

OTC NATIONAL Advertising Awards Entry Form

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

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

- | | |
|--|---|
| <input type="checkbox"/> Best Television Campaign | <input type="checkbox"/> Best Multi-Cultural Campaign |
| <input type="checkbox"/> Best Print Campaign | <input type="checkbox"/> Best Outdoor Campaign |
| <input type="checkbox"/> Best Digital Media Campaign | <input type="checkbox"/> Best Point-of-Sale Campaign |
| <input type="checkbox"/> Best Web site | <input type="checkbox"/> Best Radio Campaign |
| <input type="checkbox"/> Best Integrated Campaign | |

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

Brand & Category:

Brand: _____

Category: _____

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: _____

AD AWARDS CATEGORY DESCRIPTIONS

Best Television Campaign – Any OTC / consumer healthcare product 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 Print Campaign – Any OTC / consumer healthcare product 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 Digital Media Campaign – An OTC / consumer healthcare product 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 Web site – Any Web site designed to market the benefits and/or provide more information on a specific OTC / consumer healthcare product. Brand 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 Integrated Campaign – An OTC / consumer healthcare product 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, digital media, Web sites, outdoor, in-store, radio, 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 Multi-Cultural Campaign – An OTC / consumer healthcare product campaign that focused its effort on a specific ethnic group, presumably in the native language of that group. May include: television, print, digital media, Web sites, outdoor, in-store, radio, etc. **Materials Required** – 2 copies of foam core mounted ads, as well as electronic files of the pieces on CD. **MUST INCLUDE TRANSLATIONS.**

Best Outdoor Campaign – Any OTC / consumer healthcare product campaign that appeared on an outdoor publication during 2008. May include billboards, posters, sporting event sponsorships, etc. **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 Point-of-Sale Campaign – Any OTC / consumer healthcare product campaign that appeared in a retailer's location during 2008. May include product samples, shelf talkers, promotional packs, etc. **Materials Required** – 2 sample-sized copies of foam core mounted ads (size limit 2' x 3'), as well as electronic images of the ad on CD (high res jpg or eps file preferred).

Best Radio Campaign – Any OTC / consumer healthcare product campaign that appeared on a radio broadcast during 2008. **Materials Required** – 2 CDs with WAV or MP3 files of the campaign, as well as a transcript.

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: Scott Ehrlich / Hellen Spanjer
OTC 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 nine 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 results and release copies of winning ads in publicity release and *OTC Perspectives* magazine, as well as display at the OTC National Conference.
4. All submissions must be received by 3/12/09.
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 OTC 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 Scott Ehrlich (Scott@dtcperspectives.com) or Hellen Spanjer (Hellen@dtcperspectives.com) at 973-377-2106 with any questions or to confirm receipt of submission.