

# 2010 ASMI Sales & Marketing Awards

## Call for Entries

The ASMI Sales & Marketing Awards are designed to honour manufacturers who excel in the sales and marketing of their products. They recognise Quality Use of Medicines (QUM), innovation, marketing and sales best practice and consumer focus.

All ASMI Members are invited to enter this year's Awards.

Awards will be presented at the ASMI 2010 Conference dinner at the Australian Technology Park, Redfern, Sydney on Thursday 18 November 2010 from 7.00pm.

Please Note: these Awards are open to ASMI Member companies only\*.

### Award Categories

- ◆ Best Launch of a Consumer Healthcare Product
- ◆ Best Advertising/Promotional Campaign (incl. Relaunch) of an Existing Consumer Healthcare Product
- ◆ Best Self Care Program
- ◆ Best Sales Force Initiative - Grocery and/or Pharmacy
- ◆ Best PR initiative

### Criteria

Entries will be judged primarily against the following key criteria:

- ◆ Quality Use of Medicines (QUM)\*\*
- ◆ Innovation
- ◆ Clarity of Marketing Objective
- ◆ Creativity/Originality
- ◆ Degree of Challenge
- ◆ Results (Sales/Market Share/QUM Outcomes)

All entries for new product introductions/promotions or switches must have been executed since November 2009.

### Guidelines

To be considered for any of the categories, all entries submitted MUST include the following materials.

1. Completed ASMI Sales & Marketing Awards Entry Form (submitted by **COB Friday 10 September 2010**).
2. Examples of the creative used.

Multiple entries in each award category may be submitted.

**Entries and all accompanying materials must be sent on a USB Stick or CD/DVD ONLY.** Email and hard copy entries will NOT be accepted.

### Judging Process

Award entries will be judged by a Judging Panel made up of independent experts. The ASMI Secretariat will not be represented on the panel.

Decisions on award winners will be made via a two-stage process:

**Stage 1** will encompass a review of all entries in all Awards categories with the view to short-listing the best entries in each category.

**Stage 2** will require the short-listed entries for each category to make a presentation to the judging panel in support of their entry in the week commencing 18 October 2010. If there is one clear winner in a category, presentations will not be required.

Winners of each category will be announced at the ASMI 2010 Conference Awards Dinner on Thursday 18 November 2010. Visit [www.asmi.com.au/events](http://www.asmi.com.au/events) for more information.

### Key Dates

**Entries Close:** COB Friday 10 September 2010  
**Stage 2 Judges Presentation:** w/c 18 October 2010  
**Awards Presentation:** 18 November 2010

