PRWeek

Healthcare & Pharma Comms Awards

2022

Entry Kit

The PRWeek U.S. Healthcare + Pharma Communications Awards showcase and celebrate the best campaigns, projects, agencies, in-house teams and individuals across the fast-growing healthcare and pharmaceutical PR sectors.

Healthcare has long been an important part of the PR economy, spanning pharmaceuticals, hospital systems, public health, medical devices and care providers.

This specialist area of communication has taken on an even more crucial role in the ecosystem over the past two years, especially during the COVID-19 crisis, which has caused huge challenges for everyone. Almost every story or narrative is now told through a healthcare lens and purpose marketing has put greater emphasis on organizations to hone their messaging.

PRWeek's new awards program will honor the best practice that is spearheading one of the most dynamic, innovative and important areas of the PR industry and provide inspiration that everyone can learn from.

CAMPAIGN AWARDS

BEST PHARMACEUTICAL PRODUCT LAUNCH (OTC)

Recognizes the most effective launch of an over-the-counter drug, including communication with target audiences such as healthcare providers, health service budget holders, patient groups and specialist media as well as disease awareness and direct-to-consumer work. Objectives, strategy and methods deployed should be clearly set out. The winning entry must demonstrate the campaign met or exceeded its objectives. Evidence of creative thinking is encouraged.

BEST PHARMACEUTICAL PRODUCT LAUNCH (NON-OTC)

Recognizes the most effective launch of a prescription-only drug, including communication with target audiences such as prescribers, healthcare providers, health service budget holders, patient groups and specialist media as well as disease awareness and direct-to-consumer work. Objectives, strategy and methods deployed should be clearly set out. The winning entry must

demonstrate the campaign met or exceeded its objectives. Evidence of creative thinking is encouraged.

BEST HEALTHCARE PRODUCT LAUNCH

Recognizes the most effective launch of a healthcare product. This excludes drugs and food, but includes products linked to improving health, including vitamin products and products designed to tackle issues such as obesity, cigarette or alcohol addiction, or mental ill-health. Objectives, strategy and method deployed should be clearly set out. The activation can feature disciplines including media relations, content and social media. The winning entry must demonstrate the campaign met or exceeded its objectives. Evidence of creative thinking is encouraged.

BEST IN PUBLIC HEALTH AWARENESS

Recognizes the best campaign to raise awareness of a disease or condition, aimed at the general public or a targeted group. Objectives, strategy and method deployed should be clearly set out. The activation can

feature disciplines including media relations, content and social media. The winning entry must demonstrate the campaign met or exceeded its objectives. Evidence of creative thinking is encouraged.

BEST IN A CRISIS

Recognizes the most effective crisis management of an issue by a consultancy or corporate in-house team, or a combination of both, in the healthcare/pharma sectors. Objectives, strategy and methods deployed should be clearly set out, alongside the impact of the actions.

BEST IN PUBLIC AFFAIRS

Recognizes the best healthcare/pharma campaign with a public affairs objective, such as a change in law or new approach by government or another public body. The campaign can feature disciplines including media relations, content and social media. The winning entry must demonstrate the campaign met or exceeded its objectives. Evidence of creative thinking is encouraged.

BEST IN MEDIA RELATIONS

Recognizes the best use of media relations as part of a healthcare/pharma campaign, whether reactive or proactive. Entries should demonstrate how media relations helped achieve goals such as changing public sentiment toward a company, selling more products or changing public behavior. Media relations could be part of a wider campaign but will be a crucial element.

BEST IN SOCIAL MEDIA AND/OR INFLUENCERS

Recognizes the best use of social media or influencers as part of a healthcare/pharma campaign. Judges will assess how the activity achieved goals such as impacting public sentiment, selling more products or changing behavior. It can be part of a wider campaign but the winning entry will demonstrate how social media and influencers were crucial to achieving outcomes, not just social media analytics. The idea must be PR-led, although entries can include payment or other incentives to influencers.

BEST CONTENT

Honors the most effective use of content as part of a healthcare/pharma campaign. Objectives, strategy and methods deployed should be clearly set out, alongside metrics on impact content. Entry should describe how content was distributed and used to attract and retain audiences. Judges will assess the impact of the content beyond reach metrics toward outcomes, including changing behavior and increasing sales.

