

12 November 2009

## MEDIA RELEASE

### National awards recognise innovation in healthcare promotion

Awards for Australia's most innovative healthcare products, promotions and self care initiatives were announced at the Australian Self-Medication Industry (ASMI) Conference in Sydney today.

The 2009 ASMI Awards were presented by the Parliamentary Secretary for Health, the Hon Mark Butler MP, and reflect achievement in product innovation and promotion in the consumer healthcare products sector.

The judging of the awards takes into account the application of Quality Use of Medicines (QUM) principles, which underpin Australia's National Medicines Policy, and which emphasise the appropriate, safe and effective use of medications including all forms of information and labeling.

The Executive Director of ASMI, Juliet Seifert, said the winners had displayed innovation and creativity, and represent an industry dedicated to the promotion of safe and effective products to consumers.

"Congratulations to all the participants in this year's awards. It is a highly competitive market, and it is important that consumers are provided with clear and effective messages about products that can improve health and wellbeing. The winners are all fine examples of how a brands' communications campaign can help to build health literacy and enable consumers to exercise greater personal responsibility in managing their own health," Ms Seifert said.

The awards were judged by a panel made up of experts including a pharmacist, an advertising executive, a trade media editor and a representative from leading consumer organisation, Choice.

Awards were made in six categories:

- Best launch of a consumer healthcare product
- Best advertising/promotional campaign (including relaunch) for an existing consumer healthcare product
- Best self care program
- Best sales force initiative – grocery and/or pharmacy
- Best PR initiative
- Industry Pulse excellence in service and sales initiative 2009

#### **Best launch of a consumer healthcare product**

##### **Winner: Johnson & Johnson Pacific, Listerine Total Care**

The Listerine Total Care launch focused on the product's ability to target the six signs of a healthy mouth and was promoted as the most advanced and complete Listerine. The launch was built on the back of other long running Listerine campaigns and achieved an enormous amount of awareness and market value in just four months.

...2/

### **Best advertising/promotional campaign (including relaunch) for an existing consumer healthcare product**

#### **Winner: Bayer Healthcare, Canesten – ‘Multi-cultured Foot’ Campaign**

Canesten provides a range of specially tailored products for the treatment of thrush and other skin fungal infections such as tinea, ringworm, nappy rash, athlete’s foot and jock itch. The winning campaign used innovative marketing tools to increase market share despite the product already being on the market.

### **Best self care program**

#### **Winner: Nycomed, Somac: ‘Make Heartburn History’ campaign**

The winner’s campaign not only educated pharmacists and pharmacy assistants about the product, but also ran a disease awareness campaign to tell consumers that there is now an effective treatment available over the counter. More than 3000 in-store training sessions were conducted and more than 500 pharmacists attended the pharmacist educational evenings.

### **Best sales force initiative – grocery and/or pharmacy**

#### **Winner: Reckitt Benckiser, ‘2009 Pharmacy Winter Sell-in Kit’**

This award was introduced to reflect ‘best in class’ initiative by a sales team. The winner educated pharmacy assistants about the features and benefits of Strepsils, Strepfen and LemSip and promoted recall of the advertising campaign at the point of purchase.

### **Best PR initiative**

#### **Winner: Reckitt Benckiser/Edelman, ‘Manage Pain – effectively, safely, responsibly (codeine education program)’**

The winner engaged in a responsible campaign to prevent the abuse of codeine combination analgesics and adhered to the principles of the Quality Use of Medicines guidelines by increasing understanding towards the appropriate use of over-the-counter medicines. The campaign was based around an effective alliance with organisations including the Pharmacy Guild of Australia and the Pharmaceutical Society of Australia.

### **Industry Pulse excellence in services and sales initiative 2009**

**Gold winner – Sanofi Aventis**

**Silver winner – Ego**

**Bronze winner – Reckitt Benckiser**

#### **About ASMI**

ASMI (Australian Self-Medication Industry) 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. Further information is available at [www.asmi.com.au](http://www.asmi.com.au)

**Media Contact: Bob Bowden, Foresight Communications**

(02) 9241 2811 or 0412 753 298, [bbowden@bowmac.com.au](mailto:bbowden@bowmac.com.au)