



OPMA

Ontario  
Pharmaceutical  
Marketing  
Association

# SKUY AWARDS

A CELEBRATION OF EXCELLENCE IN HEALTHCARE MARKETING  
HELD ANNUALLY IN FEBRUARY IN THE GTA



## AWARD CATEGORIES

### **CATEGORY 1: HEALTH CARE PROVIDER – PROFESSIONAL AUDIENCE**

A marketing piece or campaign for the professional health care provider audience.

AWARD 1: Health Care Provider – Professional Audience – Print

AWARD 2: Health Care Provider – Professional Audience – Digital

### **CATEGORY 2: PATIENT – NON-BRANDED DISEASE AWARENESS**

A non-branded disease awareness marketing piece or campaign for the patient audience.

AWARD 3: Patient – Non-Branded Disease Awareness – Print

AWARD 4: Patient – Non-Branded Disease Awareness – Digital

### **CATEGORY 3: PATIENT – SUPPORT MATERIALS AND/OR EDUCATIONAL DISEASE MATERIALS**

A marketing piece or campaign of support materials and/or educational disease materials for the patient audience.

AWARD 5: Patient – Support Materials and/or Educational Disease Materials – Print

AWARD 6: Patient – Support Materials and/or Educational Disease Materials – Digital

### **CATEGORY 4: CONSUMER – NON-BRANDED DISEASE AWARENESS/PUBLIC SERVICE ANNOUNCEMENT**

A non-branded disease awareness or public service announcement marketing piece or campaign for the consumer audience.

AWARD 7: Consumer – Non-Branded Disease Awareness / Public Service Announcement – Print

AWARD 8: Consumer – Non-Branded Disease Awareness / Public Service Announcement – Digital

### **CATEGORY 5: PERSONALITY / SKUY AWARD – CANADIAN HEALTHCARE INDUSTRY MARKETER OF THE YEAR**

A marketing professional within the healthcare ecosystem who is recognized as having excelled in their role this year. This individual has shown outstanding leadership, innovation, creativity, engagement and professionalism, and achieved outstanding results for their organization.

AWARD 9: Personality / SKUY Award - Canadian Healthcare Industry Marketer of the Year



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## CATEGORIES

1. Health-Care Provider – Professional Audience
2. Patient – Non-Branded Disease Awareness
3. Patient – Support Materials and/or Educational Disease Materials
4. Consumer – Non-Branded Disease Awareness / Public Service Announcement

## SUBMISSION CRITERIA

1. Describe the objectives of the campaign (250 words or less)  
“The objective of this campaign was to...”
2. Describe the results achieved by the campaign (250 words or less) Include examples of quantitative and qualitative results.  
“The results of this campaign were...”
3. Provide legible copies of promotional materials in the following formats:
  - PowerPoint slide(s) minimum 1, maximum 3 slides, standard size (4:3)
  - Print-ready document: 1 PDF file, 1 page only, size 17" x 28", portrait or landscape, this will be printed and displayed at the awards event

## SUBMISSION INSTRUCTIONS

1. Fill out and submit application via the Skuy Awards website.
2. Pay entry cost of \$150 per submission

## JUDGING CRITERIA

1. How well did the piece accomplish the desired results based on the objectives and results described in the applicant's submission?  
Score from 1-10
2. Art direction – Design quality of the piece  
“Does the art element make me want to look at the piece?”  
Score from 1-5
3. Copy / medical writing – Message effectiveness  
“Do the words clearly communicate the intended message?”  
Score from 1-5
4. Imagery – Photography, illustration  
“Does it add intrigue or stopping power to the message?”  
Score from 1-5

## SCORING

Submissions will be scored by our panel of judges. The total score = X / 25 Points.



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## CATEGORIES

5. Personality / SKUY Award - Canadian Healthcare Industry Marketer of the Year

### SUBMISSION CRITERIA

1. Describe the contributions to healthcare marketing made by the nominee (250 words or less)
  - Include examples innovation, creativity, engagement, professionalism, leadership and results achieved.
2. Quote (40 words or less)
  - Provide 1 quote summarizing the most recognizable characteristics or achievements of nominee, to be used in presentation of award if applicable.
3. Pictures
  - Provide 1-3 pictures of the nominee, to be used in presentation of award if applicable.

### JUDGING CRITERIA

Evaluate the nominee on the following elements as described in the submission document:

1. Innovation & Creativity  
Score from 1-5
2. Engagement & Professionalism  
Score from 1-5
3. Leadership  
Score from 1-5
4. Results Achieved / overall contributions to healthcare marketing  
Score from 1-10

### SCORING

Submissions will be scored by our panel of judges. The total score = X / 25 Points.

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## ADDITIONAL INFORMATION REQUIRED WITH EACH SUBMISSION:

### PERSON SUBMITTING THE APPLICATION:

First and last name

Email address and phone number

Company

Billing address

### PIECE/CAMPAIGN THAT IS BEING SUBMITTED:

Title of the entry

Agency that created the piece

Company on behalf the piece was created

Name of person or persons that would accept the award if selected

### NOTES ON AWARD CATEGORIES SUBMISSIONS

- Submissions may be single pieces or campaigns (multiple pieces)
- Submissions for pieces/campaigns will be accepted as per the format definitions:
  - **PRINT**: includes printed materials
  - **DIGITAL**: includes digital, video, web, social media or any other non-printed materials
- All healthcare industry stakeholder groups are invited to submit applications to the awards, including but not limited to: pharma, biotech, devices, diagnostics, medical group, suppliers, associations, etc.
- Industry stakeholders are encouraged to submit on behalf of marketer collaborators