# PM360 Trailblazer Awards 2015

## 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, check the Call for Entries at <http://www.pm360online.com/trailblazerawards/> for changes, updates, and clarifications.

### Eligibility

Initiatives, achievements, programs, and other work conducted between May 1, 2014 and May 1, 2015 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

General instructions for entering and links to the online entry form are at <http://www.pm360online.com/trailblazerawards>. They are repeated here in a little more detail.

1. *Prepare an Application Statement* for the judges. In a Word document (.doc, .docx, or .rtf), the statement should detail merits of the nominee. There is no maximum length, but it should be at least 300 words. See the “Application Statement Instructions for Each Type of Award” below for guidance.

2. *When the Application Statement is ready*:

* Go to the Online Entry Form link at the above URL and 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), the category, and the name of the nominee. Note that if you’re nominating a company, the nominee is a company. If you’re nominating an initiative, the nominee is the name of the initiative. If you’re nominating for one of the person awards, the nominee is a person. Enter and confirm entry-fee payment information.
* Submit the form and payment online, supplying the Application Statement where requested. 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, USB drives, 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 to the judges on the web simply by supplying the appropriate URL in the application statement.
* **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 for that category. These should be in ***three physical packages*** we can directly forward to the 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 $300 for *each entry submitted.* Please note that there is a $150 penalty fee for late entries submitted after the deadline.

#### Deadline for Entries

Entries must be submitted by May 15, 2015.

#### 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

These are the criteria on which companies may be judged:

**Innovation:** Companies that have excelled in innovation across the board, including drug discovery, commercialization, market development, post-approval marketing, advertising, public relations, and communications, 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 note that the category Specialty Pharma/Biotech is defined as a biopharmaceutical company whose principal products are prescribed by specialty physicians for patients with critical illnesses.

##### PLEASE DISPLAY THE FOLLOWING INFORMATION AT THE TOP OF THE APPLICATION STATEMENT:

*Award Category*: Company of the Year

*Award Subcategory*: [Pharma/Biotech, Specialty Pharma/Biotech, Device, Agency, or Supplier/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. IMPORTANT: Without this information on the application the judge has no way of knowing that there *are* supplementary materials.]

##### Please include the Following Information in the Statement:

* Describe the 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, 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. This could include business outcomes like growth, increased revenue, cost savings, and improvement in process or customer satisfaction. It could also include 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.

* The *Innovation* Brand Champion award is given to marketing game-changers whose marketing innovations have an impact that extends across multiple disease categories.
* The *Managed Markets* Brand Champion award is given to marketers who have developed effective strategies for achieving profitable, integrated access to major payers in the managed markets environment.
* The rest of the Brand Champion categories all correspond with a specific therapeutic area. The nominee does not have to work exclusively in the therapeutic area that he/she is being nominated for, but they must have worked on at least one brand in that area between May 1, 2014 and May 1, 2015. The application statement should also focus on their work in that therapeutic area.

### II. Application Statement

##### PLEASE DISPLAY THE FOLLOWING INFORMATION AT THE TOP OF THE APPLICATION STATEMENT:

##### Please display the following information at the top of the application statement:

*Award Category*: Brand Champion

*Disease Class*: [e.g., Cardiology or Managed Markets]

*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. IMPORTANT: Without this information on the application the judge has no way knowing that there *are* supplementary materials.]

##### Please address the following questions in your Statement:

1. What marketing programs was the nominee involved in? Describe the programs and what his or her role in those programs was. Include any challenges the nominee had to overcome.

2. What features of the programs were innovative?

3. How did the nominee contribute to the programs’ success? Emphasize the leadership skills of the nominee, their readiness to innovate, and/or their analytical or organizational skills.

4. How did the brand(s) or product(s) marketed benefit patients? (e.g., how did it increase lifespan, quality of life, etc.).

5. What evidence of the effectiveness or success of the programs is there? Although we realize some information about performance will be proprietary, provide us with the best evidence you can of the programs’ effectiveness, ideally specific and quantitative data (ROI, click-through rates, etc.).

## 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. IMPORTANT : Without this information on the application the judge has no way of knowing that there *are* supplementary materials.]

##### Please address the following questions in your Statement:

1. What major changes did the nominee initiate or play a role in? Explain how these changes have transformed his or her department or company, or the fields of pharmaceutical/biotech/medical device marketing or disease diagnostics or treatment.

2. What evidence of the effectiveness or success of the nominee in effecting change do you have? 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. IMPORTANT: Without this information on the application the judge has no way of knowing that there *are* supplementary materials.]

##### Please address the following questions in your Statement:

1. What were the goals of the initiative? Please be as specific as possible. In addition, identify the target audience. If the goal is a challenging one, explain why.

2. How was the initiative 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. Why was the initiative successful relative to its goals? What reason is there to think it was cost-effective? How did you measure the success of the program? Please provide as much quantitative data as possible (ROI, click-through rates, etc.)

## 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. IMPORTANT: Without this information on the application the judge has no way of knowing that there *are* supplementary materials.]

##### Please address the following questions in the Statement:

1. What major changes did the nominee initiate or play a role in? Explain how these changes have transformed his or her department or company, or the fields of pharmaceutical/biotech/medical device marketing or disease diagnostics or treatment.

2. What evidence of the nominee’s impact on the industry to you have? Although we realize some information about performance will be proprietary, provide us with the best evidence you can of the nominee’s impact across his lifetime.