAY 30<sup>TH</sup> APRIL

**ENTRIES CLOSE** – FRIDAY 22<sup>ND</sup> JUNE

**JUDGING BEGINS** – JULY

**FINALISTS ANNOUNCED** – AUGUST

**PRIME AWARDS CEREMONY** – THURSDAY 20<sup>TH</sup> SEPTEMBER

## JUDGING PROCESS

- Online judging over two weeks will determine finalists.
- Judges meet over two weeks to determine winners.

Click here to see Terms & Conditions.

For more information and to enter online: [www.primeawards.com.au](http://www.primeawards.com.au)

# CATEGORIES

1. **Best Public Health Initiative Award**
2. **Best Single Advertisement Award**
3. **Best Data Strategy Award**
4. **Marketing Innovation Award**
5. **Best Integrated Marketing Campaign Award**
6. **Corporate Social Responsibility Award**
7. **Excellence in Education Award**
8. **Excellence in Patient / Customer Support Award**
9. **Best New Product / Brand Launch Award**
10. **Best PR Campaign Award**
11. **Medical Science Liaison of the Year**
12. **Sales Representative of the Year**
13. **Sales Team of the Year**
14. **Marketing Team of the Year**
15. **GPs' Choice Pharma Company of the Year**
16. **Pharmacists' Choice Pharma Company of the Year**
17. **NGO of the Year**

**PRIME**  
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# CATEGORIES

## 1. BEST PUBLIC HEALTH INITIATIVE AWARD

This category recognises programmes or initiatives aimed at increasing public awareness and sense of responsibility, for preventing the onset of disease or delaying/managing disease progression. Entries should show how they have promoted lifestyle changes, provide information on how and where to seek advice and improved a specific aspect(s) of the health and wellbeing of the group the programme / initiative was developed for.

### ENTRY CRITERIA

- Outline the programme / initiative and demonstrate how it is aligned to the specific needs of the target group and provides education on disease awareness and/or management (20%)
- Show how it improves clinical practice or the delivery of services and standards of treatment (30%)
- Demonstrate the creativity or innovation in content, presentation or delivery (25%)
- Demonstrate evidence of new or changed perceptions and sustainability among the target group, measured against key objectives (25%).

## 2. BEST SINGLE ADVERTISEMENT AWARD

This award recognises a single advertising activity which supports ethical or over-the-counter (OTC) products / brands or medical devices targeted at healthcare professionals. The judges will be seeking the best single execution (based on creativity, originality and quality of execution) advertisement in any medium. Multiple entries featuring the same brand / product based on separate advertisements are permissible.

### ENTRY CRITERIA

- Outline the details of the brief, showing the quality and originality of the idea (50%)
- Show and describe the quality of execution (20%)
- Demonstrate how the creative idea reflects the brand strategy (30%).

# CATEGORIES

## 3. BEST DATA STRATEGY AWARD

More and more we are relying on data to make more intelligent decisions – customers, boards, and shareholders all want more out of brands and their communications. Big data provides that irrefutable, fact-based evidence on which to base big decisions such as where marketing dollars should be spent and how customer journeys should be optimised.

This award recognises the best use of data analytics or market insight in creating, targeting and executing a health-care related campaign.

### ENTRY CRITERIA

- Provide information on the campaign, showing ability to combine advanced analytical capability with business understanding to form a clearly defined campaign strategy (50%)
- Demonstrate how the data analytics informed and was subsequently applied to the campaign from the beginning right through to the reporting of the final outcome and if possible, return on investment (50%).

## 4. MARKETING INNOVATION AWARD

This award recognises a creative healthcare-related marketing idea / campaign that is effectively executed to maximise intended target engagement with a brand / initiative. It should be a creative and bold approach in terms of thinking, strategy and execution. It will involve the development of a new innovative marketing programme or idea that effectively meet the goals and objectives of the brand / initiative and its customers.

### ENTRY CRITERIA

- Provide detail about the new innovative marketing programme, including how it was developed and the circumstances that lead to the need to 'innovate' (40%)
- Outline how it was executed to a high quality (20%)
- Provide information on the success of the campaign and how it met the goals and objectives of the brand and led to better outcomes for the customers (40%).

# CATEGORIES

## 5. BEST INTEGRATED MARKETING CAMPAIGN AWARD

Digital is now an inescapable staple of all marketing campaigns, so this category highlights the importance of using a mix of marketing channels strategically. This award recognises the best integrated marketing activity / campaign supporting an ethical or over-the-counter (OTC) product/brand or medical device (originally launched prior to December 2017) that targets healthcare professionals.

Judges will be looking for creativity and originality in its execution across multiple channels and how these different channels seamlessly integrate to achieve the desired communications strategy.

