

NICHOLAS HALL'S EUROPEAN CHC CONFERENCE & MARKETING AWARDS

Nicholas Hall's CHC Marketing Awards 2024



**18
APRIL
2024**

The Selection Process

Nicholas Hall

Executive Chairman & Creative Solutions Director
Nicholas Hall Group of Companies



Judging panel

Featuring a panel of
experts from the CHC industry



Analyse the entrants' ability to disrupt the market through offering a unique health solution, look at the media selection and promotion process, question consumer awareness of the products, HCP backing, and much more.



From a select list of campaigns, delegates will have the chance to rate your favourite campaign, based on memorability, humour, provocation, clarity and any other factor you feel makes or breaks an advertising campaign.



Results will be announced during the Awards Dinner on 18 April 2024.
All winners will be asked to take part in a recorded interview, which will be posted to our website and other online channels.



Awards Categories



1ST PLACE



Eye Mo
Combiphar

2ND PLACE



Allegra
Sanofi

3RD PLACE



Fisiocrem
Uriach

From any part of the world, This award will be given for the most innovative marketing campaign for any CHC brand. This could be a campaign or a launch which has appeared between 1 Feb 2023 and 15 March 2024.



1ST PLACE



Buscopan
Sanofi

2ND PLACE



Gynoxin
Recordati

3RD PLACE



**Tadalafil
Maxigra**
Polpharma S.A

Voted for by delegates, this award will be given for the most outstanding example of creativity in CHC advertising through various channels and platforms that has appeared on TV, Social Media or on outdoor media in the European Market, between 1 Feb 2023 and 15 March 2024.

Entry deadline: 15 March 2024

Send entries to
elizabeth.bernos@NicholasHall.com

ENTRY FORM

☐ I wish to enter _____ brand name(s) for the Worldwide Marketing Award.

☐ I wish to enter _____ brand name(s) for the Colin Borg Creative Award.

Mr/Mrs/Ms/Dr First name: _____ Surname _____

Company: _____ Job Title: _____

Address: _____

Post / Zip Code: _____ City: _____

Country: _____ Tel: _____

Email _____ @ _____

BOOK TO ATTEND The Nicholas Hall CHC Marketing Awards 2024

I would like to book: _____ place(s) at £495 GBP per person

PAYMENT DETAILS

- ☐ Please send me a secure link so I can pay by credit card
- ☐ Please invoice my company quoting reference / order number _____

Invoice/Billing Address: _____

Signed: _____ Date: DD / MM / YYYY

☐ If you would like to book to attend the conference please tick this box and we will be in touch with further information

I enclose / will supply separately the material detailed below.

Submissions must be received by 15 March 2024 and must include:

- Covering document (250 words max) giving your reasons why the submitted brand(s) deserve the award
- Brief statement of marketing strategy
- Examples of packaging
- Examples of campaign execution (eg: consumer and trade advertising in film, TV, internet, press or out-of home media, and point-of-sale if applicable). Entries for the Best European CHC Advertising need include only the material you wish the judges to consider.
- An indication of the brand's performance in the marketplace (please note that detailed commercial information is not required)
- If possible we would prefer all TV campaigns to be submitted in mpeg format

By entering, you give permission to include a link to the product website and run the advert on the Nicholas Hall Group of Companies website.

By entering, you agree to the information being made available to the judging panel. The panel will hold the information confidential and will not reveal this information to anyone for any purpose other than the assessment of entries for these awards.

The organiser reserves the right to change the judging panel and selection process without prior notice to entrants.

