

# CHPA Educational Foundation Gala 2021 U.S. Self-Care Marketing Awards



## ENTRY INFORMATION GUIDE

### Overview

At this year's virtual Gala on November 17, 2021, the CHPA Educational Foundation will present the 2021 U.S. Self-Care Marketing Awards (formerly OTC Marketing Awards) to recognize the strategic innovation and marketing expertise of our member companies in both the over-the-counter (OTC) medicine and dietary supplement industries. We have also created more opportunity for brands to showcase their corporate social responsibility and multicultural and inclusion efforts through three new award categories.

Specific awards will recognize top performers in digital marketing, social media, corporate social responsibility, multicultural marketing, and innovation.

1. Best Digital Campaign
2. Best Social Media Campaign
3. Best Corporate Social Responsibility Campaign: Environmental/Sustainability
4. Best Corporate Social Responsibility Campaign: Promoting Safe Use
5. Best Product Launch
6. Innovative Marketing Campaign of the Year on a Budget Less than \$5M
7. Innovative Marketing Campaign of the Year on a Budget of More than \$5M
8. Multicultural & Inclusive Campaign of the Year

A diverse panel of judges will independently score the entries and select three finalists for each award. The winners will be announced during the virtual Gala.

### Entry Deadline

All entries must be submitted by **5pm ET on Friday, July 30**. See the submission instructions on page 6 on how to submit your entry.

### Entry Fee

The entry fee is \$149 per award category. You will be able to submit your fee using the online nomination process (see page 6).

### Eligibility

1. Award categories are open to manufacturer or associate CHPA member companies. The entity submitting the entry may be an agency, client, production company studio, or other firm that supported the CHPA member in its self-care marketing campaign.
2. The self-care marketing campaign must be a U.S.-based campaign.
3. To be eligible, the campaign must have been active during 2020 to qualify for the 2021 awards. Qualifying campaigns must have been active for at least part of the eligibility period.

4. A single campaign may be submitted into multiple award categories; however, a tailored entry and separate set of supporting materials must be submitted for each category entered.
5. If there are any parts of your entry that should remain confidential (ex: budget, sales, market share), please specify.
  - Note: Entrees for the 'Innovative Marketing Campaign of the Year on a Budget Less than \$5M' and 'Innovative Marketing Campaign of the Year on a Budget of More than \$5M' are required to submit a budget.
6. If your entry does not include all the award requirements specified, it will not be judged.

## Award Entry Requirements by Category

### Best Digital Campaign

Judges will be looking for a campaign that showcases the ability to use one or more digital channels (video, mobile, email marketing, etc.) to achieve objectives with the successful delivery of high-quality creative content in the right place, at the right time. High marks will be given to brands that have created content and experiences that captivate and connect with the consumer in the digital space, moving the needle toward key objectives.

*Note: Campaigns based on social media platforms are encouraged to apply for the Best Social Media Campaign award.*

In your entry (750-word maximum), please be sure to include:

- The award category you are submitting the entry
- Explanation of the strategy and research, audience, goals/objectives, digital platform(s) and performance/impact in a summary (include total marketing budget, campaign duration with exact dates, campaign elements and results/metrics, including impact on sales and market share)
- Three creative samples to accompany the entry \*\*\*See "How to Enter" section on page 6.\*\*

Judges will score on the following criteria:

- **(20%) Creativity, originality, and innovation:** Does the campaign demonstrate creativity in its concept, strategy and execution? Does it showcase originality or innovation?
- **(20%) Target market relevance and promotional effectiveness:** Does the campaign clearly showcase who the target audience is? Is the campaign effective in attracting or involving the target audience? Does the content captivate and connect with the consumer?
- **(30%) Effective use of technology:** Is the content effectively tailored and targeted on the selected digital platforms? Is each platform optimized for the greatest impact?
- **(30%) Campaign effectiveness and intended impact:** Did the campaign achieve its intended objectives? Do metrics support its demonstrated impact?

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### Best Social Media Campaign

Judges will be looking for a campaign that showcases the ability to use one or more social media channels (LinkedIn, Facebook, Instagram, YouTube, Twitter, Pinterest, etc.) to achieve objectives with the successful delivery of high-quality creative content in the right place, at the right time. High marks will be given to brands that use creativity to effectively raise awareness, encourage brand recognition and boost sales. To qualify, at least 80% of total marketing spend must be on social media platforms.