BEST IN HEALTH EQUITY

Recognizes the best campaign or activation that helps disadvantaged groups achieve their full health potential and eliminates disparities related to race, ethnicity, gender, sexuality, age, geography, poverty, unemployment, education, disability and access to treatment. Objectives, strategy and methods deployed should be clearly set out. The winning entry must demonstrate the campaign met or exceeded its objectives. Evidence of creative thinking is encouraged.

BEST IN HEALTH INNOVATION

Recognizes the best campaign or activation on behalf of a healthcare startup or a new process, service, technology or product within an existing enterprise. Judges will be particularly looking for innovative communication around health-tech software or drug discovery and involving technologies such as AI, blockchain, 3-D printing, machine learning, smartphones, avatars and telehealth. Objectives, strategy and methods deployed should be clearly set out. The winning entry must demonstrate the campaign met or exceeded its objectives. Evidence of creative thinking is encouraged.

PERSONALITY AWARDS

OUTSTANDING YOUNG PROFESSIONAL

Open to PR professionals in healthcare/ pharma comms who have worked in the sector for less than three years. Entries are accepted from employers, who should include the nominee's career history and professional qualifications. Judges will look for evidence of outstanding achievement in handling projects and campaigns; creativity in relevance to brief and results; influence and contribution to the organization and colleagues; and evidence of the nominee's ability to extend their skills and expertise.

OUTSTANDING AGENCY PROFESSIONAL

The agency-side professional in a leadership role who achieved the most in healthcare/ pharma comms in the past 12 months. Judges will look for exceptional client handling, use of innovative ideas and techniques, successful execution of projects and campaigns and strong leadership qualities. Describe the individual's most effective project work over the past 12 months, including data such as sales or share price lifts and amount of positive coverage.

OUTSTANDING IN-HOUSE PROFESSIONAL

The in-house professional in a senior role who achieved the most in healthcare/pharma comms in the past 12 months. Judges will look for successful execution of projects and campaigns, use of innovative ideas and techniques and strong leadership qualities. Describe the individual's most effective project work over, including data such as sales or share price lifts and amount of positive coverage.

IN-HOUSE AWARDS

OUTSTANDING IN-HOUSE TEAM
Open to any in-house team in the healthcare/ pharma industry. Judges will look for success in executing campaigns and programs as part of an overall PR strategy in the past 12 months. They will also reward cost-effective use of in-house and external resources, innovation and creativity, DE&I and flexible working policies.

AGENCY AWARDS

OUTSTANDING AGENCY PRACTICE
Recognizes the best healthcare/pharma comms practice or division within an agency. Judges will look for market share and financial growth, client growth and retention, DE&I, flexible working, innovation and creativity, effective work in the past 12 months - including data such as sales or share price lifts and positive coverage.

OUTSTANDING AGENCY
Open to any firm for which healthcare/pharma communications accounts for the majority of its revenue. Judges will look for market share and financial growth, client growth and retention, DE&I, flexible working, innovation and creativity, effective work in the past 12 months - including data such as sales or share price lifts and positive coverage.

ENTRY REQUIREMENTS

- The PRWeek U.S. Healthcare + Pharma Communications Awards showcase and celebrate the best campaigns, projects, agencies, in-house teams and individuals across the fast-growing healthcare and pharmaceutical PR sectors. All awards categories relate to work executed in the U.S. by a U.S. or Canada-based company or office.

- Entries must be for work conducted between January 1, 2021, and December 31, 2021, unless otherwise specified. Some of the work must have occurred during this time, but it does not necessarily need to have been started or completed during the eligibility period.

- Each entry must be submitted online. The entry form will vary for each category. Please refer to the entry form section in this entry kit for further details. All entries must be submitted and paid for online. You may input your entry information and save as a draft to return at a later date to submit payment. Credit cards accepted include Visa, MasterCard and American Express. Entries that are not paid prior to judging will not be considered.

- A single entry can be entered into multiple categories providing it applies to the specific criteria stated within each category.

- You will be offered the opportunity, when entering online, to submit information separately that should be kept confidential (i.e. submitted only to the jury). PRWeek reserves the right to publish details of entries in the Awards Book of the Night, case studies and related materials.

- To accompany your submission, entries should be supported with relevant backup materials. These support materials should show evidence of the success of your work. Please refer to the support material section of this entry kit for further details.