### ENTRY CRITERIA

- Provide detail about the integrated marketing activity / campaign, with particular focus on what elements of the marketing mix were used and why, and also how these channels worked together to provide the desired communication/s (40%)
- Demonstrate how these marketing activities / campaigns supported the overall strategic imperatives of the brand/ product (30%)
- Demonstrate how the campaign was successful due to its integrated approach (30%).

## 6. CORPORATE SOCIAL RESPONSIBILITY AWARD

This award provides pharmaceutical companies and their healthcare partner companies with an opportunity to gain recognition for their outstanding commitment, achievements and contributions to the community.

### ENTRY CRITERIA

- Outline a programme of work which shows a positive impact and clear benefit to the community (50%)
- Detail how it had a direct and meaningful interaction with the community, and built trust and enhanced industry reputation (50%).

# CATEGORIES

## 7. EXCELLENCE IN EDUCATION AWARD

This award recognises companies and their educational company provider / partner that demonstrates an outstanding commitment to excellence in the design and implementation of Educational programmes for healthcare professionals (HCPs) and / or patients.

### ENTRY CRITERIA

- Provide details on the Educational programme and provide a clear statement of needs of the target audience, including measurable learning objectives (40%)
- Describe how the programme uses a balanced, evidence-based approach that supports the Quality Use of Medicines and results in optimal care for patients (40%)
- Provide a summary of how the success of the activity was defined and measured (20%).

## 8. EXCELLENCE IN PATIENT/CUSTOMER SUPPORT AWARD

This award recognises the importance of patient / customer focus within marketing. This award will be given to the company and / or its provider partner who have developed and implemented an initiative that can demonstrate it has made a significant and measurable difference to the patient / customer group's disease management.

### ENTRY CRITERIA

- Outline the programme / initiative and how it was relevant to the appropriate customer(s) / patient(s) (30%)
- Demonstrate that the needs of this group were met by the programme/ initiative (30%)
- Provide information on the success of the programme / initiative (e.g. how it made a significant and measurable difference to the patient / customer group and how it tied into commercial objectives) (40%).

# CATEGORIES

## 9. BEST NEW PRODUCT/BRAND LAUNCH AWARD

This award recognises an ethical or over-the-counter (OTC) product / brand or medical device launch that targets healthcare professionals or activities that were developed and implemented during the pre and post-launch phases. This can be for either a new product or a significant line extension that came to market in Australia during the period covered by these awards.

### ENTRY CRITERIA

- Outline the launch, its objectives and the well-defined marketing strategy to support the launch (pre and post launch) (30%)
- Describe the creativity or innovation in content, presentation or delivery (20%)
- Outline the investment of resources (time, money and people) in targeting your customers with a programme / initiative that has had a measurable return on that investment (20%)
- Provide information on the success of the programme/ initiative (30%).

## 10. BEST PR CAMPAIGN AWARD

This award recognises below-the-line strategic communication campaigns that support a pharmaceutical company product that is approved (or in approval) for Australian patients. This may include, but is not limited to, media relations, stakeholder relations, online communications and advocacy work. The entry should indicate clearly how the campaign met the needs of healthcare professionals and their patients, focusing on the approved use of the product, and promote the Quality Use of Medicines and bettering health outcomes.

**NB: Disease awareness campaigns can be entered under Best Public Health Initiative.**

### ENTRY CRITERIA

- Outline the campaign and how it delivered creative and effective communications for the company and the product / brand, which delivers a clear benefit for healthcare professionals and their patients (40%)
- Describe how it helps improve the health literacy of patients and / or community (30%)
- Demonstrate how the programme helped improve the understanding of and trust in the company and their products / brands (30%).

# CATEGORIES

## 11. MEDICAL SCIENCE LIAISON OF THE YEAR

Medical Science Liaisons have become a mainstay in recent years within the pharmaceutical, biotechnology and medical device industries, playing a vital role serving as scientific peers and resources within the medical community with leading physicians and major academic institutions and clinics. This award recognises the use of best practices and the achievements of an exceptional Medical Science Liaison.

### ENTRY CRITERIA

- Demonstrate your ability to develop and lead tactical medical strategies, ensuring involvement with Key Opinion leaders and / or medical institutions that contribute towards better patient outcomes (50%)
- Demonstrate your ability to work with internal (company) stakeholders that contributes towards improved communications / processes (30%)
- Demonstrate how your expertise in patient and disease information has contributed to the Quality Use of Medicines (20%).

## 12. SALES REPRESENTATIVE OF THE YEAR

This award recognises the exceptional achievements of a dedicated and outstanding sales representative. The successful candidate will demonstrate not only a focus on their customers and showcase an excellent understanding in their field, but also how they are innovating through creative strategies within their therapy area.

