Recognizing Excellence in DTC Communications

The DTC National Advertising Awards are a unique award opportunity in a field with multiple constituencies, varying needs and significant communication challenges. Entries will be judged by a panel of independent industry market research experts and the DTC Perspectives editorial team. Gold, Silver and Bronze awards will be presented in each category at the 2014 DTC National Conference. All entries must be received by January 31, 2014.

2014 Ad Award Categories

Best Branded TV Campaign—Large Brand
Best Branded TV Campaign—Small Brand
Best Branded Print Campaign—Large Brand
Best Branded Print Campaign—Small Brand
Best DTC Drug Launch Campaign—Large Brand
Best DTC Drug Launch Campaign—Small Brand
Most Innovative Campaign
Best Digital Media Campaign
Best Branded Website
Best Awareness Campaign by Advocacy Group / Non-Profit / NGO—NEW
Best CRM/eCRM Campaign
Best Disease Education Campaign—TV/Print
Best Disease Education Campaign—Digital/Mobile
Best Point-of-Care Campaign—In Pharmacy
Best Point-of-Care Campaign—Provider Location
Best PR Event or Program
Best Radio Campaign
Best Hispanic Campaign
Best African American Campaign
DTC NATIONAL Advertising Awards Entry Form
Please provide all of the following information to be considered for the 2014 DTC National Advertising Awards.

**Entry Information:** From the list below, which category are you entering? (Select one)

- ☐ Best Branded TV Campaign—Large Brand
- ☐ Best Branded TV Campaign—Small Brand
- ☐ Best Branded Print Campaign—Large Brand
- ☐ Best Branded Print Campaign—Small Brand
- ☐ Best DTC Drug Launch Campaign—Large Brand
- ☐ Best DTC Drug Launch Campaign—Small Brand
- ☐ Most Innovative Campaign
- ☐ Best Digital Media Campaign
- ☐ Best Branded Website
- ☐ Best Awareness Campaign by Advocacy Group / Non-Profit / NGO

- ☐ Best CRM/eCRM Campaign
- ☐ Best Disease Education Campaign—TV/Print
- ☐ Best Disease Education Campaign—Digital/Mobile
- ☐ Best Point-of-Care Campaign—In Pharmacy
- ☐ Best Point-of-Care Campaign—Provider Location
- ☐ Best PR Event or Program
- ☐ Best Radio Campaign
- ☐ Best Hispanic Campaign
- ☐ Best African American Campaign

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

**Brand:** ____________________________________________________________________________

**Disease/Condition:** __________________________________________________________________

**Consumer/Target Audience:** ____________________________________________________________

**Manufacturer of Product or Sponsor of Ad** (What company is paying for the media?):
_____________________________________________________________________________________

Please describe the materials included in your submission. (Materials requirements on subsequent pages.)
_____________________________________________________________________________________
_____________________________________________________________________________________
_____________________________________________________________________________________

Submitter Contact Information:

Company Name: _______________________________________________________________________

First & Last Name: _____________________________________________________________________

Title: ______________________________________________________________________________

Address (Street, City, State, Zip): ________________________________________________________

Telephone: ___________________ Fax: ___________________ E-mail: ___________________
Credit Attribution: 

**Required for submission.** Please provide names, titles, companies, and email addresses/phone numbers for campaign team members. Feel free to use an additional sheet to list more team members.

**Note:** Advertising Award winners will be published in the Summer issue of DTC Perspectives Magazine. Thus, we want to ensure that we are crediting those involved with the campaign. Individuals’ names, titles and companies will be published in the issue. Contact information will NOT be published; it will be used in regards to Ad Awards notification ONLY.

