

# OTC MARKETING AWARDS

THURSDAY, 20 NOVEMBER, 2025  
ROYAL LANCASTER HOTEL, LONDON

ENTRY DEADLINE: MONDAY, 1 SEPTEMBER, 2025

ENTRY GUIDE

**ENTRY AND GENERAL ENQUIRIES:**

Natalia Kay, Global Director of Events  
Email: [natalia.kay@citeline.com](mailto:natalia.kay@citeline.com)

[www.citeline.com/awards/otcmarketingawards](http://www.citeline.com/awards/otcmarketingawards)

Presented by

**HBW INSIGHT**  
CITELINE COMMERCIAL

In association with



# CELEBRATING 30 YEARS OF EXCELLENCE IN OTC HEALTHCARE MARKETING!

Now in its 30th year, the **OTC Marketing Awards** return to celebrate the very best in over-the-counter UK healthcare marketing. This landmark event brings together senior decision makers, rising stars, and industry leaders to connect, share ideas, and honour innovation.

With 8 entered categories and **4 Principal Awards**, including **OTC Company of the Year**, **Best OTC Social Marketing Campaign** and our new category for this year, **Best Purpose-driven Investment in a Consumer Healthcare Brand**, the Awards spotlight standout achievements across the sector.

Entries are open to consumer healthcare companies, UK retailers, agencies, and associates for OTC brands marketed in the UK – including medicines, supplements, herbal remedies, and medical devices.

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## The 2025 categories

### Principal Awards

- OTC Company of the Year
- OTC Brand of the Year
- OTC Launch of the Year
- OTC Brand Revitalisation of the Year

### Why enter?

Dubbed 'the Oscars of the industry', the OTC Marketing Awards celebrate the most exceptional talent and innovation in OTC healthcare.

- ✓ Shine in the spotlight with national exposure and the recognition your work deserves
- ✓ Boost your brand's credibility and growth by competing for one of the industry's most coveted honours
- ✓ Stand out as a trailblazer and thought leader in your category

These Awards aren't just for household names—smaller brands and bold disruptors have just as much chance to win, with judges seeking smart, standout strategies and fresh thinking.

### Entered Awards

There is an entry fee of £99.00 plus VAT for the entered Awards.

- 1 **Most Innovative New OTC Product**
- 2 **Best Big Budget OTC Marketing Campaign**
- 3 **Best Niche OTC Marketing Campaign**
- 4 **Best OTC Social Media Campaign**
- 5 **Best OTC Digital & Mobile Marketing Campaign**
- 6 **Best OTC Audio-Visual Advertising**
- 7 **Best OTC Public Relations Campaign for a Consumer Healthcare Product**
- 8 **Best Purpose-driven Investment in a Consumer Healthcare Brand**

NEW

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# THE PRINCIPAL AND ENTERED AWARDS

## HOW TO ENTER



VISIT

[www.citeline.com/awards/otcmarketingawards](http://www.citeline.com/awards/otcmarketingawards)



SELECT

Your category or categories



CREATE

Your online account



COMPLETE

Your online entry form(s), explaining why you or your company should be a winner. Please refer to the category criteria as a guide



SUBMIT

Your entry or entries and you will receive an automated submission email receipt

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*To support your entry, please include the following:*

### ENTRY SUMMARY

A 50 word summary of your entry, this will be used in promotion and included in our programme. Please do not include any confidential information in this summary.

### LOGO

Include your brands logo which we will use in our Awards shortlist promotion.

### PHOTO

Upload a photo or logo which represents your entry.

## Principal Awards

For the four Principal Awards, there is no entry fee. OTC companies or OTC retailers simply need to submit the name of the brand, company, or team along with a 500-word entry of why they deserve to win the Award. No other supporting information or samples are required. All activities should have been completed within the period August 2024 – August 2025.

Before submitting your entry, please ensure that you have obtained authorisation from your client and permission to feature material created by external suppliers, as appropriate. Information contained in entries may be published in editorial unless it is clearly marked 'Not for publication'.



## Entered Awards

For the Entered Awards, entrants must answer the questions outlined in the criteria providing no more than 500 words per question.

All activities should have been completed within the period August 2024 – August 2025.

***There is an entry fee of £99.00 plus VAT for the entered Awards. Entries will not be processed until payment is received.***

Before submitting your entry, please ensure that you have obtained authorisation from your client and permission to feature material created by external suppliers, as appropriate.

Information contained in entries may be published in editorial unless it is clearly marked 'Not for publication'.