KEY INFO

DEADLINES
Regular deadline: February 2, 2022
Late deadline: February 9, 2022

FEES
Regular deadline: $395
Late deadline: $595

FINALISTS ANNOUNCED:
Mid-March 2022

WINNERS ANNOUNCED:
May 10, 2022, at an awards celebration in NYC

CONTACT:
Events.Freelance@haymarketmedia.com

ENTRY QUESTIONS

CAMPAIGN
320-word limit per section
- Situation analysis (including campaign objectives)
- Research and insights (including how research was implemented in the campaign)
- Strategy
- Execution and tactics (including relevant social media and digital elements)
- Effectiveness and results ("Real" results, not just impressions. Advertising Value Equivalency is not a valid measurement. Don't forget to highlight how results were evaluated/measured)

CONFIDENTIAL INFORMATION (150 WORDS):
If you have any confidential information that cannot be viewed by the general public or published anywhere, please write it here. This information will be reserved for the judging panel only.

Support materials

Images (mandatory)

- Two key images must be uploaded
- Images must be color JPEG or TIFF files
- We discourage scanned images. But if they must be scanned images, they must be scanned at a minimum of 300 DPI for print publishing
- No press cuttings
- Logos alone are not acceptable images – in any case
- The image should be 300 dpi and 23.4 x 16.5 inches in size
- Should your entry reach the shortlist stage, these images may be used for publication in PRWeek and will be used on-screen during the awards presentation

Videos (optional, but highly encouraged)

- Video can be up to 2 minutes long
- Video must be uploaded in WMV, AVI, FLV or MP4 format
- File size should be no larger than 350 MB

Note: Submitting a video longer than 2 minutes may negatively impact your score. Viewing any portion of a video beyond 2 minutes will be at the judges' discretion so be sure all key facts supporting your entry are within the written submission as well

Additional supporting evidence (optional)

- One PDF (max 15 MB)
- One MP3 audio file (max 350 MB)
- Up to three relevant web or social media links

INDIVIDUAL CATEGORIES

320-word limit per section

- Bio of the nominee/brief résumé/education background
- Professional accomplishments during entry period (such as bottom-line impact, accounts won, campaigns led and operational improvements facilitated)
- Activities outside work (this encompasses efforts both within and outside the industry)
- Displays of leadership (with both internal and external parties)
- Statement about why nominee should be considered

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Support materials

Images (mandatory)

- For Personality Awards categories, pictures must be of people and teams. We recommend a professional photograph for best results
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Additional supporting evidence (optional)

- Up to three PDFs (max 15 MB)
- For Personality Awards categories, inclusion of employer testimonials, samples of work achievement and media coverage would be ideal support material to include
- One MP3 audio file (max 350 MB)
- Up to three relevant web or social media links

AGENCY CATEGORIES

Judges will look for market share and financial growth, client growth and retention, DE&I, flexible working, innovation and creativity, effective work in the past 12 months - including data such as sales or share price lifts and positive coverage.

400-word limit per section

The entry form is divided into the following subheadings:

- Healthcare/pharma revenue, profitability figures and details in 2021
  - U.S. and organic growth in healthcare/pharma communications work
  - Provide U.S. and organic growth figures from prior financial/calendar year
  - Include breakdown of how much growth was organic versus new business

- Healthcare practice areas and offices
  - Provide an overview of the firm's healthcare practice areas, offices and capabilities, including any new areas, offices and capabilities added during the entry period. This would include acquisitions or new partnerships

- Account information
  - List long-term healthcare/pharma accounts; notable account wins and losses during entry period; and details of exceptional client work during the entry period

- New products or innovations

- Staff information
  - Total healthcare/pharma comms staff as of Dec. 31, 2021 (U.S.)
  - Total healthcare/pharma comms staff as of Dec. 31, 2020 (U.S.)
  - List notable hires and departures during entry period
  - Note HR programs that moved forward during entry period

- Miscellaneous
  - Include anything relevant to industry leadership; charitable/community efforts; the development and advancement of the firm's culture; DE&I, flexible working, innovation and creativity, effective work in the past 12 months - including data such as sales or share price lifts and positive coverage

• Three client testimonials
** Certain information, including client wins and profitability/revenue, can be marked confidential and won't be published. Omitting this information entirely, though, could impact judges' scoring. For firms that do not supply exact figures (due to Sarbanes Oxley), please be as specific as possible with monetary figures submitted

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• File size should be no larger than 350 MB
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Additional supporting evidence (optional)
• Up to three PDFs (max 15 MB)
• The agency CEO is required to certify the reported annual income in writing, as well as the date of incorporation and the number of employees. Please include this as one of the PDFs
• One MP3 audio file (max 350 MB)
• - Up to three relevant web or social media links