### Brand Team:
1. Name, Title, Company: ____________________________________________________________  
   Email/phone: ______________________________________________________________________
2. Name, Title, Company: ____________________________________________________________  
   Email/phone: ______________________________________________________________________
3. Name, Title, Company: ____________________________________________________________  
   Email/phone: ______________________________________________________________________
4. Name, Title, Company: ____________________________________________________________  
   Email/phone: ______________________________________________________________________

### Agency Team:
1. Name, Title, Company: ____________________________________________________________  
   Email/phone: ______________________________________________________________________
2. Name, Title, Company: ____________________________________________________________  
   Email/phone: ______________________________________________________________________
3. Name, Title, Company: ____________________________________________________________  
   Email/phone: ______________________________________________________________________
4. Name, Title, Company: ____________________________________________________________  
   Email/phone: ______________________________________________________________________

### Creative Team:
1. Name, Title, Company: ____________________________________________________________  
   Email/phone: ______________________________________________________________________
2. Name, Title, Company: ____________________________________________________________  
   Email/phone: ______________________________________________________________________
3. Name, Title, Company: ____________________________________________________________  
   Email/phone: ______________________________________________________________________
4. Name, Title, Company: ____________________________________________________________  
   Email/phone: ______________________________________________________________________

### Other Contributors:
1. Name, Title, Company: ____________________________________________________________  
   Email/phone: ______________________________________________________________________
2. Name, Title, Company: ____________________________________________________________  
   Email/phone: ______________________________________________________________________
3. Name, Title, Company: ____________________________________________________________  
   Email/phone: ______________________________________________________________________
Enclosed Materials (see specific requirements on following pages):
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: Debra Sander
DTC National Advertising Awards
1120 Bloomfield Avenue, Suite 108
West Caldwell, NJ 07006

Rules and Regulations:
By submitting this form you agree to the following rules and regulations:
1. Campaigns for consideration for the ad awards will come from the following avenues: A) Self-nomination; B) Nomination from the industry; C) Nomination from the editors of DTC Perspectives Magazine.
2. All judges’ decisions are final. Submissions may be rejected if not clearly in one of the listed categories. Judges and editorial staff reserve the right to reclassify entries.
3. Submissions cannot be returned and remain property of the DTC Perspectives, Inc.
4. 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.
5. All submissions must be received by 1/31/2014.
6. Campaigns can be entered in more than one category.
7. Categories may have less than five finalists if less than five entries are received.
8. Entrants should submit :15, :30 and :60 second commercials for television entries, as all will be judged to determine awards.
9. 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.
10. Campaigns must have run in 2013. If a brand ran multiple campaigns in 2013 and would like them each considered, they should be submitted separately.
11. Award winners will be allowed to use The DTC National: DTC Perspectives, Inc. names for promotion.
12. Please send by mail two copies of ads, as well as a digital copy of submission materials – fully labeled – with the completed entry form.

FAQs:
1. Is there a fee for entry? No. Entry is free.
2. What size foam core should the print ad(s) be mounted on? Ads should be sent in “real” size – not to exceed 11”x17”.
3. Are quantitative results required? The Advertising Awards are a creative award, therefore results and metrics are not required. However, we do encourage a summary of campaign performance to help support your entry. Please send summaries ONLY, not full reports (no large binders please).
4. What campaign elements should be sent? Please refer to the individual category requirements for details. In general, please send two hard copies of a campaign summary. Please do not send large binders of individual campaign elements (emails or website pages etc). An electronic version of all summaries is also required – can be submitted on a CD or USB Drive.
5. When will we hear if we are finalists and winners? Finalists will be announced by email and on DTCPerspectives.com the week of February 17th. Winners will be announced live at the DTC National Advertising Awards Dinner on April 23rd.

Questions:
Please contact Debra Sander at Debra@dtcperspectives.com or 973-521-7475, x-221 with any questions or to confirm receipt of submission.
**AD AWARDS CATEGORY DESCRIPTIONS**

**Best Branded Television Campaign – Large Brand** – Any branded DTC Rx drug campaign that aired on television during 2013 that had a total ad spend of $25 million or higher. Materials Required – 2 copies of the campaign on CD and/or USB drive that can be used electronically. Quantitative data submission is not required but is welcome to support the case of the campaign. Total ad spend will be confirmed by reported spending through syndicated sources.

