

CHPA Educational Foundation Gala 2022 U.S. Self-Care Marketing Awards



ENTRY INFORMATION GUIDE

Overview

At this year's Gala on November 16, 2022, the CHPA Educational Foundation will present the 2022 U.S. Self-Care 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. This year, we have broken out the categories more specifically to highlight winners among large brands, as well as winners among small to mid-sized brands.

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

- Best Digital Campaign on a Brand Budget of Less than \$5M*
- Best Digital Campaign on a Brand Budget of More than \$5M**
- Best Product Launch Campaign on a Brand Budget of Less than \$5M*
- Best Product Launch Campaign on a Brand Budget of More than \$5M**
- Innovative Marketing Campaign of the Year on a Brand Budget of Less than \$5M*
- Innovative Marketing Campaign of the Year on a Brand Budget of More than \$5M**
- Best Overall Social Media Campaign
- Best Overall Corporate Social Responsibility Initiative Promoting Safe Use
- Best Overall Multicultural and Inclusive Campaign
- People's Choice Award
 - To be voted on via social media prior to the event. All finalists will be listed.

**Total brand marketing budget must be under \$5M, not just the specific campaign's marketing budget.*

***Total brand marketing budget must be over \$5M, not just the specific campaign's marketing budget.*

A diverse panel of judges will independently score the entries and select three finalists for each award (*except for the People's Choice Category; see page 6 for more information*). All winners will be announced during the Gala on November 16.

See page 6 for guidance on how to submit your entry.

Entry Deadline

All entries must be submitted by **5pm ET on Friday, July 1.**

Entry Fee

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

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 for a CHPA manufacturer company; an associate member may not submit a nomination showcasing work with a non-member.
3. The self-care marketing campaign must be a U.S.-based campaign.
4. To be eligible, the campaign must have been active during 2021 to qualify for the 2022 awards. Qualifying campaigns must have been active for at least part of the eligibility period.
5. **New in 2022:** One company may not submit more than 9 nominations.
6. **New in 2022:** Only one campaign is permitted to be entered per category per member company.
7. **New in 2022:** A member company may not submit the same campaign across several categories.
8. **New in 2022:** For the “Under \$5M” categories, the ENTIRE brand marketing budget must be under \$5M, not just this specific campaign’s budget. This means larger brands with total marketing budgets over \$5M are not permitted to enter the “Under \$5M” categories, even if the specific campaign budget was under \$5M.
9. **New in 2022:** Judges encourage companies to include actual sales figures to be able to more easily identify the impact of the campaign. If you are unable to include sales figures, please explain why in your nomination. Sales figures will not be made public.
10. If there are any parts of your entry that should remain confidential (ex: budget, sales, market share), please specify in your entry.
11. If your entry does not include all the award requirements specified, it will not be judged.
12. Each award finalist must be represented during the awards presentation ceremony at the Plaza on November 16, 2022.

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.

Best Digital Campaign is split into two categories: companies with an overall brand marketing budget of less than \$5M and companies with an overall brand marketing budget of more than \$5M.

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

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

- Explanation of the strategy and research, audience, goals/objectives, digital platform(s) and performance/impact in a summary (**must include total brand marketing budget and total campaign 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

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 Product Launch Campaign

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.

Best Product Launch Campaign is split into two categories: companies with an overall brand marketing budget of less than \$5M and companies with an overall brand marketing budget of more than \$5M.

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

- Explanation of the strategy and research, audience, goals/objectives, innovative technology/engineering information, and performance/impact in a summary (**must include total brand marketing budget and total campaign 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

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

Judges will be looking for a campaign that effectively deploys 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.

Innovative Marketing Campaign of the Year is split into two categories: companies with an overall brand marketing budget of less than \$5M and companies with an overall brand marketing budget of more than \$5M.

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

- Explanation of the strategy and research, audience, goals/objectives, and performance/impact in a summary (**must include total brand marketing budget and total campaign 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

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?
- **(30%) Effective use of consumer insights:** Does the campaign expertly use consumer insights to drive performance?
- **(35%) Campaign effectiveness and intended impact:** Did the campaign achieve its intended objectives? Do metrics support its demonstrated impact?

Best Overall Social Media Campaign

Judges will be looking for a campaign that showcases the ability to use one or more social media channels (LinkedIn, Facebook, TikTok, 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:

- Explanation of the strategy and research, audience, goals/objectives, social platform(s), and performance/impact in a summary (**must include total campaign 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

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?

Best Overall Corporate Social Responsibility Initiative: 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 a positive impact on public health.

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

- Explanation of the strategy and research, audience, goals/objectives, social purpose statement/organizational goals, performance/impact in a summary (**must include total campaign marketing budget**, campaign duration with exact dates, campaign elements, and results/metrics)
- Three creative samples to accompany the entry

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?

Best Overall Multicultural and 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:

- Explanation of the strategy and research, audience, goals/objectives, DEI/multicultural organizational goals, and performance/impact in a summary (**must include total campaign 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

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?

People's Choice Award

On October 11, CHPA will announce on its social media pages the three finalists in each category alongside a sizzle reel highlighting the key points of each campaign. Issued together with the announcement will be a URL to a landing page where the general public may vote for their favorite campaign overall. Voting will begin immediately and end at midnight on November 8. The campaign with the most votes will be announced the night of the Gala alongside the other awards. Members are encouraged to promote their campaign as they desire.

How to Enter

Complete your entry form online at chpa.org/marketingawards using the above guidelines and submit no later than **5 p.m. ET on Friday, July 1.**

1. Your award entry may not be longer than 750 words.
2. You will be asked to submit a 150-word campaign description to inform the finalist sizzle reel should your company be chosen as a finalist.
3. You will be asked to submit up to three creative examples that support your entry, which may include campaign graphics, ads, mailers, videos, etc. Summary videos are acceptable, but metrics reports are not acceptable as a creative asset. Please ensure your supporting materials are not extremely large files (Over 1 GB).
4. 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.

Finalist Information

Finalists and winners may opt into additional publicity through a social media toolkit, as well as request photo and video clips during the event itself of award acceptance speeches. Finalists and winners are encouraged to promote their campaign as they desire.

Representation at CHPA Educational Foundation Gala

Each award finalist must be represented during the awards presentation ceremony at the Plaza on November 16, 2022.

Visit chpa.org/gala for information on purchasing your virtual ticket to the event.

Questions? Contact Mary Leonard at mleonard@chpa.org or 202.429.3518.