In your entry (750-word maximum), please be sure to include:

- The award category you are submitting the entry
- Explanation of the strategy and research, audience, goals/objectives, social platform(s) and performance/impact in a summary (include total marketing budget, campaign duration with exact dates, target audience, campaign elements and results/metrics, including impact on sales and market share)
- Three creative samples to accompany the entry \*\*\*See “How to Enter” section on page 6.\*\*

Judges will score on the following criteria:

- **(20%) Creativity, originality, and innovation:** Does the campaign demonstrate creativity in its concept, strategy and execution? Does it showcase originality or innovation?
  - **(20%) Target market relevance and promotional effectiveness:** Does the campaign clearly showcase who the target audience is? Is the campaign effective in attracting or involving the target audience? Does the content captivate and connect with the consumer?
  - **(30%) Effective use of technology:** Is the content effectively tailored and targeted on the selected social media platforms? Is each platform optimized for the greatest impact?
  - **(30%) Campaign effectiveness and intended impact:** Did the campaign achieve its intended objectives? Do metrics support its demonstrated impact?
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### **Best Corporate Social Responsibility Campaign: Environmental/Sustainability**

Judges will be looking for a campaign that raises awareness or positive sentiment towards a more sustainable or environmentally-conscious service, product or behavior in an authentic and effective way. High marks will be given to companies or brands that can demonstrate with metrics how the campaign has increased awareness, education, and understanding, or influenced behavior towards more sustainable products or services.

In your entry (750-word maximum), please be sure to include:

- The award category you are submitting the entry
- Explanation of the strategy and research, audience, goals/objectives, social purpose statement/organizational goals, and performance/impact in a summary (include total marketing budget, campaign duration with exact dates, campaign elements and results/metrics)
- Three creative samples to accompany the entry \*\*\*See “How to Enter” section on page 6.\*\*

Judges will score on the following criteria:

- **(20%) Business-based social purpose:** Does the campaign align with the business or brand’s social purpose and organizational goals as it relates to environmental and/or sustainability issues?
  - **(20%) Leadership:** Does this campaign demonstrate leadership in sustainability or environmental consciousness?
  - **(30%) Campaign effectiveness and intended impact:** Did the campaign achieve its intended objectives? Do metrics support its demonstrated impact?
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### **Best Corporate Social Responsibility Campaign: Promoting Safe Use**

Judges will be looking for a campaign that raises awareness, understanding or education towards the safe use of self-care products in an authentic and effective way to the public. High marks will be given to

companies or brands that can demonstrate positive impact on public health.

In your entry (750-word maximum), please be sure to include:

- The award category you are submitting the entry
- Explanation of the strategy and research, audience, goals/objectives, social purpose statement/organizational goals, performance/impact in a summary (include total marketing budget, campaign duration with exact dates, campaign elements and results/metrics)
- Three creative samples to accompany the entry \*\*\*See "How to Enter" section on page 6.\*\*

Judges will score on the following criteria:

- **(20%) Business-based social purpose:** Does the campaign align with the business or brand's social purpose and organizational goals as it relates to promoting the safe use of self-care products?
  - **(20%) Leadership:** Does this campaign demonstrate leadership in a specific safe-use cause or issue?
  - **(30%) Execution:** Does the campaign masterfully mobilize audiences or attract public attention? What strategies are established to advance the cause?
  - **(30%) Campaign effectiveness and intended impact:** Did the campaign achieve its intended objectives? Do metrics support its demonstrated impact on public health?
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### Best Product Launch

Judges will be looking for a new product launch that solves an unmet consumer need through state-of-the-art product innovation and a go-to-market strategy that drives performance and achieves objectives. Entries may be for a current brand, new brand, or a line extension to an existing brand. Revitalized/re-launched brands are not eligible for entry.

In your entry (750-word maximum), please be sure to include:

- The award category you are submitting the entry
- Explanation of the strategy and research, audience, goals/objectives, innovative technology/engineering information, and performance/impact in a summary (include total marketing budget, campaign duration with exact dates, campaign elements and results/metrics, including impact on sales and market share)
- Three creative samples to accompany the entry \*\*\*See "How to Enter" section on page 6.\*\*

Judges will score on the following criteria:

- **(35%) Innovation:** Does the product sold address an unmet consumer need through first-in-class innovation? What technology and/or engineering is used to make this product ground-breaking?
  - **(30%) Execution:** Does the go-to-market strategy incorporate creativity and innovation to achieve results? Does the brand effectively communicate the product benefits to the right audience?
  - **(35%) Launch effectiveness and intended impact:** Did the launch achieve its intended objectives? Do metrics support its demonstrated impact?
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### Innovative Marketing Campaign of the Year on a Budget of Less than \$5M

Judges will be looking for a campaign that effectively uses a total marketing spend of less than \$5M to deploy novel targeting, creative execution, and content marketing strategies to achieve objectives. High marks will be given to brands that masterfully use consumer insights to craft their campaign. Entries may be for a current brand, new brand, line extension, or revitalized brand.