**Best Branded Television Campaign – Small Brand** – Any branded DTC Rx drug campaign that aired on television during 2013 that had a total ad spend of under $25 million. Materials Required – 2 copies of the campaign on CD and/or USB drive that can be used electronically. Quantitative data submission is not required but is welcome to support the case of the campaign. Total ad spend will be confirmed by reported spending through syndicated sources.

**Best Branded Print Campaign – Large Brand** – Any DTC Rx drug campaign that appeared in a print publication during 2013 that had a total ad spend of $25 million or higher. Materials Required – 2 copies of foam core mounted ads, as well as electronic images of the ad on CD and/or USB drive (high res jpg preferred). Quantitative data submission is not required but is welcome to support the case of the campaign. Total ad spend will be confirmed by reported spending through syndicated sources.

**Best Branded Print Campaign – Small Brand** – Any DTC Rx drug campaign that appeared in a print publication during 2013 that had a total ad spend of under $25 million. Materials Required – 2 copies of foam core mounted ads, as well as electronic images of the ad on CD and/or USB drive (high res jpg preferred). Quantitative data submission is not required but is welcome to support the case of the campaign. Total ad spend will be confirmed by reported spending through syndicated sources.

**Best DTC Drug Launch Campaign – Large Brand** – A DTC campaign launched in 2013 that had a total ad spend of $25 million or higher. Must be a branded effort and include either print or TV, additional supporting mediums encouraged. Materials Required – 2 hard copies of campaign materials or pictures of larger campaign materials, as well as electronic files of the pieces on CD and/or USB drive. Quantitative data submission is not required but is welcome to support the case of the campaign. Total ad spend will be confirmed by reported spending through syndicated sources.

**Best DTC Drug Launch Campaign – Small Brand** – A DTC campaign launched in 2013 that had a total ad spend of under $25 million. Must be a branded effort and include either print or TV, additional supporting mediums encouraged. Materials Required – 2 hard copies of campaign materials or pictures of larger campaign materials, as well as electronic files of the pieces on CD and/or USB drive. Quantitative data submission is not required but is welcome to support the case of the campaign. Total ad spend will be confirmed by reported spending through syndicated sources.

**Most Innovative DTC Campaign** – A DTC campaign, branded or unbranded, that is on the cutting edge. The campaign should include some sort of marketing innovation that has not been used before. Can include any medium. May include a campaign that was only run in test markets or in small, regional markets. Materials Required – For television: 2 copies of the campaign on CD and/or USB drive that can be used electronically. For print: 2 copies of foam core mounted ads, as well as electronic images of the ad on a CD or USB drive (high res jpg preferred). For digital: A print-out of efforts as seen in original efforts. For audio or video-based efforts: Digital files on CD and/or USB drive. Quantitative data submission is not required but is welcome to support the case of the campaign.

**Best Digital Media Campaign** – A DTC campaign that utilized digital media options, excluding television, e-mail and websites. 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 and/or USB drive. Quantitative data submission is not required but is welcome to support the case of the campaign.

**Best Branded Website** – Any website 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 website for viewing, as
well as screen shots of live website at time of submission on CD and/or USB drive. (Print-out of pages to be judged optional.) Quantitative data submission is not required but is welcome to support the case of the campaign.

**Best Awareness Campaign by Advocacy Group/Non-Profit/NGO** – A DTC campaign developed to target a specific patient population, disease sufferer or caregiver, or condition designed with the intention of educating or creating awareness of a condition or treatment. Can include any medium. May include a campaign that was only run in test markets or in small, regional markets. Materials Required – For television: 2 copies of the campaign on CD and/or USB drive that can be used electronically. For print: 2 copies of foam core mounted ads, as well as electronic images of the ad on CD and/or USB drive (high res jpg preferred). For digital: A print-out of efforts as seen in original efforts. For audio or video-based efforts: Digital files on CD and/or USB drive. Quantitative data submission is not required but is welcome to support the case of the campaign.

**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. Must be targeted for retention or compliance. 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 and/or USB drive. Quantitative data submission is not required but is welcome to support the case of the campaign.