### ENTRY CRITERIA

- Demonstrate and provide examples of how you focus on the needs of your customers by implementing innovative and / or creative strategies to aid improved patient outcomes (50%)
- Demonstrate how and why you influence key stakeholders (e.g. Internal company individuals / teams, KOLs, Patients, doctors, pharmacists etc) to affect necessary change within your therapy area (30%)
- Demonstrate an understanding of the healthcare environment and your ability to learn and translate patient and disease information within the framework of Quality Use of Medicines (QUM), Medicines Australia Code of Compliance and the PBS (20%).



# CATEGORIES

## 13. SALES TEAM OF THE YEAR

This award recognises an exceptional sales team that exemplifies the synergies that can be achieved when it employs excellent communication standards, encourages teamwork and that recognizes & builds on individual strengths to find success as a group within their joint therapy area/s.

### ENTRY CRITERIA

- Demonstrate how the team has worked together in communicating and supporting each other. Provide examples of innovative and / or creative strategies that the team have implemented to aid improved patient outcomes (50%)
- Demonstrate how and why your team has influenced key stakeholders (e.g. internal company individuals / teams, KOLs, patients, doctors, pharmacists etc) to affect necessary change within your therapy area (30%)
- Demonstrate the team's understanding of business ethics and the team's ability to learn and translate patient and disease information in the framework of Quality Use of Medicines (QUM), Medicines Australia Code of Compliance and the PBS (20%).

## 14. MARKETING TEAM OF THE YEAR

This award recognises the achievement and value of an exceptional marketing team who have worked together to create stellar marketing campaigns to successfully promote their product / brand or health initiative.

### ENTRY CRITERIA

- Outline a case study of a marketing project carried out between 1 January 2017 - 30 June 2018 that shows how effectively the team works together to achieve a common goal. This should include details of the team culture, innovative strategies, use of budgetary resources and how each member of the team contributed to the success of the campaign (100%).

# PEOPLE'S CHOICE AWARDS

## 15. GPs' CHOICE PHARMA COMPANY OF THE YEAR

This award is nominated and voted for by practising GPs for ethical, OTC and device companies they feel support QUM, are innovative and / or work towards improving patient care & outcomes.

## 16. PHARMACISTS' CHOICE PHARMA COMPANY OF THE YEAR

This award is nominated and voted for by practising pharmacists for ethical, OTC and device companies they feel support QUM, are innovative and / or work towards improving patient care & outcomes.

## 17. NGO OF THE YEAR

This award is nominated and voted for by the healthcare industry (commercial organisations and healthcare professionals alike) for those NGOs who show excellence in their commitment and success in their health focused mission.

## GENERAL CRITERIA

### TERMS & CONDITIONS

- All submissions should meet the needs of healthcare professionals and their patients by the use of ethical strategies in the marketing and selling of health-related product(s), service(s) or medical device(s). The focus should be on their approved use and promote the Quality Use of Medicines (QUM) and/or bettering health outcomes within Australia.
  - The awards recognise programmes of work that were first implemented between January 2017 and June 2018.
  - No extensions or changes will be allowed once the portal has been closed.
  - Each entry submission should not exceed 1,000 words.
  - At the time of entry, you will need to supply all of the following:
    1. 150–200 word summary of the entry
    2. A high resolution (min 2MB) colour image of your project, team or yourself (dependent on category entered)
    3. An .eps file of your company logo
    4. A list of names and companies of the contributors to a submission
  - If made a finalist, these will be used within the 2018 PRIME Awards Program on the night and during the ceremony.
  - Winning projects and company names will be made publicly available and published through the PRIME communication channels after the award ceremony.
  - Answers to the criteria are confidential to the judges, however supporting imagery and video may be used in the awards ceremony.
- Any information within an entry deemed confidential by the entrant must be clearly marked as so and should be in the minority of content supplied.
- Submissions can also include up to five items of relevant supporting material. Material may be supplied as follows:
    1. JPEG or PDF files. Maximum file size is 5MB per piece
    2. Video attachments (MP4) or video links (YouTube or Vimeo)
    3. Website URL's to the publicly accessible campaign or active URL of a landing page. Please ensure any applicable usernames and passwords are provided via email to [prime@adg.com.au](mailto:prime@adg.com.au) if needed.
  - It is the entrant's responsibility to ensure all creative samples are viewable.
  - It is the entrant's responsibility to obtain all permissions to have the material entered into the awards and for its possible use in promotion of the awards.
  - The decisions of the judges are final and no correspondence will be entered into concerning them.
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- Should you have any further questions regarding the categories, please e-mail [prime@adg.com.au](mailto:prime@adg.com.au)
- COST OF ENTRY: \$200** (including GST).
- All entry fees are non-refundable regardless of circumstance, withdrawal or the judges choosing not to short-list.

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