*Note: Only campaigns with an entire budget of less than \$5M are eligible to submit. Segmented activations of a larger brand marketing campaign do not qualify.*

In your entry (750-word maximum), please be sure to include:

- The award category you are submitting the entry
- Explanation of the strategy and research, audience, goals/objectives, and performance/impact in a summary (**must include total marketing budget of less than \$5M**, campaign duration with exact dates, campaign elements and results/metrics, including impact on sales and market share)
- Three creative samples to accompany the entry \*\*\*See “How to Enter” section on page 6.\*\*

Judges will score on the following criteria:

- **(35%) Innovation:** Does the campaign display first-in-class marketing strategies and out-of-the-box thinking? Does it showcase originality or innovation through targeting and execution?
  - **(20%) Effective use of consumer insights:** Does the campaign expertly use consumer insights to drive performance?
  - **(20%) Budget Stewardship:** Does the campaign effectively use a total marketing spend of less than \$5M?
  - **(25%) Campaign effectiveness and intended impact:** Did the campaign achieve its intended objectives? Do metrics support its demonstrated impact?
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### **Innovative Marketing Campaign of the Year on a Budget of More than \$5M**

Judges will be looking for a campaign that effectively uses a total marketing spend of more than \$5M to deploy novel targeting, creative execution, and content marketing strategies to achieve objectives. High marks will be given to brands that masterfully use consumer insights to craft their campaign. Entries may be for a current brand, new brand, line extension, or revitalized brand.

In your entry (750-word maximum), please be sure to include:

- The award category you are submitting the entry
- Explanation of the strategy and research, audience, goals/objectives, and performance/impact in a summary (**must include total marketing budget of more than \$5M**, campaign duration with exact dates, campaign elements and results/metrics, including impact on sales and market share)
- Three creative samples to accompany the entry \*\*\*See “How to Enter” section on page 6.\*\*

Judges will score on the following criteria:

- **(35%) Innovation:** Does the campaign display first-in-class marketing strategies and out-of-the-box thinking? Does it showcase originality or innovation through targeting and execution?
- **(20%) Effective use of consumer insights:** Does the campaign expertly use consumer insights to drive performance?
- **(20%) Budget Stewardship:** Does the campaign effectively use a total marketing spend of more than \$5M?

- **(25%) Campaign effectiveness and intended impact:** Did the campaign achieve its intended objectives? Do metrics support its demonstrated impact?

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## Multicultural & Inclusive Campaign of the Year

Judges will be looking for a multicultural and inclusive marketing campaign that represents a diverse audience, which may include Hispanic, African American, Asian, LGBTQ+, and/or People with Disabilities. The campaign should authentically connect the brand's commitment to diversity, equity and inclusion. The campaign also should make the diverse audience feel seen, heard, and understood, building trust and relationships for future communication.

In your entry (750-word maximum), please be sure to include:

- The award category you are submitting the entry
- Explanation of the strategy and research, audience, goals/objectives, DEI/multicultural organizational goals, and performance/impact in a summary (must include total marketing budget, campaign duration with exact dates, campaign elements and results/metrics, including impact on sales and market share)
- Three creative samples to accompany the entry \*\*\*See "How to Enter" section on page 6.\*\*

Judges will score on the following criteria:

- **(30%) Diversity:** Does the campaign portray a diverse audience/community? Are the materials culturally appropriate and relevant?
- **(30%) Authenticity:** Does the campaign authentically represent its audience with cultural insights, depth and empathy?
- **(40%) Impact:** Does the campaign have a cultural impact in terms of raising awareness and exposure? Does it challenge viewers to reject conventional cultural stereotypes? Does it highlight the minority group's benefit to society? Do metrics support its demonstrated impact?

## How to Enter

Complete your entry form online at [chpa.org/marketingawards](https://chpa.org/marketingawards) using the above guidelines and submit no later than **5 p.m. ET on Friday, July 30.**

1. Your award entry may not be longer than 750 words.
2. You will be asked to submit up to three creative examples that support your entry, which may include campaign graphics, ads, mailers, videos, etc. Please ensure your supportive materials are not extremely large files (Over 100 MB).
3. You will be asked to submit payment after your entry is complete (\$149 per entry).

## Judging Information

After entries are submitted, a panel of esteemed judges from industry, retail, media, and academia will begin a thorough scoring process to select the top three finalists per category. Scoring of entries will be made solely at the discretion of the judges and their decisions will be final. The winners are not known until the night of the Gala. Any judge who has a potential conflict of interest will not be allowed to judge that entry.

## Representation at CHPA Educational Foundation Gala

Each award finalist must be represented during the virtual awards presentation ceremony on November 17, 2021. [Visit chpa.org/gala](http://chpa.org/gala) for information on purchasing your virtual ticket to the event.

**Questions?** Contact Mary Leonard at [mleonard@chpa.org](mailto:mleonard@chpa.org) or 202.429.3518.