



RECOGNISING EXCELLENCE

IN THE AUSTRALIAN

PHARMACEUTICAL

INDUSTRY

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AJP

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AJP AWARD CATEGORIES

Product Categories

Best Ethical Product

The Best Ethical Product will have demonstrated its innovation and therapeutic value in the treatment or management of a major condition, or one that affects a wide section of the population.

Best Pharmacist-only (S3) Product

The Best Pharmacist-only (S3) Product will have demonstrated innovation and therapeutic value in the treatment or management of a common condition. It will also demonstrate a track record of success with pharmacy in terms of launch (new product or reschedule), sales, sales support, marketing and communication with pharmacists.

Best Pharmacy (S2) Product

The Best Pharmacy (S2) Product will have demonstrated innovation and therapeutic value in the treatment or management of a common condition. It will also demonstrate a track record of success with pharmacy in terms of launch (new product or reschedule), sales, sales support, marketing and communication with pharmacists and pharmacy assistants.

OTC Open Product

The Best OTC Open (or unscheduled) Product will have demonstrated innovation and value to health and wellbeing, as well as success through pharmacy in terms of launch, sales support, marketing and communication with pharmacists and pharmacy assistants.

Best Complementary Medicines Health Product

The Best Complementary Medicines Health Product will have demonstrated innovation and value in supporting health and wellbeing, and its success through pharmacy in terms of launch, sales support, marketing and communication with pharmacists and pharmacy assistants.

Judging criteria

↻ Therapeutic value ↻ Population benefit ↻ Product innovation ↻ Demonstrated success in communicating with community pharmacy, other healthcare professionals and, where applicable, patients/consumers.

Entry Form and Guide to Entering the AJP Awards follow.

Advertising Categories

Entry is not required in these categories:

- Best AJP Cover
- Best Advertising Campaign
- Best Single Advertisement

PR & Health Promotion Categories

Best Pharmacy Public Relations Campaign

The Best Public Relations Campaign will have demonstrated success in meeting its clear objectives through a consistent, innovative and planned integrated marketing and communications campaign—for a product or service—involving community pharmacy.

Best Pharmacy Health Promotion

The Best Pharmacy Health Promotion will have demonstrated success in meeting its clear objectives of promoting awareness or behavioural change relating to an important health message to the community and involving community pharmacy.

Judging criteria

↻ Clear objectives ↻ Measureable results ↻ Planning ↻ Innovation ↻ Quality of ancillary materials produced

Entry Form and Guide to Entering the AJP Awards follow.

Packaging & Labelling Category

PDL Award for Ethical Packaging and Labelling

This award will be presented for the prescription product whose packaging and labelling demonstrates clear benefits to the pharmacist in terms of product identification and accurate dispensing, and to the patient in terms of compliance and the quality use of medicines.

Judging criteria

↻ Prominence of product name and strength, batch number, expiry date, storage conditions, barcode, dosage instructions, Aust L and Aust R numbers ↻ Adequate space for the pharmacist's label ↻ Packaging colour and design ↻ Internal packaging, tamper evident packaging, and other labelling features such as a diagram of the product, will also be considered.

Entry Form and Guide to Entering the AJP Awards follow.

How to Enter

Who is eligible to enter the AJP Awards?

Manufacturers, or their advertising agencies or public relations companies, can enter a product, promotion or campaign launched between 1 July 2008 and 30 June 2009 into a category in which they are eligible.

Note: Products do not have to be advertised in the AJP to be entered.

How do you submit an entry?

Complete the Entry Form (opposite) or visit www.appco.com.au. Once you have completed the form and attached relevant material, fax, email or mail your entry to Carla Tardini at APPco.

Entries close Friday, 17 July 2009. Incomplete entries will not be included in the judging.

AJP AWARDS 2009 ENTRY FORM

PLEASE COMPLETE AND RETURN BY FAX OR MAIL TO:

AJP AWARDS, APPco, Level 5, 8 Thomas Street, Chatswood NSW 2067

FAX: (02) 8117 9511

Product Name _____

Release Date _____

CATEGORY:

- Best Ethical Product
- Best Pharmacist-only (S3) Product
- Best Pharmacy-only (S2) Product
- Best OTC Open Product
- Best Complementary Medicines Health Product
- PDL Award for Ethical Packaging and Labelling
- Best Pharmacy Public Relations Campaign
- Best Pharmacy Health Promotion

NAME OF COMPANY MAKING THIS SUBMISSION:

Company _____

Contact name _____

Position _____

Address _____

Telephone _____

Fax _____

Email _____

PLEASE ENSURE YOU SEND ALL RELEVANT SUPPORTING DOCUMENTS

as outlined in the Guide to Entering the AJP Awards

DEADLINE FOR ENTRIES: Friday, 17 July 2009

WE ALSO NEED TO KNOW:

Manufacturer _____

Contact name _____

Telephone _____

Email _____

Advertising agency _____

Contact name _____

Telephone _____

Email _____

Public Relations company _____

Contact name _____

Telephone _____

Email _____

AJP Awards 22nd Anniversary Gala Dinner

PLEASE COMPLETE:

Join us to celebrate the AJP Awards at Harbours Edge Events Centre, Darling Harbour on Thursday, 10 September 2009. Tickets are \$175 (incl. GST) each or book a table of 10 for only \$1,575 (incl. GST) and save the cost of one ticket.

