



OPMA

Ontario
Pharmaceutical
Marketing
Association

SKUY AWARDS

A CELEBRATION OF EXCELLENCE IN HEALTHCARE MARKETING



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



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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.
4. Provide photos of the team members involved in the genesis of the campaign/tactic (NOTE: these photos will be used, if your submission wins, on the OPMA website and OPMA LinkedIn page - please ensure you are able to provide the proper permissions of behalf of your team members for the use of their photos.
5. Provide a brief overview of the agency and client (company) who worked on the campaign.

SUBMISSION INSTRUCTIONS

1. Fill out and submit application via the Skuy Awards website.
2. Pay entry cost of \$100 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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ADDITIONAL INFORMATION REQUIRED WITH EACH SUBMISSION:

PERSON SUBMITTING THE APPLICATION:

First and last name

Email address and phone number

Company

Billing address

Shipping address for trophy

*Photos of team members who were involved in the creation of the campaign

PIECE/CAMPAIGN THAT IS BEING SUBMITTED:

Title of the entry

Agency that created the piece

Company on behalf the piece was created

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