

PM360 TRAILBLAZER AWARDS 2012

General Instructions

Who May Nominate

Anyone can submit a nomination under any category. To determine who or what may be nominated, see the instructions for each type of award.

List of Categories

For a summary of Trailblazer Award categories, see the listing at the end of this document, and check the Call for Entries at www.pm360trailblazerawards.com/online_form.php for changes, updates, and clarifications.

Eligibility

Initiatives, achievements, programs, and other work conducted between June 15, 2011 and April 30, 2012, are eligible. Some of the work must have occurred during this time, but it need not necessarily have been started or completed during the eligibility period.

How to Apply

1. *Prepare an Application Statement* for the judges. In a Word document (.doc, .docx, or .rtf) of *at least* 300 words, the statement should detail merits of the nominee. See the “Application Statement Instructions for Each Type of Award” below for guidance.
2. *When the Application Statement is ready:*
 - Go to www.pm360trailblazerawards.com/online_form.php. Fill out the online entry form. Be sure to specify the proper award type (Company, Brand Champion, Initiative, Marketer of the Year, and Lifetime Achievement) and category. Enter and confirm entry-fee payment information.
 - Submit the form and payment online, supplying the Application Statement as an attachment. Any electronic supplementary materials (up to 5MB total) may also be supplied as attachments. Please record the Entry ID number for future reference.
3. Other supplementary materials may be submitted in accordance with the rules below.

How to Submit Supplementary Materials

Although supplementary materials are not required, we invite you to submit any supplementary materials you think will strengthen your case. These materials may include visual materials, samples, testimonials, charts and diagrams, promotional materials such as binders and sales kits, DVDs, CDs, etc. Be sure to label each supplementary item so it can be readily matched with your entry. Mailed items should be labeled with the entry I.D. number supplied to you with your online submission.

- **Supplementary Materials on the Web.** Electronic supplementary materials can, of course, be made available on the web simply by supplying the appropriate URL.
- **Electronic Submission.** Electronic files under about 5MB can be submitted as attachments along with your application. Larger electronic files can be uploaded to our ftp site at pm360.brickftp.com. Please contact Jon Brulloths at jon.brulloths@pm360online.com for ftp details. Materials can also be faxed to 866-811-7599.
- **Submission by Mail.** Please send *three* copies of each supplementary item that cannot be sent electronically so that we can forward them to each of our three judges. Mail to PM360 magazine, AMS Group, LLC, 72-11 Austin Street, Box 296, Forest Hills, NY 11375. Mailed items should be labeled with the Entry ID Number supplied to you with your online submission

Confidentiality

Any proprietary data submitted will be kept *strictly confidential*. Any information about winners will be published subject to final approval by the winner.

Entry Fee

There is an entry fee of \$250 for *each entry submitted*. Please note that there may be a penalty for late entries.

Deadline for Entries

Entries must be submitted by April 30, 2012.

One Nominee in Multiple Categories

One nominee may be entered in more than one category. However, each such entry requires a separate entry fee, entry form, and statement, plus supplementary materials for each category entered. If supplementary materials are sent by mail, you must send three copies of each item for each category entered.

Categorization Changes

Please note that *PM360* reserves the right to change the category in which an entry will be judged. These changes are made only to ensure that an entry better fits its category and/or make the entry more competitive.

Judging Process

Entries will be judged and the winners selected by the PM360 Editorial Advisory Board, representing a wide range of expertise in client and agency healthcare marketing.

Trailblazer Company of the Year Awards

I. Judging Criteria

There are three criteria on which companies may be judged:

Innovation in Marketing and Advertising: Companies that have excelled in innovation across the board in the areas of advertising, sales, public relations, and communication or have taken steps to foster innovation in these areas.

Talent Development: Companies that have a record of attracting the best talent and have found ways to keep them, by supporting education and career development, creating a good work environment, and offering competitive salary and benefits.

Social Responsibility: This includes patient access, civic and global involvement, and environmental consciousness. Companies that have found ways to increase patient access to medication or medical care, that have been good citizens of their communities (through philanthropy, educational outreach, promotion of human rights, and cooperation with civic, humanitarian, or governmental organizations), or that have taken steps to save energy, convert to greener processes, or promote environmental goals.

II. Application Statement

Please make sure to display the following information at the top of the application statement:

Award Category: Company of the Year

Award Subcategory: [Pharma/Biotech, Device, Agency, or Vendor]

Nominee: [Name of company]

List of Supplementary Materials and Means of Transmission:

[List of all supplementary materials, electronic and non-electronic, to assist the judges in identifying the relevant materials. This is important since without this information on the application the judge has no easy way knowing that there are supplementary materials.]