If you are interested in attending, please indicate below:

- Please reserve a table of 10
- Please reserve _____ individual places
- Company _____

Contact name _____

Telephone _____ Fax _____ Email _____

Table seating arrangements are at the discretion of APPco.

GUIDE TO ENTERING THE AJP AWARDS

Entering the AJP Awards is easy and does not require much time nor effort.

The following is designed to assist companies wishing to enter the AJP Awards.



PRODUCT CATEGORIES

(Ethical, S3, S2, OTC open, Complementary)

Products can be entered if they have been launched, undertaken significant changes or have been rescheduled during the judging period (1 July 08 to 30 June 09).

An Entry Form should be completed and submitted for each product and include:

- | | Checklist |
|---|-----------------------|
| 1. The product in its usual packaging. | <input type="radio"/> |
| 2. JPG or TIFF images (min 300dpi) of the product and manufacturer's logo. | <input type="radio"/> |
| 3. A statement of one page or up to 500 words explaining the use of the product, its role in treatment, and why it should win the category. This should be largely possible by <i>copying and pasting from existing company/product documents</i> . The only original information on this page needs to be <i>one or two paragraphs</i> arguing why it should win the category. | <input type="radio"/> |
| 4. A summary of key events and activities that played a role in the product's success during the judging period (July 08 to June 09). This can include a description of marketing, promotions, PR/communication with stakeholders and education involving stakeholders (especially community pharmacy). Once again, this should be possible by <i>simply copying and pasting from existing documents</i> . Limit this to two pages (say, 1000 words max). | <input type="radio"/> |

Meet the judging criteria by ensuring the statements address:

- therapeutic value (add a research paper if this helps, or reference appropriate research papers as evidence);
- population benefit (how many people have the condition whose needs are not satisfactorily met); and
- product innovation (are there any mitigating factors in treatment which the product solves through its innovation?).

PR & HEALTH PROMOTION CATEGORIES Campaigns can be entered if they have been largely implemented during the judging period (1 July 08 to 30 June 09). An Entry Form should be completed and submitted for each campaign and include:	Checklist	PDL AWARD FOR ETHICAL PACKAGING AND LABELLING Packaging for prescription products can be entered if it is new or has been amended during the judging period (1 July 08 to 30 June 09) An Entry Form should be completed and submitted for each entry and include:	Checklist
1. JPG or TIFF images (min. 300dpi) reflecting the campaign (must have product image if campaign is product-based).	<input type="radio"/>	1. The product in its usual packaging.	<input type="radio"/>
2. Example of the product in its usual packaging if the campaign is product-based, or a clear explanation of the service if it's a service-based campaign.	<input type="radio"/>	2. JPG or TIFF images (min 300dpi) of the product's packaging and manufacturer's logo.	<input type="radio"/>
3. A statement with situation analysis (the situation leading to the PR or health promotion campaign or program), communication goals and summary of execution plan. This need be no longer than one page (500 words) and should be largely possible by <i>cutting and pasting from existing documents</i> .	<input type="radio"/>	3. A supporting statement of no more than 500 words outlining the benefits of the packaging; any research (including feedback from pharmacists or their member groups) conducted for the packaging (before and after completing package design); and why the packaging should be considered for the award.	<input type="radio"/>
4. A statement containing evidence of results and analysis (how well did it work?)	<input type="radio"/>	Make sure the statement addresses the following elements for judging: ➤ product name and strength; ➤ batch number, expiry date, storage conditions; ➤ barcode; ➤ dosage instructions; ➤ packaging colour and design; ➤ AUST L and AUST R numbers; ➤ space for pharmacist label; ➤ internal packaging; ➤ tamper-evident packaging; and ➤ general diagram and/or visual depiction of product	
5. Examples of materials produced as addenda (ie: press releases, copies of articles, brochures, videos etc).	<input type="radio"/>		
Meet the judging criteria by ensuring the statements address: ➤ clear objectives (demonstrate there was a clear point to the campaign); ➤ measurable results (demonstrate results measured against objectives); ➤ planning (demonstrate an indication of the 'plan' and its implementation); and ➤ innovation (highlight innovative aspects of the plan).		To further discuss your entry and any other issues relating to the AJP Awards, contact APPco's Promotions Coordinator, Carla Tardini on (02) 8117 9510 or AJP Editor, Matthew Eton on (02) 8117 9542.	