

PRIME AWARDS

2025
ENTRY KIT

AusDoc.



2025 ENTRY KIT

HOW IT WORKS

- Once you have reviewed this document, you can **ENTER ONLINE HERE**
- For each category you choose to enter, please prepare an entry submission and supporting material which answers the entry criteria.
- You have a maximum of 1,000 words per entry submission (excluding the 100–150 word entry summary)
- The cost of each submission is \$220 (including GST).

KEY DATES

ENTRIES OPEN – 1ST MAY

ENTRIES CLOSE – 20TH JUNE

JUDGING – JULY TO AUGUST

FINALISTS ANNOUNCED + TICKETS ON SALE – SEPTEMBER

PRIME AWARDS CEREMONY – THURSDAY 6TH NOVEMBER

JUDGING PROCESS

- Stage one online judging will take place over three weeks to determine a shortlist.
- Stage two judging will take place over four weeks to decide finalists and winners.

Click here to see **Terms & Conditions**.

For more information and to enter online: www.primeawards.com.au

CATEGORIES

1. BEST PUBLIC HEALTH INITIATIVE
2. EXCELLENCE IN PATIENT OR CUSTOMER SUPPORT
3. EXCELLENCE IN EDUCATION
4. CORPORATE SOCIAL RESPONSIBILITY AWARD
5. BEST PR CAMPAIGN - AWARENESS AND ADVOCACY
6. BEST PR CAMPAIGN - COMMERCIAL AND CORPORATE
7. CREATIVITY IN COMMUNICATION - CONSUMER
8. CREATIVITY IN COMMUNICATION - HCP
9. NGO OF THE YEAR (FREE TO ENTER)
10. SUSTAINED EXCELLENCE
11. BEST USE OF DATA OR INSIGHTS
12. MARKETING INNOVATION AWARD
13. LAUNCH OF THE YEAR
14. MARKETING CAMPAIGN OF THE YEAR
15. BEST IN-FIELD CUSTOMER SOLUTION - INDIVIDUAL
16. BEST IN-FIELD CUSTOMER SOLUTION - TEAM
17. PHARMACISTS' CHOICE: PHARMA COMPANY OF THE YEAR
18. GPs' CHOICE: PHARMA COMPANY OF THE YEAR

PRIME
AWARDS

1

BEST PUBLIC HEALTH INITIATIVE

This award recognises a public health initiative that supports the goal of preventing disease, promoting health, or prolonging life.

Entries should highlight factors such as how they have promoted lifestyle changes, provided information on how and where to seek advice, and improved a specific aspect(s) of the health and wellbeing of the group the programme/initiative was developed for.

ENTRY CRITERIA

Challenge 10%

- Outline the environment, challenges and/or opportunities, along with the company's goals, and the specific objectives defined to address them.

Strategy 30%

- Describe the strategy and insights, how they provided education on disease awareness and/or management, and the research/processes undertaken to develop them.

Execution 30%

- Detail the specific executional elements and how they worked together as an integrated approach.

Outcome 30%

- Demonstrate measurable results of the approach, including evidence of new or changed perceptions and sustainability among the target group, measured against key objectives of the initiative.

2

EXCELLENCE IN PATIENT OR CUSTOMER SUPPORT

This award recognises the importance of focusing on and supporting the patient or customer. This award will be given to the company and/or its partners who have developed and implemented a programme/initiative that can demonstrate a significant and measurable difference to the patient or customer group on the management of a specific disease.

ENTRY CRITERIA

Challenge 10%

- Outline the environment, challenges and/or opportunities, along with the company's goals, and the specific objectives defined to address them.

Strategy 20%

- Describe the strategy and insights, the research/processes undertaken to develop them and how it was relevant to the appropriate patients or customers.

Execution 20%

- Detail the specific executional elements and how they worked together as an integrated approach.

Outcome 50%

- Demonstrate the measurable results of the approach and how it made a significant and measurable difference to the patient or customer group, including any other factors that may have contributed to the outcome.

