

**DTC NATIONAL Advertising Awards Entry Form**

Please provide all of the following information to be considered for the DTC National Advertising Awards:

**Entry Information:** which category from the listing below are you entering (select one)

- |   |  |
|---|--|
| <input type="checkbox"/> Best Branded Television Campaign           | <input type="checkbox"/> Best Disease Education Website                    |
| <input type="checkbox"/> Best Disease Education Television Campaign | <input type="checkbox"/> Best Digital Media Campaign                       |
| <input type="checkbox"/> Best Branded Print Campaign                | <input type="checkbox"/> Best Integrated Campaign                          |
| <input type="checkbox"/> Best Disease Education Print Campaign      | <input type="checkbox"/> Best Point-of-Care Campaign                       |
| <input type="checkbox"/> Best CRM/eCRM Campaign                     | <input type="checkbox"/> Best Multi-Cultural Campaign                      |
| <input type="checkbox"/> Best Branded Website                       | <input type="checkbox"/> Best Medical Device, Test, or Operating Procedure |

**Ad Title:** (how do you want your ad or campaign to be named?)

\_\_\_\_\_

**Brand & Disease/Condition:**

Brand: \_\_\_\_\_

Disease/Condition: \_\_\_\_\_

**Consumer Target Audience:** \_\_\_\_\_

**Manufacturer of Product or Sponsor of Ad:** what company is paying for the media?

\_\_\_\_\_

**Credit Goes To:** please provide names, titles and companies

Brand Team:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

Creative Team:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

Account Team:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

Other Contributors:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

**Please describe the submissions you are sending with your entry:** (materials requirements on following page)

\_\_\_\_\_

**Agency Contact Information:**

Advertising Agency Name: \_\_\_\_\_

First & Last Name: \_\_\_\_\_

Title: \_\_\_\_\_

Address (Street, City, State, Zip): \_\_\_\_\_

Telephone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

**The DTC National 2008 Advertising Awards – Property of DTC Perspectives, Inc.**

**AD AWARDS CATEGORY DESCRIPTIONS**

**Best Branded Television Campaign** – Any branded DTC Rx drug campaign that aired on television during 2007. **Materials Required** - Campaign on CD that can be used electronically, as well as two copies on a DVD

**Best Disease Education Television Campaign** – Any television campaign/commercial which provided information about an illness or condition but did not mention the drug prescribed to treat that condition. **Materials Required** – Campaign on CD that can be used electronically, as well as two copies on a DVD

**Best Branded Print Campaign** – Any DTC Rx drug campaign that appeared in a print publication during 2007 **Materials Required** - 2 copies of foam core mounted ads, Ad images on a CD ROM, high res jpg or eps file preferred.

**Best Disease Education Print Campaign** – Any print campaign/advertisement which provided information about an illness or condition but did not mention the drug prescribed to treat that condition **Materials Required** - 2 copies of foam core mounted ads, Ad images on a CD ROM, high res jpg or eps file preferred.

**Best CRM/eCRM Campaign** – A DTC effort which is targeted at a specific patient population, disease sufferer or caregiver designed to educate about the Rx drug or the condition it treats. Would include direct mail pieces & email pieces **Materials Required** – 2 hard copies of sample direct mail/email pieces, campaign samples electronically on CD

**Best Branded Website** – Any www site designed to market the benefits and/or provide more information on the specific Rx drug. Drug must be mentioned by name on homepage **Materials Required** – provide live url website for viewing (print out of pages to be judged optional) as well as screen shots of live website at time of submission on CD

**Best Disease Education Website** – Any www site that educates Rx user, disease suffer, care giver etc on the illness or condition the the Rx drug treats, without mentioning the Rx drug on the homepage. Rx drug reference must be at least 2 clicks away from homepage. **Materials Required** – provide live url website for viewing (print out of pages to be judged optional) as well as screen shots of live website at time of submission on CD.

**Best Digital Media Campaign** – A DTC campaign that utilizes digital media options *excluding* television, email and websites. Could include banner ads, search efforts, podcasts, text messaging etc. Can be a branded, compliance or disease education effort. **Materials Required** – a print-out of efforts as seen in original efforts, for audio or video based efforts, please provide digital files via CD.

**Best Integrated Campaign** – A DTC campaign that encompassed 2 or more different mediums and created a cohesive effort – submissions should have similar thematic elements in order to be judged as an “integrated” campaign. Could include: tv, print, radio, crm, point-of-care, out-of-home, public relations, websites etc. **Materials Required** – 2 copies of each piece of the integrated campaign mentioned for judging, as well a copy of files on CD

**Best Point-of-Care Campaign** – A DTC effort that takes place in a hospital, physician’s office, testing center or pharmacy. Can be branded, compliance or disease education oriented. **Materials Required** – 2 copies of campaign materials or pictures of larger campaign materials, copies of files on CD

**Best Multi-Cultural Campaign** – A DTC campaign that focuses its effort on a specific ethnic group, presumably in the native language of that group. (MUST INCLUDE TRANSLATIONS). Could include: tv, print, radio, crm, point-of-care, public relations, websites etc. **Materials Required** – 2 copies of the ad/campaign mounted on foam core, as well as files on CD. Please also include translations

**Best Medical Device, Test or Operating Procedure** – A campaign directed to consumers for a physician administered treatment, test or operating procedure. Submission in this category recognizes that the advertising for the device, test or procedure is not subjected to the same fair balance and risk disclosure requirements of Rx drugs. **Materials Required** – 2 copies of the campaign materials or pictures of larger campaign materials, copies of files on CD

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**Attached Ads (see materials requirements above):**

Please send by mail two copies of ads - fully labeled - with this entry form as well as a digital copy of submission materials. ALL entries are must include a completed entry form to be judged. There is no charge for entry.

**Send ads and completed entry forms to:**

DTC Perspectives, Inc.  
DTC National Advertising Awards  
30 Columbia Turnpike, 2nd Floor  
Florham Park, NJ 07932

**Rules and Regulations:**

**By submitting this form you agree to the following rules and regulations:**

1. All judges' decisions are final. Submissions may be rejected if not clearly in one of the thirteen categories. Judges reserve the right to reclassify entries.
2. Submissions cannot be returned and remain property of the DTC Perspectives, Inc.
3. Entrants agree to allow the DTC Perspectives, Inc. to publicize results and release copies of winning ads in publicity release and *DTC Perspectives Magazine*, as well as displayed at the DTC National Conference.
4. All submissions must be received by 1/15/08.
5. Agencies can enter in more then one category.
6. Categories may have less then five finalists if less than five entries are received.
7. Entrants should submit :15, :30, and :60 second commercials for television entries as all will be judged to determine award.
8. All print ads in the same campaign should be submitted as the print award will be based on all print executions run in the campaign.
9. Campaigns must have run in 2007. If a brand ran multiple campaigns in 2007 and would like them each considered, they should be submitted separately.
10. Award winners will be allowed to use The DTC National: DTC Perspectives, Inc. names for promoting their agency.
11. **Please send by mail two copies of ads - fully labeled with this entry form.**

**Questions:**

Please contact Brooke Kobren at 973-377-2106 x227 with any questions or to confirm receipt of submission.