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# CATEGORY CRITERIA FOR THE ENTERED AWARDS

To enter these categories, please answer the following

- Description of the main elements of the marketing campaign (500 words maximum), including a list of the media used and timings
- Description of the main objectives of the campaign (500 words maximum)
- Description of any innovative features of the campaign (500 words maximum)
- Evidence that the campaign was effective (500 words maximum)
- Digital sample materials
- Please supply images for your entry, these will be used on the night of the Awards and in the programme

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## 1 Most Innovative New OTC Product

This Award is open to any OTC product – either a new brand or a line extension to an existing brand – launched between August 2024 – August 2025.

Judges will be looking for innovation in terms of active ingredients, switch of legal status, delivery format, packaging and/or market positioning. Samples must be submitted.

## 2 Best Big Budget OTC Marketing Campaign\*

This Award is designed for big-budget OTC brands which have been supported by a total marketing spend – both above-the-line and below-the-line – exceeding £0.5 million between August 2024 – August 2025.

Your entry can be for the umbrella OTC brand or for a product/sub-brand of the umbrella OTC brand. Please provide an overview of all the main marketing initiatives, such as advertising, public relations, and training. Sponsorship campaigns should also be submitted in this category if the spend is eligible. Sponsorship may involve broadcast media, such as television and radio; sporting events; health-related initiatives; the arts; the environment, or community projects. The target audience can be consumers, retailers, and/or healthcare professionals. Judges will be looking for creative excellence and effective use of a big budget in communicating an OTC brand's essence, positioning, and key sales messages to the target audience(s).

## 3 Best Niche OTC Marketing Campaign†

This Award is designed for OTC brands that have been supported by a total marketing spend – both above-the-line and below-the-line – of up to and including £0.5 million from August 2024 – August 2025.

By OTC brand, we mean the overall umbrella OTC brand. Line extensions of umbrella OTC brands can only enter for this Award if the total marketing spend for the umbrella OTC brand falls within the definition of a small budget. Please provide an overview of all the main marketing initiatives – advertising, public relations, etc – for the brand. Sponsorship campaigns should also be submitted in this category if the spend is eligible.

Sponsorship may involve broadcast media, such as television and radio; sporting events; health-related initiatives; the arts; the environment; or community projects. The target audience can be consumers, retailers, and/or healthcare professionals. Judges will be looking for creative excellence and effective use of a small budget in communicating an OTC brand's essence, positioning, and key sales messages to the target audience(s).

\* Products/sub-brands of a big-budget umbrella OTC brand may not be entered individually for the Best Niche OTC Marketing Campaign.

† Please note: Products/sub-brands of a big-budget umbrella OTC brand cannot be entered individually for this Award.

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- Evidence that the campaign was effective (500 words maximum)
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## 4 Best OTC Social Media Campaign

This Award is open to any social media campaign aimed at consumers, patients or healthcare professionals run on social networks like Facebook, X, LinkedIn, or other social platforms – for an OTC brand between August 2024 – August 2025.

Judges will be looking for creative excellence and effectiveness in raising awareness, promoting the personality, and encouraging sales of the OTC brand directly or indirectly to a target audience.

## 5 Best OTC Digital Or Mobile Marketing Campaign

This Award is open to any digital or mobile campaign (excluding terrestrial and satellite television) aimed at consumers, patients, or healthcare professionals – such as mobile device apps, websites, email marketing, for an OTC brand between August 2024 – August 2025.

Judges will be looking for creative excellence and effectiveness in raising awareness, promoting the personality, and encouraging sales of the OTC brand directly or indirectly to a target audience.

## 6 Best OTC Audiovisual Advertising

This Award is open to any television or video advertising campaign – excluding sponsorship and point-of-sale broadcasting – for an OTC brand running between August 2024 – August 2025. This can include television commercials, videos created for social media, and YouTube channels and videos.

Judges will be looking for creative excellence and effectiveness in communicating an OTC brand's essence, positioning, and key sales messages to the target audience(s).



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## 7 Best OTC Public Relations Campaign For A Consumer Healthcare Product

This Award is open to any trade or consumer public relations campaign running August 2024 – August 2025 for an OTC product. Judges will be looking for evidence that the campaign's objectives have been realised in terms of measurable results.

Entries are invited for initiatives including trade – press launches, innovative pharmacist training and brand involvement, help-lines, disease awareness days, healthcare websites, consumer information packs, work with patient or healthcare professional groups, activities supporting sponsorship campaigns, newsletters or a myriad of other activities and techniques that can be used to promote the personality and use of an OTC brand indirectly to a target audience.



## 8 Best Purpose-Driven Investment In A Consumer Health Brand

NEW

This Award is open to any purpose-driven marketing campaign or launch for a consumer healthcare product running August 2024 – August 2025. Judges will be looking for evidence that the campaign or launch in question aims at and measurably achieves a wider social or environmental benefit. Examples include the introduction of recyclable packaging, encouraging positive consumer behaviour change, celebrating diversity in marketing, working with charities or advocacy organisations to promote social or environmental causes.