Please include the Following Information in the Statement:

- Describe company's size and what it does.
- To make your application as competitive as possible, we suggest that you argue for achievement in all of the three areas listed under "Judging Criteria" above: Innovation in Marketing and Advertising, Talent Development, and Social Responsibility.
- For each criterion you choose, describe the range of the company's initiatives in this area in some detail. The following kinds of information are relevant:
 - The objective of the initiative.
 - The magnitude of the company's efforts (e.g., in terms of time or money spent or the number of employees or departments involved, if this information is available).
 - Any evidence you can provide of the effectiveness of the initiative (e.g., positive press coverage of the company's civic activity, employee achievement or retention rates, testimonials, etc.).
- Where appropriate, include comparative data that demonstrates the company's superiority to its peers.

Trailblazer Brand Champion Awards

Awarded to members of the brand team who make significant contributions, including (but not limited to) brand or marketing managers or directors.

I. Judging Criteria:

Candidates for brand champion will be judged on innovation, leadership, ability to communicate, and analytical and organizational skills.

II. Application Statement

Please Display The Following Information At The Top Of The Application Statement:

Award Category: Brand Champion

Disease Class: [e.g., Cardiology or Women's Health]

Nominee: [Name of brand or marketing manager]

List of Supplementary Materials and Means of Transmission: [List of all supplementary materials, electronic and non-electronic, to assist the judges in identifying the relevant materials. This is important since without this information on the application the judge has no easy way knowing that there are supplementary materials.]

Include The Following Information In The Statement:

1. Present an overview of the marketing programs the nominee was involved in and what his or her role in those programs was.
2. Describe the contribution of the nominee to their success. In particular: Emphasize the leadership skills shown by the nominee and any features of the programs that were innovative, challenging, or that demonstrate analytical or organizational skills.
3. Explain how the brand(s) or product(s) marketed benefitted patients (increased lifespan, quality of life, etc.).
4. If you have evidence of the effectiveness or success of the programs, please provide. Be specific and provide quantitative data wherever possible. Although we realize some information about performance will be proprietary, provide us with the best evidence you can of the programs' effectiveness.

Trailblazer Marketer of the Year

I. Judging Criteria:

The Marketer of the Year will be an innovative game changer who has transformed his or her company, the industry, or the state of disease diagnostics or treatment.

II. Application Statement

Please Display The Following Information At The Top Of The Application Statement:

Award Category: Marketer of the Year

Nominee: [Name of person being nominated for this award]

List of Supplementary Materials and Means of Transmission: [List of all supplementary materials, electronic and non-electronic, to assist the judges in identifying the relevant materials. This is important since without this information on the application the judge has no easy way knowing that there are supplementary materials.]

Include The Following Information In The Statement:

1. Present an overview of the changes that the nominee was involved in or initiated and how those changes have transformed his or her department or company or the fields of pharmaceutical/biotech/medical device marketing or disease diagnostics or treatment.
2. If you have evidence of the success of the nominee in effecting change, please provide. Be specific and provide quantitative data wherever possible. Although we realize some information about performance will be proprietary, provide us with the best evidence you can of the marketer's influence and effectiveness.

Trailblazer Initiative Awards

I. Judging Criteria:

Initiatives will be judged on content, format, success in reaching targeted audience, and overall quality.

II. Application Statement

Please Display The Following Information At The Top Of The Application Statement:

Award Category: Initiative

Type of Initiative: [for example, Product Launch or Unbranded Campaign]

Nominee: [Name or Title of the initiative]

List of Supplementary Materials and Means of Transmission: [List of all supplementary materials, electronic and non-electronic, to assist the judges in identifying the relevant materials. This is important since without this information on the application the judge has no easy way knowing that there are supplementary materials.]

Include The Following Information In The Statement:

1. Describe the goal(s) of the initiative in terms as specific as possible. In addition, identify the target audience. If the goal is a challenging one, explain why.

2. Describe in detail how the initiative was crafted to meet its goals. In particular, describe in detail the strategy, planning, and execution. Emphasize those elements that were especially challenging or that demonstrate skill or originality. Include the budget of the project.
3. Present convincing reasons explaining why the initiative was successful relative to its goals and also its cost-effectiveness.

Trailblazer Lifetime Achievement Award

I. Judging Criteria:

Recognizing the senior healthcare marketer who has transformed the business through leadership, wide-ranging influence, and original contributions.

