



CELEBRATING EXCELLENCE IN CANADIAN HEALTHCARE MARKETING

AWARD CATEGORIES

CATEGORY 1: HEALTHCARE PROVIDER - BRANDED

A marketing piece or campaign for the professional healthcare provider audience

AWARD 1: HCP - Branded - PRINT
AWARD 2: HCP - Branded - DIGITAL

CATEGORY 2: HEALTHCARE PROVIDER - NON-BRANDED

A non-branded educational or disease-state awareness piece or campaign for the HCP audience

AWARD 1: HCP - Non-Branded - PRINT
AWARD 2: HCP - Non-Branded - DIGITAL

CATEGORY 3: PATIENT - SUPPORT MATERIALS

A branded marketing piece, kit or campaign of support materials for the patient audience

AWARD 1: PATIENT - Support Materials - PRINT
AWARD 2: PATIENT - Support Materials - DIGITAL

CATEGORY 4: CONSUMER - DISEASE-STATE AWARENESS

A non-branded disease awareness or public service campaign for the consumer audience

AWARD 1: CONSUMER - Disease-State Awareness - PRINT
AWARD 2: CONSUMER - Disease-State Awareness - DIGITAL

MAKE YOUR SUBMISSION TODAY
www.theopmaonline.org/skuyawards



SUBMISSION INSTRUCTIONS

1. Visit www.theopmaonline.org/skuyawards
 2. Fill out and submit the application form (entry fee of \$100/submission)
-

JUDGING CRITERIA

1. How well did the piece accomplish the desired results, based on the objectives and metrics (if applicable) 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 a panel of judges from the Canadian pharmaceutical industry. Scores will be combined and averaged for each submission. The total score = $x/25$ points.

MAKE YOUR SUBMISSION TODAY
www.theopmaonline.org/skuyawards