



Australian Self-Medication Industry Inc
Suite 2203, Level 22, 141 Walker Street,
North Sydney NSW 2060
PO Box 764, North Sydney NSW 2059
Ph +61 2 9922 5111 Fax +61 2 9959 3693
Email: info@asmi.com.au www.asmi.com.au
ABN 55 082 798 952

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MEDIA RELEASE

ASMI marketing awards honour excellence and innovation in healthcare sector

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

The ASMI awards were presented by the Parliamentary Secretary for Health and Ageing, Senator Jan McLucas and reflect achievement in product innovation in the over-the-counter (OTC) medicines sector.

The judging of the awards takes into account both innovation in development and promotion, as well as 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 demonstrated not only excellence in promotion but also a thorough application of QUM principles with an accompanying consumer-focus.

"These companies can be proud of their achievement in a highly competitive market," Ms Seifert said.

All the awards were judged by a panel made up of experts including a pharmacist and a representative from leading consumer organisation, Choice.

Awards were made in five categories:

- Best new introduction of a consumer healthcare product
- Best promotion of an existing consumer healthcare product
- Best self care program
- Best sales force initiative – grocery and/or pharmacy
- Pharmacy Pulse 'Excellence in Service & Sales Initiative' - Gold, Silver and Bronze

Best new introduction of a consumer healthcare product

Winner: Bayer Australia's male fertility treatment, Menevit

The judging panel noted that the product had been developed in Australia and is now being planned for global markets.

The product responded to a growing recognition that the quality of male sperm was a significant factor in a couple's fertility. Promotion of the product was creative, featuring a swimmer and the catchline: *"If a sperm were human, it would need enough stamina to cross the Atlantic."*

Best promotion of an existing consumer healthcare product**Winner: GlaxoSmithKline's low dose aspirin, Cartia**

Cartia is a low dose aspirin that helps prevent blood clotting and reduces the risk of heart attack and stroke in patients with blood vessel disorders.

The judging panel noted that the campaign raised the awareness of an old brand in a long established category. It was extremely effective, with growth fuelled by GP and pharmacist recommendations.

Best Self Care program**Winner: Bayer Australia's Canesten online thrush test**

Canesten provides a range of specially tailored products for the treatment of thrush and other skin fungal infections such as tinea, ringworm, nappy rash, and jock itch.

The winner created an innovative online tool which allows consumers to decide on the appropriate treatment for a condition that they might not feel comfortable discussing in a pharmacy setting.

Best Sales Force Initiative – Grocery and/or Pharmacy**Winner: Reckitt Benckiser's 'Eight Step Call Process'**

The award was introduced to reflect 'best in class' initiative by a sales team and the winner has introduced such a program which ensures that every member of its sales team complies with a rigorous process on every call to a pharmacist.

Pharmacy Pulse Excellence in Service & Sales Initiatives

The awards are based on research by Pharmacy Pulse that reflect collective feedback provided by Australian pharmacies. The awards recognise ASMI members who have achieved excellence in their service and sales initiatives.

Gold winner - EGO Pharmaceuticals

Silver winner - Wyeth Consumer



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Bronze winner - GSK consumer

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

Media Contact: Bob Bowden, Foresight Communications
(02) 9241 2811 or 0412 753 298
bbowden@bowmac.com.au