**Best Disease Education Campaign – TV/Print** – 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 or print. Materials Required – For television: 2 copies of the campaign on CD and/or USB drive that can be used electronically. For print: 2 copies of foam core mounted ads, as well as electronic images of the ad on CD and/or USB drive (high res jpg preferred). Quantitative data submission is not required but is welcome to support the case of the campaign.

**Best Disease Education Campaign – Digital/Mobile** – A DTC campaign that provided information about an illness or condition, but did not mention the drug prescribed to treat that condition. May include mobile, banner ads, search, podcasts, text messaging, social media efforts, or websites. (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 website.) Materials Required – For digital: A print-out of efforts as seen in original efforts. For audio or video-based efforts: Digital files on CD and/or USB drive. For website: URL of live website for viewing, as well as screen shots of live website at time of submission on CD and/or USB drive. (Print-out of pages to be judged optional.) Quantitative data submission is not required but is welcome to support the case of the campaign.

**Best Disease Education Campaign – In Pharmacy** – A DTC campaign that took place in a pharmacy. Can be branded, compliance or disease education oriented. Materials Required – 2 hard copies of campaign materials or pictures of larger campaign materials, as well as electronic files of the pieces on CD and/or USB drive. Quantitative data submission is not required but is welcome to support the case of the campaign.

**Best Disease Education Campaign – Provider Location** – A DTC campaign that took place in a hospital, physician’s office, or testing center. Can be branded, compliance or disease education oriented. Materials Required – 2 hard copies of campaign materials or pictures of larger campaign materials, as well as electronic files of the pieces on CD and/or USB drive. Quantitative data submission is not required but is welcome to support the case of the campaign.

**Best PR Event or Program** – Any Public Relations effort, either branded or unbranded, that promoted a brand or a disease awareness campaign. Can include a disease education event, celebrity function, etc. Materials Required – A summary of the event, including what drug/disease state the event was for and where it was. Also provide collateral materials from the event and a CD and/or USB drive that includes video/pictures from the event the event.

**Best Radio** – Any radio commercial, either branded or unbranded, that was broadcast during 2013. Materials Required – 2 copies of campaign on CD and/or USB drive that can be used electronically. Quantitative data submission is not required but is welcome to support the case of the campaign.
**Best Hispanic DTC Campaign** – A DTC campaign, branded or unbranded, that focused on Hispanics. May include television, print, or websites. Materials Required – For television: 2 copies of the campaign on CD and/or USB drive that can be used electronically. For print: 2 copies of foam core mounted ads, as well as electronic images of the ad on CD and/or USB drive (high res jpg preferred). For website: URL of live website for viewing, as well as screen shots of live website at time of submission on CD and/or USB drive. (Print-out of pages to be judged optional.) Quantitative data submission is not required but is welcome to support the case of the campaign.

**Best African American DTC Campaign** – A DTC campaign, branded or unbranded, that focused on African Americans. May include television, print, or websites. Materials Required – For television: 2 copies of the campaign on CD and/or USB drive that can be used electronically. For print: 2 copies of foam core mounted ads, as well as electronic images of the ad on CD and/or USB drive (high res jpg preferred). For website: URL of live website for viewing, as well as screen shots of live website at time of submission on CD and/or USB drive. (Print-out of pages to be judged optional.) Quantitative data submission is not required but is welcome to support the case of the campaign.

PLUS: Not for submission, these two awards will be selected by award judges and DTC Perspectives editorial team.

**Best Brand of the Year – Large Brand** – A DTC campaign that had a total ad spend of $25 million or higher that encompassed 2 or more different mediums and created a cohesive effort (at least one medium must be a “major” medium – TV or print). Submissions should have similar thematic elements in order to be judged as cohesive campaign. May include television, print, radio, CRM, point-of-care, out-of-home, public relations, websites, etc.

**Best Brand of the Year – Small Brand** – A DTC campaign that had a total ad spend of under $25 million and encompassed 2 or more different mediums and created a cohesive effort. Submissions should have similar thematic elements in order to be judged as cohesive campaign. May include television, print, radio, CRM, point-of-care, out-of-home, public relations, websites, etc.