3

EXCELLENCE IN EDUCATION

This award recognises companies within the pharmaceutical and life sciences industry and their educational company partners that demonstrates an outstanding commitment to excellence in the design and implementation of educational programmes for healthcare professionals.

ENTRY CRITERIA

Challenge 10%

- Outline the environment, challenges and/or opportunities, along with the company's goals, and the specific educational programme objectives defined to address them.

Strategy 30%

- Describe the strategy and insights, and the research/processes undertaken to develop them.

Execution 30%

- Detail the specific executional elements and how they worked together as an integrated approach.

Outcome 30%

- Demonstrate the measurable results of the approach, including any other factors that may have contributed to the outcome.

4

CORPORATE SOCIAL RESPONSIBILITY AWARD

This award provides companies within the pharmaceutical and life sciences industry and their healthcare partners with an opportunity to gain recognition for their outstanding commitment and contributions to the community.

ENTRY CRITERIA

Challenge 10%

- Outline the environment, challenges and/or opportunities, along with the company's goals, and the specific objectives defined to address them.

Strategy 30%

- Describe the strategy and insights, and the research/processes undertaken to develop them.

Execution 30%

- Detail the specific executional elements and how they worked together as an integrated approach.

Outcome 30%

- Demonstrate the positive measurable impact and clear benefit to the community the programme had, including any other factors that may have contributed to the outcome.

5

BEST PR CAMPAIGN – AWARENESS AND ADVOCACY

This award recognises the best PR campaign that supports the awareness of a specific disease and/or advocacy of a related patient group.

ENTRY CRITERIA

Challenge 10%

- Outline the environment, its barriers and/or opportunities, along with the company's goals, and the specific campaign objectives to address them.

Strategy 30%

- Describe the strategy and insights, and the research and/or processes undertaken to develop them.

Execution 30%

- Detail the specific executional elements and how they worked together as an integrated campaign.

Outcome 30%

- Demonstrate the measurable results of the campaign, including any other factors that may have contributed to the outcome.

6

BEST PR CAMPAIGN – COMMERCIAL AND CORPORATE

This award recognises the best PR campaign that supports the commercial objectives of prescription or over-the-counter products, or medical devices, and/or the corporate objectives of sponsor companies.

ENTRY CRITERIA

Challenge 10%

- Outline the environment, its barriers and/or opportunities, along with the company's goals, and the specific campaign objectives to address them.

Strategy 30%

- Describe the strategy and insights, and the research and/or processes undertaken to develop them.

Execution 30%

- Detail the specific executional elements and how they worked together as an integrated campaign.

Outcome 30%

- Demonstrate the measurable results of the campaign, including any other factors that may have contributed to the outcome.

7

CREATIVITY IN COMMUNICATION – CONSUMER

This award recognises advertising and marketing ideas in support of a listed or registered health product/medical device available direct to the consumer, or an over-the-counter at a pharmacy, that have pushed the boundaries of creativity to engage consumers.

The judges will be seeking the best communication idea (based on creativity, originality and quality of execution) in any medium. Multiple entries featuring the same product/brand based on separate ideas are permissible.

ENTRY CRITERIA

Challenge 10%

- Outline the environment, challenges and/or opportunities, along with the company's goals, and the specific objectives defined to address them.

Strategy 20%

- Describe the strategy and insights on how the idea was developed, and the research/processes undertaken to develop them.

Execution 50%

- Detail the specific executional elements showing the creativity, quality and originality of the idea and how they worked together as an integrated approach.

Outcome 20%

- Demonstrate the measurable results of the campaign, including any other factors that may have contributed to the outcome.

8

CREATIVITY IN COMMUNICATION – HCP

This award recognises a communication activity in support of a prescription (S4 or above) product or medical device that has pushed the boundaries of creativity to engage healthcare professionals.

