DTC NATIONAL CONFERENCE
ADVERTISING AWARDS ENTRY KIT

FAQs

- **How are entries received?** Campaigns for consideration will come from the industry and/or DTC Perspectives' editorial and executive teams. We strongly prefer industry entries though to ensure we are judging the creative that you want us to review.
- **Is there a fee for entry?** No, all of our awards are free to enter.
- **Is there a limit on the number of entries I can make?** No, you may submit as many entries or categories as you would like. DTC Perspectives does reserve the right to recategorize entries if need be.
- **Are quantitative results required?** The Advertising Awards are a creative-based award; therefore, results and metrics are not required. However, we do encourage a summary of campaign performance to help support your entry.
- **What campaign elements qualify or should be submitted?** Please refer to the "About the Categories" section below.
- **What is the required in-market timeframe?** Entries must have run in-market from Q4 2021 or any time after.
- **When are entries due?** Please see current deadline on the Ad Awards' webform.
- **When will the finalists and winners be announced?** Finalists will be announced by February 2023. Winners will be revealed at the DTC National Conference, a part of the Xpectives.Health Summit (held April 18-20, 2023 in Boston).
- **Will my entry be used publicly?** Entrants agree to allow DTC Perspectives to include copies of the winning creative in our Conference Guide, display at the DTC National Conference / ceremony presentation, and online webpage of finalists / winners. All other entry information and details will be kept confidential and NOT shared publicly. Any concerns or restrictions, please contact Jennifer Kovack.
- **What file types are accepted?** We can accept all file types. High res where possible (we understand digital assets may be 150dpi or 72dpi). Our preferred file types are: .jpg, .gif, .PDF, and .mp4.
- **Any other questions?** Please contact Jennifer Kovack at jennifer@dtcperspectives.com.

ABOUT THE CATEGORIES

Branded Television – any branded DTC Rx drug ad that aired on television. Drug must be mentioned by name during the commercial.

Branded Print – any branded DTC Rx ad that appeared in a print publication. Drug must be mentioned by name in ad.

Branded Website – any branded DTC Rx website designed to market the benefits and/or provide more information on a specific Rx drug. Drug must be mentioned by name on homepage.

Branded Digital / Social – any branded DTC Rx digital offering that is designed to market the benefits and/or provide more information on a specific Rx drug. Drug must be mentioned by name. This category is for anything that is not a website; it can be a blog, banner ad, e-newsletter, social media, podcast, digital web series, digital magazine, etc.

Disease Education Television – any unbranded / disease education / disease awareness DTC ad that aired on television. The drug that is prescribed to treat the condition cannot be named.

Disease Education Print – any unbranded / disease education / disease awareness DTC ad that appeared in a print publication. The drug that is prescribed to treat the condition cannot be named.

Disease Education Website – any unbranded / disease education / disease awareness DTC website designed to market the benefits and/or provide more information on a specific condition or disease state. The drug that is prescribed to treat the condition cannot be named.

Disease Education Digital / Social – any unbranded / disease education / disease awareness DTC digital offering that is designed to market the benefits and/or provide more information on a specific condition or disease state. The drug that is prescribed to treat the condition cannot be named. This category is for anything that is not a website; it can be a blog, banner ad, e-newsletter, social media, podcast, digital web series, digital magazine, etc.

New Brand or Indication Television – any new or relaunched DTC Rx drug ad that aired on television; can be branded or unbranded / disease education / disease awareness.

New Brand or Indication Print – any new or relaunched DTC Rx ad that appeared in a print publication; can be branded or unbranded / disease education / disease awareness.

New Brand or Indication Website – any new or relaunched DTC Rx website designed to market the benefits and/or provide more information on a specific Rx drug (branded) or a specific condition or disease state (disease education). If website is branded, the drug must be mentioned by name on homepage. If website is unbranded, the drug must not be mentioned by name.

New Brand or Indication Digital / Social – any new or relaunched DTC Rx digital offering that is designed to market the benefits and/or provide more information on a specific Rx drug (branded) or a specific condition or disease state (disease education). If digital offering is branded, the drug must be mentioned by name. If digital offering is unbranded, the drug must not be mentioned by name. This category is for anything that is not a website; it can be a blog, banner ad, e-newsletter, social media, podcast, digital magazine, etc.

Mobile App – any mobile app that is designed to market the benefits and/or provide more information on a specific Rx drug (branded) or a specific condition or disease state (disease education). If digital offering is branded, the drug must be mentioned by name. If digital offering is unbranded, the drug must not be mentioned by name.

Use of Celebrity in Campaign / PSA – any DTC campaign, branded or unbranded, that includes a celebrity spokesperson. Can include any medium (TV, digital, PR or Event, etc).

Xpectives.Health

Multicultural Television – any DTC Rx drug ad that aired on television; can be branded or unbranded / disease education / disease awareness. This ad targets or includes a specific cultural demographic (eg Hispanic, African American, Asian American, etc).

Multicultural Print – any DTC Rx drug ad that appeared in a print publication; can be branded or unbranded / disease education / disease awareness. This ad targets or includes a specific cultural demographic (eg Hispanic, African American, Asian American, etc).

Multicultural Web / Digital – any DTC Rx website designed to market the benefits and/or provide more information on a specific Rx drug (branded) or a specific condition or disease state (disease education). If website is branded, the drug must be mentioned by name on homepage. If website is unbranded, the drug must not be mentioned by name. This website targets or includes a specific cultural demographic (eg Hispanic, African American, Asian American, etc).

Multicultural Other (Out of Home, PR, Point-of-Care, etc) – any DTC Rx drug ad that appeared in any other medium, except TV, Print, Website, or Digital. It can be branded or unbranded / disease education / disease awareness. This ad targets or includes a specific cultural demographic (eg Hispanic, African American, Asian American, etc).

Out-of-Home / Outdoor – any DTC Rx drug ad that appeared outdoors. It can be branded or unbranded / disease education / disease awareness. For example, it can be, but is not limited to: billboards, signage, etc.

Patient Engagement or Support Program / CRM – any DTC campaign that targeted a specific patient population, disease sufferer, or caregiver designed to educate about the Rx drug or the condition it treats. It must be targeted for retention, compliance, adherence, support.

Point-of-Care – any DTC campaign that took place in waiting rooms, doctor's / specialist's office, testing center, hospitals, etc. It can be branded or unbranded / disease education / disease awareness. For example, it can be, but is not limited to: patient brochures, wall boards, interactive displays, etc.

PR or Event – any Public Relations effort, either branded or unbranded, that promoted the Rx brand or a disease awareness campaign. For example, it can be, but is not limited to: a disease education event, celebrity function, etc.

Non-Profit or Advocacy Group – any consumer-facing effort within healthcare by a non-profit or advocacy group that focuses on a particular condition / disease state, healthcare issue, or association. It can be either branded or unbranded; can include any medium (TV, digital, PR or Event, etc).