II. Application Statement

Please Display The Following Information At The Top Of The Application Statement:

Award Category: Lifetime Achievement Award

Nominee: [Name of person being nominated for this award]

List of Supplementary Materials and Means of Transmission:

[List of all supplementary materials, electronic and non-electronic, to assist the judges in identifying the relevant materials. This is important since without this information on the application the judge has no easy way knowing that there are supplementary materials.]

Please Include The Following Information In The Statement:

1. Present an overview of the impact on the industry of the nominee's activities over an entire lifetime.
2. Please provide evidence of the nominee's effect of these activities on the industry. Be specific and provide quantitative data wherever possible. Although we realize some information about performance will be proprietary, provide us with the best evidence you can of the marketer's influence and effectiveness.

The **PM360 Trailblazer Awards** recognize outstanding achievement and innovation in healthcare marketing in five award categories.

- **Trailblazer Company of the Year Awards**
- **Trailblazer Brand Champion Awards**
- **Trailblazer Marketer of the Year Award**
- **Trailblazer Initiative Awards**
- **Trailblazer Lifetime Achievement Award**

Entries will be judged and the winners selected by the PM360 Editorial Advisory Board. Any member of a pharmaceutical product team, agency, supplier, or vendor can submit a nomination under any category. All award winners will be published in the November 2012 issue of PM360.
Any proprietary data submitted will be kept strictly confidential.



**MAKE YOUR
NOMINATIONS
TODAY!**

DEADLINE FOR ENTRIES IS APRIL 30, 2012

NEW IN 2012

Trailblazer Lifetime Achievement Award

FIVE ENTRY CATEGORIES

I. TRAILBLAZER COMPANY OF THE YEAR AWARDS

The Trailblazer Company of the Year Awards honor the top company of the year in each of the following three categories:

- Best Pharma/Biotech Company
- Best Medical Device Company
- Best Advertising Agency (Healthcare, DTC, Interactive)
- Best Supplier (to Healthcare Manufacturers)

Nomination Criteria:

Nominees in each of the three categories will be judged on a combination of the following criteria:

- Innovation in Marketing or Advertising
- Development and Retention of Talented Employees
- Social Responsibility, including Philanthropy, Patient Access, Civic and Global Involvement, Environmental Consciousness

2. TRAILBLAZER BRAND CHAMPION AWARD

The Brand Champion Awards honor any member of the brand marketing team who has initiated groundbreaking marketing strategies and tactics in 14 categories. Nominees must be exceptional contributors who display outstanding leadership, innovation, creativity, and a dedication to improving patients' lives.

- Autoimmune
- Cardiology
- Central Nervous System
- Dermatology
- Diabetes/Metabolic Disorders
- Gastrointestinal
- Hematology/Oncology
- Infectious Disease
- Medical Device
- Men's Health
- Ophthalmology
- Pain/Inflammation
- Respiratory
- Women's Health

Nomination Criteria:

Nominees in each disease category will be judged on a combination of the following criteria:

- The skill, dedication, and innovation shown in the nominee's work and in the marketing programs he or she initiated.
- Evidence of the effectiveness or success of the programs with a description of the programs and the challenges that were overcome.

3. TRAILBLAZER MARKETER OF THE YEAR AWARD

The Marketer of the Year Award recognizes an outstanding person who has changed the landscape at his or her company or in the field of pharmaceutical, biotech, or medical device marketing.

4. TRAILBLAZER INITIATIVE AWARDS

The Initiative Awards honor marketing innovation in any of the following categories.

- Best Product Launch
- Best DTC Campaign
- Best DTP Campaign
- Best Professional Campaign
- Best Unbranded Campaign
- Best Interactive Marketing Program
- Best Persistence Program
- Best Professional Website/Online Initiative
- Best Consumer Website/Online Initiative
- Best PR Campaign
- Best Video
- Best App
- Best Self-Promotion
- Best Social Media Campaign
- Best Direct Mail Campaign

Nomination Criteria:

Nominees in each category will be judged on a combination of the following criteria:

- The challenges the initiative had to overcome.
- The skill, innovation, quality of planning, and implementation with which the initiative was designed to meet its goals.
- Evidence of the effectiveness or success of the initiative.

5. TRAILBLAZER LIFETIME ACHIEVEMENT AWARD

Recognizing the senior healthcare marketer who has transformed the business through leadership, wide-ranging influence, and original contributions.

ACCESS THE ENTRY FORM ONLINE AT: www.PM360trailblazerawards.com/online_form.php

The entry fee for each nomination made in any of the Trailblazer Award categories is \$250. The deadline for entry is 4/30/2012. Payment can be made by check or PayPal.