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## **2011 ASMI Sales & Marketing Awards**

The 2011 ASMI Sales & Marketing Awards were presented at the Conference dinner on Wednesday 16 November.

The dinner was kindly sponsored by ASMI Member, Johnson & Johnson Pacific.

This year's awards featured revised categories, tighter entry and judging criteria, and an expanded judging panel (from 4 judges to 6) – the changes were well received by entrants, leading to a record number of entries this year.

The judging of the awards was conducted independently of ASMI by an expert panel comprising a pharmacist, a consumer representative, a pharmaceutical trade journalist, a senior executive from the healthcare industry, and representatives from the healthcare public relations and advertising industries.

ASMI Marketing & Business Development Director, Filomena Maiese, who hosted the Awards night said: "This was an extremely competitive market with some outstanding contributions. The winning entries all demonstrated clever approaches to the education of consumers about important health or lifestyle messages and thus have contributed to advancing health literacy and wellbeing in the community."

Congratulations to all the winners and thank you to everyone who submitted entries.

The winners of the 2011 Sales & Marketing awards were:

### **Best Self Care Program**

**Canesten – Women’s Confidential, Bayer Australia**



**Judges’ comment:** This campaign centred on an innovative approach to overcoming the problem particularly among younger women, of being embarrassed to discuss vaginal thrush with the pharmacist. Bayer took a two pronged approach in developing a support package for both pharmacy and consumers. This was critical given the product’s “pharmacist-only” scheduling. It was an outstanding example of empowering the consumer with knowledge about treating the condition in an effective and discrete way.

### **Joint winners of the Best Marketing Campaign of a Consumer Healthcare Product (Large Budget)**

**Nicabate – Little Wins, GlaxoSmithKline Consumer Healthcare**



**Judges’ comment:** The campaign was based around the fact that many smokers make multiple quit attempts, and that every “no” to a smoking opportunity was a “little win”. This translated into a campaign that encompassed multiple touch points along a smoker’s journey to quitting. It was supplemented by a strong pharmacy staff training program, as well as the “Quit Partner” behavioural support program.

**Joint winners of the Best Marketing Campaign of a Consumer Healthcare Product (Large Budget)**  
**Ostelin – Vitamin D Campaign, Sanofi Consumer Healthcare**



**Judges' comment:** A striking consumer campaign that created high level awareness about Vitamin D deficiency, and a call to action to discuss the issue with a GP. This resulted in a significant increase in awareness and corresponding vitamin D testing, with the brand reaching the top position in the category. An excellent example of a preventative health initiative from industry.

**Best Marketing Campaign of a Consumer Healthcare Product (Small Budget)**  
**Nurofen PainPod, Reckitt Benckiser**



**Judges' comment:** The campaign was based around the insight that consumers go to a pharmacy for better information and advice about pain relief solutions. It led to a comprehensive education package for pharmacy. The program was endorsed as a QCPP approved training module by the Pharmacy Guild of Australia for pharmacy assistants. It was also approved as Pharmacist CPD training by the Pharmaceutical Society of Australia. This accreditation enabled further penetration of the training package across the pharmacy sector.

**Best Launch of a Consumer Healthcare Product**  
**K-Y Yours+Mine, Johnson & Johnson Pacific**



**Judges' comment:** The team's challenge was to promote this 'lifestyle' OTC in a manner that was tasteful yet light-hearted, especially given the "embarrassment" factor historically associated with the category. A strong 360° campaign with innovative and creative execution saw the new product jump from zero market share to become the number one selling product during the launch phase and has since become the leader in this segment.

**Best PR initiative**  
**Berocca Focus 50+ Launch Campaign, Bayer Australia**



**Judges' comment:** This involved an integrated PR campaign encompassing healthcare professionals, media, and event marketing. On the consumer front, by linking the product to the Australian Sudoku Challenge, the team established a powerful synergy with the concept of mental agility and focus. The celebrity connection with former Wallabies captain and Sudoku champion, John Eales, helped to generate strong awareness and support for a new product.