



About the MDPA Ad Awards

The MDPA Ad Awards were established to work in conjunction with the MDPA Conference and to honor the top disease prevention marketing campaigns of the year. According to DTC Perspectives, Inc. CEO Bob Ehrlich, the goal of the awards is to “recognize those product and service marketers who have developed effective advertising campaigns that motivate consumers to improve their weight loss and diet behaviors.”

The entrants of the MDPA Ad Awards will have their work judged by an Atlanta-based panel of marketing professionals and members of the DTC Perspectives’ staff. The entrants will be narrowed down into finalists which will be announced publicly on both the MDPA website and in press releases. Individual finalists will also be notified personally. At the MDPA Ad Awards ceremony to take place on the evening of October 20th (the second day of the conference), the winners will be announced. For each category, three winning campaigns will be selected as Bronze, Silver, or Gold finalists, with Gold being the top winner in that category.

About the MDPA Conference

The Marketing Disease Prevention in America (MDPA) National Conference is designed to bring together a wide spectrum of industries and organizations to discuss the numerous preventable health issues currently facing Americans. It is our goal to unite the top minds from the pharmaceutical, over-the-counter, medical device, and diet and exercise industries together with established academics, non-profit organizations, and government agencies to discuss and determine the most ethical and effective practices in marketing disease prevention.

Our goal in this public/private partnership is to ensure that the various organizations involved understand the role they must play in solving Americas’ health concerns and to assist in the healthcare industry’s realization of this partnership’s many shared benefits. As companies increase their engagement in healthcare consumer marketing, we will strive to provide them with a premier forum for the exchange of information and resources to ensure responsible practice, consistent with the goals of a healthier America.

With such a great number of Americans suffering from heart disease and/or diabetes the first annual MDPA conference, scheduled for October 19-21, 2010, in Atlanta, Georgia, will focus mainly on these two national health epidemics and their relationship to obesity. Americans suffering from these diseases are concerned, more than ever, with paying for their medications, what medications they can take to treat their condition, and what they can do to improve their health through diet and exercise. These ailments are not only a daily public health concern but also a significant factor in the growing problem of healthcare costs.

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

Phone (973) 377-2106 Fax (973) 377-1106

MDPA Advertising Awards Entry Form

Please provide all of the following information to be considered for the 2010 MDPA Advertising Awards:

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

- | | |
|--|--|
| <input type="checkbox"/> Best Branded Prescription/Medical Device DTC Obesity Related Marketing Campaign | <input type="checkbox"/> Best Branded Digital Prescription/Medical Device DTC Obesity Related Marketing Campaign |
| <input type="checkbox"/> Best Branded OTC/HBA/Supplement Obesity Prevention Marketing Campaign | <input type="checkbox"/> Best Branded Digital OTC/HBA/Supplement Obesity Prevention Marketing Campaign |
| <input type="checkbox"/> Best Branded Consumer Package Goods: Food or Beverage Marketing Campaign | <input type="checkbox"/> Best Branded Digital Consumer Package Goods: Food or Beverage Marketing Campaign |
| <input type="checkbox"/> Best Branded Fast Food/Restaurant Marketing Campaign | <input type="checkbox"/> Best Branded Digital Fast Food/Restaurant Marketing Campaign |
| <input type="checkbox"/> Best Government/Non-Profit Obesity Awareness Advocacy Campaign | <input type="checkbox"/> Best Branded African American Targeted Obesity Prevention Campaign |
| <input type="checkbox"/> Best Corporate Non-Branded Educational Obesity Awareness Campaign | <input type="checkbox"/> Best Branded Hispanic Targeted Obesity Prevention Campaign |

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

Brand: _____

Consumer Target Audience: _____

Manufacturer of Product or Sponsor of Ad: What company is paying for the media? _____

Credit Goes To: Please provide names, titles, companies, & email addresses/phone #s

Brand Team:

Account Team:

1. _____

1. _____

2. _____

2. _____

3. _____

3. _____

Creative Team:

Other Contributors:

1. _____

1. _____

2. _____

2. _____

3. _____

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: _____

Ad Awards Category Descriptions

Best Branded Prescription/Medical Device DTC Obesity Related Marketing Campaign- Any branded prescription drug/medical device DTC campaign that advocates obesity prevention. May include: television, print, radio, CRM, point-of-care, out-of-home, public relations, etc. **Materials required**—2 copies of foam core mounted ads and electronic files of the pieces on CD.

Best Branded Digital Prescription/Medical Device DTC Obesity Related Marketing Campaign- Any branded prescription/medical device DTC campaign that advocates obesity prevention and utilized digital media options. May include: banner ads, search efforts, podcasts, text messaging, websites, emails, social media efforts, etc. **Materials required**—A printout of efforts as seen in original campaign. For audio or video-based efforts, please provide digital files on CD.

