

Worthy Winners of Awards

The OTC Marketing Awards 2009 were presented by OTC bulletin – in association with IMS Consumer Health and IRI – at London's Park Lane Hotel on 5 March 2009. The winners of all the awards are listed below.

SUPER RETAIL PANEL

- OTC COMPANY OF THE YEAR**
GlaxoSmithKline Consumer Healthcare
- OTC BRAND OF THE YEAR**
Beechams (GlaxoSmithKline)
- OTC LAUNCH OF THE YEAR**
Feminax Ultra (Bayer Consumer Care)
- OTC BRAND REVITALISATION OF THE YEAR**
Covonia (Thornton & Ross)

EXPERT JUDGING PANEL

- MOST INNOVATIVE NEW OTC PRODUCT**
Clamelle Chlamydia Service (Actavis UK)
- BEST OTC MARKETING CAMPAIGN ON A BIG BUDGET**
Durex Play (SSL International)
Agencies – McCann Erickson Communications House, Myriad PR
- BEST OTC MARKETING CAMPAIGN ON A SMALL BUDGET**
Bonjela Once (Reckitt Benckiser)
Agency – Euro RSCG WorldWide
- BEST OTC CONSUMER ADVERTISING ON TELEVISION**
Nytol (GlaxoSmithKline)
Agency – Grey London
- BEST OTC CONSUMER ADVERTISING IN THE PRESS**
Benylin (McNeil Products)
Agencies – Carat, JWT
- BEST OTC CONSUMER ADVERTISING OUT-OF-HOME**
Optrex (Reckitt Benckiser)
Agency – Euro RSCG WorldWide
- BEST OTC CONSUMER ADVERTISING ON THE INTERNET**
Berocca (Bayer Consumer Care)
Agencies – i-Level, JWT

EXPERT JUDGING PANEL

- BEST OTC PUBLIC RELATIONS CAMPAIGN FOR A MEDICINE**
Hedrin (Thornton & Ross)
Agency – Pegasus Public Relations
- BEST OTC PUBLIC RELATIONS CAMPAIGN FOR A NON-MEDICINE**
Lloydspharmacy Heart Healthcheck (Lloydspharmacy)
Agency – Citigate Dewe Rogerson
- BEST NEW OTC PACKAGING DESIGN**
Oxy (Mentholatum)
Agency – DBD Image Works
- BEST OTC DIRECT MARKETING CAMPAIGN**
Flixonase (GlaxoSmithKline)
Agency – DDB Health
- BEST OTC TRADE & PROFESSIONAL ADVERTISING**
Benylin (McNeil Products)
Agency – Woolley Pau
- BEST OTC PHARMACY TRAINING**
Clamelle Chlamydia Service (Actavis UK)
Agency – Mediapharm

RESEARCH-BASED AWARDS

- BEST OTC PHARMACY SUPPORT PACKAGE**
Feminax Ultra (Bayer Consumer Care)
Agencies – CIG Healthcare Partnership, Precision Direct Marketing
- BEST OTC PHARMACY SALESFORCE**
GlaxoSmithKline Consumer Healthcare

INDUSTRY EXECUTIVE PANEL

- BEST OTC MULTIPLE RETAILER OF THE YEAR**
Lloydspharmacy

