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MEDIA RELEASE

ASMI Sales and Marketing Awards recognise excellence in consumer healthcare promotion

Awards for innovative consumer healthcare products, promotions and self care initiatives were announced last night at the Australian Self-Medication Industry (ASMI) Conference in Sydney.

The Marketing & Business Development Director of ASMI, Ms Filomena Maiese said the awards recognise best practice by ASMI members in healthcare promotion, in keeping with the Quality Use of Medicines (QUM), and have become a focus of excellence across the industry.

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.

“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,” Ms Maiese said.

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.

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. 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.

Information on the 2011 ASMI Conference is available at www.asmiconference.com

About ASMI: The Australian Self-Medication Industry (ASMI) is the peak industry body for the Australian self care industry representing consumer healthcare products including over-the-counter medicines and complementary medicines. ASMI's mission is to promote better health through responsible self-care. This means ensuring that safe and effective self-care products are readily available to all Australians at a reasonable cost. ASMI works to encourage responsible use by consumers and an increasing role for cost-effective self-medication products as part of the broad national health strategy.
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