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# ENTRY GUIDELINES

## Who Can Enter?

The OTC Marketing Awards are open to all consumer healthcare companies, including retailers operating in the UK, and their agencies or associates. Entries are restricted to OTC brands – licensed non-prescription medicines, unlicensed food supplements, herbal and homoeopathic remedies, medical devices, and other selected unlicensed healthcare products – marketed in the UK.

## How do the judges select a winner?

The OTC Marketing Awards Judging Panel is made up of independent, senior experts from across the industry – handpicked for their knowledge, credibility, and objectivity. Each judge reviews entries within their area of expertise, ensuring every submission gets the attention it deserves.

Entries are scored out of 10 against set criteria by at least six judges. The highest-scoring entries make the shortlist, with winners chosen based on combined scores. In the event of a tie, the Chair casts the deciding vote.

All results are strictly under wraps until the Awards ceremony on Thursday, 20 November 2025, at the Royal Lancaster London!

## How to Enter:

1. **SELECT** the most suitable category or categories
2. **CREATE** your online account
3. **SUBMIT** in advance of the deadline: Monday, 1 September 2025. For the entered Awards, you will need to pay a £99 fee, an invoice will be sent to you
4. **CONFIRMATION** of your submission will be sent via email. If you do not receive this, please contact: [natalia.kay@citeline.com](mailto:natalia.kay@citeline.com)

## The Rules

- All entries must be written in English.
- All entries must be submitted via our online entry system.
- All entries must be based on activities undertaken between August 2024 – August 2025
- Companies may enter more than one category, provided that each entry has been specifically written to address the relevant criteria

## Confidentiality

Citeline, organiser of the OTC Marketing Awards, recognises and respects the sensitive nature of the information submitted in the entries. We ensure that this recognition is shared by our Judging Panel as well. Entries are not disclosed or discussed outside the judging process. Once an entry is shortlisted, extracts from the entry will be sourced for inclusion in the Awards ceremony and any subsequent editorial coverage.

## Useful Tips for a Winning Entry

- ✓ **Read the category details and judging criteria carefully** before you start.
- ✓ **Tailor your entry to the right category** – make sure it's the best fit to maximise your chances.
- ✓ **Stick to the word limits** and answer each question under clear, separate headings.
- ✓ **Upload only relevant supporting materials** – quality over quantity!
- ✓ Ensure your activity took place between **August 2024 – August 2025**.
- ✓ Submit early! This gives you time to fix any issues before the deadline: **Monday, 1 September 2025**.

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# FAQS

## Q How do I enter?

It's very simple. Ensure you have read the entry guidelines and category criteria. Decide which category (or categories) you wish to enter and create your online account. Your online account allows you to save and amend your entry, until you are ready to submit. Once you are ready, click 'Enter Now', follow the onscreen instructions and submit your entry by clicking 'Enter'.

## Q How much does it cost to enter?

There is a £99 entry fee for the entered Awards and no fee for the principal Awards.

## Q I am not sure which category (or categories) our entry would fit into?

If you are not sure which category your entry fits into, please contact Natalia Kay at [natalia.kay@citeline.com](mailto:natalia.kay@citeline.com) for further assistance.

## Q When is the entry deadline?

Entries are being accepted until **Monday, 1 September, 2025**.

## Q Can I enter the same submission into more than one category?

We encourage entries in more than one category per individual or company, where appropriate; please ensure to review the category criteria and tailor your entry accordingly.

## Q I am a sponsor of the Awards. Am I still able to enter?

Yes, you can enter the Awards and we would encourage this; however, you are unable to enter the category you are sponsoring. But don't worry there are plenty of other categories.

## Q How will I know whether my submission has been received?

All submissions will be acknowledged by an automated email. Our Awards team will also get in touch with you again shortly after the entry deadline. If you have any concerns, please contact Natalia Kay: [natalia.kay@citeline.com](mailto:natalia.kay@citeline.com).

## Q How will I know if my submission has been successful?

Following the judging, all companies and individuals will be notified by email. Finalists will be announced on our website.

## Q What do I get if I win?

OTC Marketing Awards are highly regarded within the industry and winning an award marks you out as a leader within your field. Winners are announced on the Awards evening, where they will receive a trophy and certificate of recognition.

## Q How can I ensure I'm at the ceremony on Thursday, 20 November for the networking?

It's essential to book your place at the event. Please contact Natalia Kay email: [natalia.kay@citeline.com](mailto:natalia.kay@citeline.com) for more information.

## Q Are there other ways I can get involved in the Awards?

Yes, there are a variety of sponsorship opportunities available. Please contact George Wilkins at [george.wilkins@norstella.com](mailto:george.wilkins@norstella.com) for more details on our packages for 2025.

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