



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 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