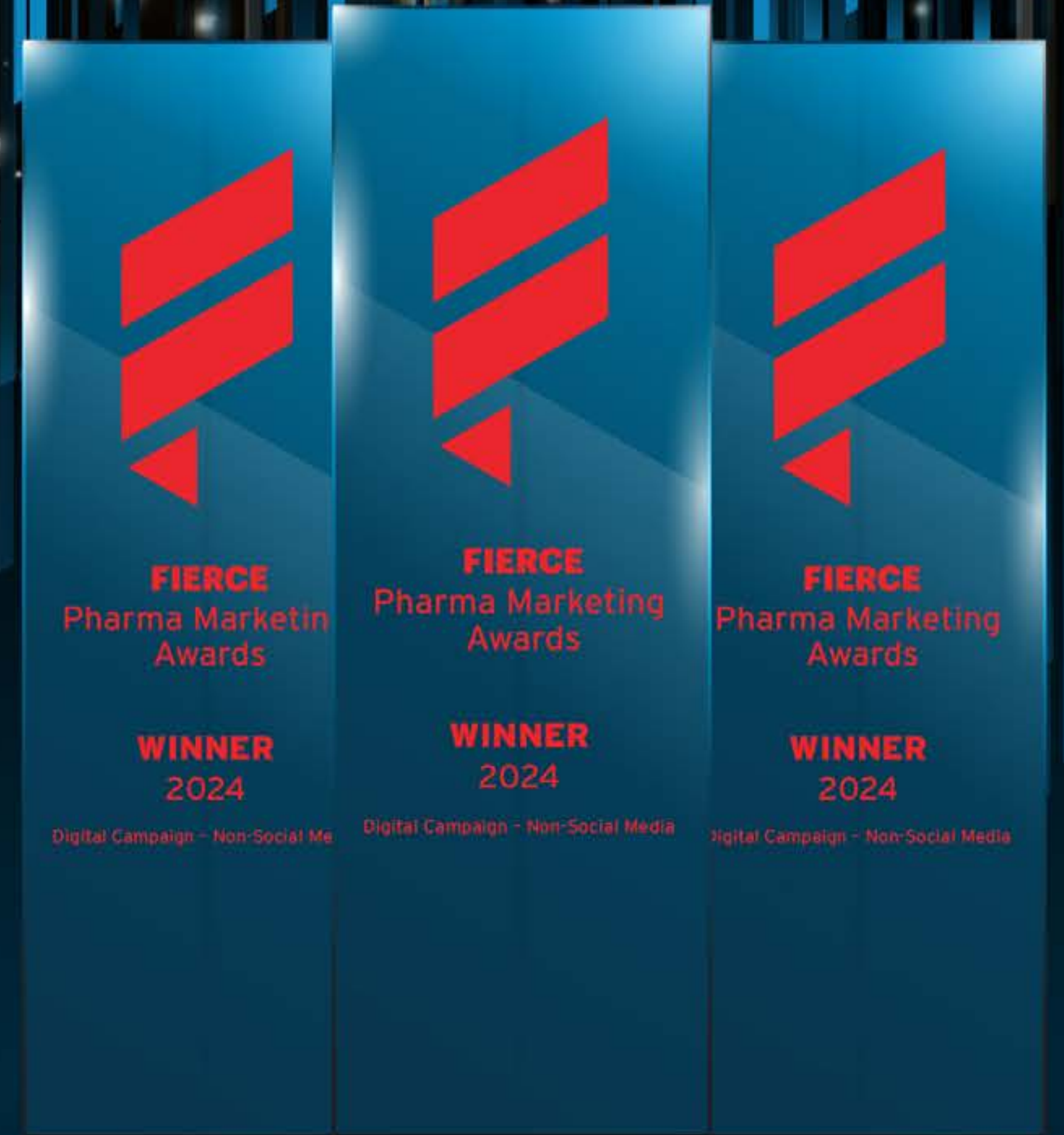




ENTRY KIT

All you need to know about participating.





Toasting Trailblazers in Pharma Marketing

The Fierce Pharma Marketing Awards honors leadership, vision, innovation, and strategic accomplishments within the pharma marketing and advertising community. Award winners are recognized and spotlighted for their outstanding achievements within this industry over the last year.

CATEGORIES

- Agency of the Year
- Digital Campaign - Non-Social Media
- Innovation Challenge
- Medical Conference or Event Marketing
- Multicultural Campaign
- New Brand Launch
- Online Video or Film
- Pharma TV
- Podcast or Audio
- Print for Consumer
- Professional Marketing
- Public Relations Campaign
- Social Media for Consumer
- Website for Consumer

CRITERIA

The criteria for each category can be found [here](#).



FREQUENTLY ASKED QUESTIONS

What do winners receive?

- A distinguished 2024 Award, presented at the Fierce Pharma Marketing Awards Gala
- All of the finalists (and winners) receive 1 complimentary pass to Digital Pharma East and the Awards Gala
- Exclusive use of the Award Winner logo for one year
- Inclusion in a press release announcing the year's Award winners and accomplishments
- Press release template for your distribution
- Logo and recognition on Digital Pharma East / Fierce Pharma Marketing Awards website for a year
- Social media promotion

What are the important dates & deadlines?

May 6, 2024: Entries Open

June 20, 2024: Entries Close

July 25, 2024: Finalists Announced

September 11, 2024: Winners Announced at the Fierce Pharma Marketing Awards Gala

How are entries judged?

Each entry will be reviewed by the judges against the following criteria: creativity*; strategy*; audience impact; social good*; true innovation*; and effectiveness.

**Agency of the Year will be reviewed against these criteria.*

Who is eligible to apply?

Any agency can enter the Agency of the Year category, and any company that has released a marketing campaign between June 2023 - May 2024 in the life sciences industry is welcome to apply.

How much does it cost to enter?

2024 Awards entries will be based on tier pricing from May 6, 2024 to June 20, 2024.

\$300 Until May 23, 2024

\$350 After May 23, 2024

What information should I include in my entry?

It is mandatory for your entry to include your company name, company website, company overview, and your company logo. If you are an agency filing on behalf of a client, please note both parties in the application.

You will also need to include your campaign name, description, and results.

Please submit at least one visual element per entry.

Photos, video compilations, case study proofs and PowerPoint presentations are all encouraged as compelling ways to make your entry stand out.

For the Agency of the Year category, agencies are required to provide some background and leadership information, as well as examples from their portfolio (three campaigns that ran from June 2023 to May 2024 including the campaign description and results).

Ready to Shine?

Submit Your Best Work Now!



Digital Pharma East: The Leading Event For The Life Sciences Community

Gain access to a network of industry leaders. Engage with marketing leaders from top pharma, biotech, medical device and agencies, alongside digital strategists, creative visionaries, and other influential figures shaping the future of pharma marketing. This is your opportunity to:

- **Gain unparalleled insights:** Learn from industry experts on the latest trends and best practices.
- **Forge valuable connections:** Network with peers and decision-makers who can propel your career forward.
- **Shape the future:** Collaborate and innovate alongside the best minds in pharma marketing.

1200+
INDUSTRY
LEADERS

150+
SPEAKERS

60+
SESSIONS

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- **Panels**
- **Digital Pharma Power-Up Day**
- **Networking Receptions**
- **And More!**

