

**DTC NATIONAL Advertising Awards Entry Form**

Please provide all of the following information to be considered for the 2009 DTC National Advertising Awards:

**Entry Information:** Which category from the list below are you entering? (Select one)

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

**Ad Title:** How do you want the name of you ad / campaign to appear?

\_\_\_\_\_

**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: \_\_\_\_\_

E-mail: \_\_\_\_\_

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**AD AWARDS CATEGORY DESCRIPTIONS**

**Best Branded Television Campaign** – Any branded DTC Rx drug campaign that aired on television during 2008. **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 2008. **Materials Required** – 2 copies of foam core mounted ads, as well as electronic images of the ad on CD (high res jpg or eps file preferred).

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

**Best Disease Education Campaign** – A DTC campaign that provided information about an illness or condition, but did not mention the drug prescribed to treat that condition. May include: television, print, or Web sites. (Rx drug name cannot be mentioned on the homepage and must be at least 2 clicks away from the homepage to be considered a disease education Web site.) **Materials Required – For television:** Campaign on CD that can be used electronically, as well as two copies on a DVD for television submissions. **For print:** 2 copies of foam core mounted ads, as well as electronic images of the ad on CD (high res jpg or eps file preferred). **For Web site:** URL of live Web site for viewing, as well as screen shots of live Web site at time of submission on CD. (Print-out of pages to be judged optional.)

**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. May include: television, print, radio, CRM, point-of-care, out-of-home, public relations, Web sites, etc. **Materials Required** – 2 copies of each piece of the integrated campaign intended for judging, as well as electronic files of the pieces on CD.

**Best CRM/eCRM Campaign** – A DTC campaign that targeted 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 and e-mail pieces. **Materials Required** – 2 copies of the direct mail / e-mail pieces, as well as electronic files of the pieces on CD.

**Best Point-of-Care Campaign** – A DTC campaign that took 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, as well as electronic files of the pieces on CD.

**Best Digital Media Campaign** – A DTC campaign that utilized digital media options, *excluding* television, e-mail and Web sites. May include banner ads, search efforts, podcasts, text messaging, social media efforts, etc. Can be branded, compliance or disease education oriented. **Materials Required** – A print-out of efforts as seen in original efforts. For audio- or video-based efforts, please provide digital files on CD.

**Best Multi-Cultural Campaign** – A DTC campaign that focused its effort on a specific ethnic group, presumably in the native language of that group. May include: television, print, radio, CRM, point-of-care, out-of-home, public relations, Web sites, etc. **Materials Required** – 2 copies of foam core mounted ads, as well as electronic files of the pieces on CD. **MUST INCLUDE TRANSLATIONS.**

**Best Medical Device, Test or Operating Procedure** – A campaign directed to consumers for a physician-administered device, 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, as well as electronic files of the pieces on CD.

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**Attached Materials (See specific requirements on previous page):**

Please send by mail two copies of ads, as well as a digital copy of submission materials – fully labeled – with this entry form. ALL entries 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.  
Attn: Brooke Kobren  
DTC National Advertising Awards  
30 Columbia Turnpike, Suite 205  
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 ten 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 display at the DTC National Conference.
4. All submissions must be received by 1/10/09.
5. Agencies can enter in more than one category.
6. Categories may have less than 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 awards.
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 2008. If a brand ran multiple campaigns in 2008 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, as well as a digital copy of submission materials – fully labeled – with the completed entry form.**

**Questions:**

Please contact Brooke Kobren at 973-377-2106, x-227 with any questions or to confirm receipt of submission.