Best Branded OTC/HBA/Supplement Obesity Prevention Marketing Campaign-Any branded campaign that features over the counter products/health or beauty aids/supplement products relating to obesity prevention/elimination/treatment. May include: television, print, radio, CRM, point-of-care, out-of-home, public relations, etc. **Materials required**—2 copies of foam core mounted ads and electronic files of the pieces on CD.

Best Branded Digital OTC/HBA/Supplement Obesity Prevention Marketing Campaign-Any branded campaign that features over the counter products/health or beauty aids/supplement products relating to obesity prevention/elimination/treatment and utilized digital media options. May include: banner ads, search efforts, podcasts, text messaging, websites, emails, social media efforts, etc. **Materials required**—A printout of efforts as seen in original campaign. For audio or video-based efforts, please provide digital files on CD.

Best Branded Consumer Packaged Goods (Food/Beverage) Obesity Prevention Marketing Campaign-Any branded campaign that features food or beverage products and relates to the prevention of obesity. Also includes diet aids. May include: television, print, radio, CRM, point-of-care, out-of-home, public relations, etc. **Materials required**—2 copies of foam core mounted ads and electronic files of the pieces on CD.

Best Branded Digital Consumer Packaged Goods (Food/Beverage) Obesity Prevention Marketing Campaign-Any branded campaign that features food or beverage products and relates to the prevention of obesity and utilizes digital media options. Also includes diet aids. May include: banner ads, search efforts, podcasts, text messaging, websites, emails, social media efforts, etc. **Materials required**—A printout of efforts as seen in original campaign. For audio or video-based efforts, please provide digital files on CD.

Best Branded Fast Food/Restaurant Obesity Prevention Campaign-Any branded campaign from a fast food/restaurant corporation pertaining to obesity prevention. May include: television, print, radio, CRM, point-of-care, out-of-home, public relations, etc. **Materials required**—2 copies of foam core mounted ads and electronic files of the pieces on CD.

Best Branded Digital Fast Food/Restaurant Obesity Prevention Campaign-Any branded campaign from a fast food/restaurant corporation pertaining to obesity prevention and utilizing digital media options. May include: banner ads, search efforts, podcasts, text messaging, websites, emails, social media efforts, etc. **Materials required**—A printout of efforts as seen in original campaign. For audio or video-based efforts, please provide digital files on CD.

Best Government/Non-Profit Obesity Awareness Advocacy Campaign-Any campaign developed by a government agency or non-profit group pertaining to obesity prevention, elimination, or education. May include:

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television, print, radio, CRM, point-of-care, out-of-home, public relations, Web sites, digital, etc. **Materials required**—2 copies of foam core mounted ads and electronic files of the pieces on CD.

Best Corporate Non-Branded Educational Obesity Awareness Campaign-Any unbranded corporate campaign pertaining to obesity awareness in 2010. May include: television, print, radio, CRM, point-of-care, out-of-home, public relations, Web sites, digital etc. **Materials required**—2 copies of foam core mounted ads and electronic files of the pieces on CD.

Best Branded African-American Targeted Obesity Prevention Campaign- Any branded campaign pertaining to obesity prevention that focused its efforts on the African-American community. May include: television, print, radio, CRM, point-of-care, out-of-home, public relations, Web sites, digital, etc. **Materials required**—2 copies of foam core mounted ads and electronic files of the pieces on CD.

Best Branded Hispanic Targeted Obesity Prevention Campaign-Any branded campaign pertaining to obesity prevention that focused its efforts on the Hispanic community. May include: television, print, radio, CRM, point-of-care, out-of-home, public relations, Web sites, digital, etc. **Materials required**—2 copies of foam core mounted ads and electronic files of the pieces on CD. **MUST INCLUDE TRANSLATIONS.**

Attached Materials :

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. **Please submit forms and materials by Friday, August 20, 2010.** There is no charge for entry.

Send ads and completed entry forms to:

DTC Perspectives, Inc.
Attn: Scott Ehrlich
4240 Ancroft Circle
Norcross, GA 30092

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 categories. Judges reserve the right to reclassify entries.
2. Submissions cannot be returned and remain property of DTC Perspectives, Inc.
3. Entrants agree to allow DTC Perspectives, Inc to publicize the results and release copies of winning ads in publicity releases and the *MDPA Newsletter* as well as on display at the MDPA Conference.
4. All submissions must be received by August 20, 2010.
5. Agencies may 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 2010. If a brand ran multiple campaigns in 2010 and would like each of them considered, they should be submitted separately.
10. Award winners will be allowed to use the MDPA and 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 completed entry form.**

Questions: Please contact Amanda Ehrlich at 404-963-7148 with any questions or to confirm receipt of submission.

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