The judges will be seeking the best communication idea (based on creativity, originality and quality of execution) in any medium. Multiple entries featuring the same product/brand based on separate ideas are permissible.

ENTRY CRITERIA

Challenge 10%

- Outline the environment, challenges and/or opportunities, along with the company's goals, and the specific objectives defined to address them.

Strategy 20%

- Describe the strategy and insights on how the idea was developed, and the research/processes undertaken to develop them.

Execution 50%

- Detail the specific executional elements showing the creativity, quality and originality of the idea and how they worked together as an integrated approach.

Outcome 20%

- Demonstrate the measurable results of the campaign, including any other factors that may have contributed to the outcome.

9

NGO OF THE YEAR (FREE TO ENTER)

This award recognises a non-government or not-for-profit organisation that has made a significant contribution to the quality of Australian healthcare and the lives of Australian patients.

This category can be entered by the organisation themselves or a commercial partner.

ENTRY CRITERIA

Challenge 20%

- Outline the environment, challenges and/or opportunities, along with the company's goals, and the specific objectives defined to address them.

Strategy 20%

- Describe the strategy and insights, and the research/processes undertaken to develop them.

Execution 30%

- Detail the specific executional elements and how they worked together as an integrated campaign.

Outcome 30%

- Demonstrate the measurable results of the campaign, including any other factors that may have contributed to the outcome.

10

SUSTAINED EXCELLENCE

This award recognises a programme of work, supporting any aspect of the pharmaceutical and life sciences industry, that can demonstrate tangible results over a sustained period of at least two-years.

This could be through a marketing, sales or education initiative but the entry must demonstrate clearly the success it has achieved. Examples could include sales results, improvements in patient care or disease management, uptake in a long-term education or engagement programme for healthcare professionals amongst others.

ENTRY CRITERIA

Challenge 10%

- Outline the environment, challenges and/or opportunities, along with the company's goals, and the specific objectives defined to address them.

Strategy 20%

- Describe the strategy and insights, and the research/processes undertaken to develop them.

Execution 20%

- Detail the specific executional elements and how they worked together as an integrated approach over an extended period of time.

Outcome 50%

- Demonstrate the measurable results of the approach over a sustained period of at least two-years, including any other factors that may have contributed to the outcome.

11

BEST USE OF DATA OR INSIGHTS

This award recognises the best use of data or market insights in creating, targeting, or executing a programme of work.

Examples may include but are not limited to, using a new data set or source, combining multiple sets of data or using qualitative and quantitative research to uncover a new insight.

ENTRY CRITERIA

Challenge 10%

- Outline the environment, challenges and/or opportunities, along with the company's goals, and the specific objectives defined to address them.

Strategy 50%

- Describe the strategy and insights, and the research/processes undertaken including details of how the data or insight was uncovered and developed.

Execution 20%

- Detail the specific executional elements on how the data or insight was used and how they worked together as an integrated approach.

Outcome 20%

- Demonstrate the measurable results of the campaign, including any other factors that may have contributed to the outcome.

12

MARKETING INNOVATION AWARD

This award recognises innovation-driven activities within the marketing mix for a prescription or over-the-counter product, or a medical device.

The entry must demonstrate an innovation in either market research, strategy, content, execution, production, media use or measurement, that broke new ground in marketing to healthcare professionals.

ENTRY CRITERIA

Challenge 10%

- Outline the environment, challenges and/or opportunities, along with the company's goals, and the specific objectives defined to address them.

Strategy 20%

- Describe the strategy and insights, and the research/processes undertaken to develop them.

Execution 50%

- Detail the specific executional elements and how they worked together as an integrated approach.

Outcome 20%

- Demonstrate the measurable results of the campaign, including any other factors that may have contributed to the outcome.

13

LAUNCH OF THE YEAR

This award recognises the launch of a prescription or over-the-counter product, or a medical device that targets healthcare professionals. This can be for either a new product or a significant line extension that came to market in Australia during the period covered by these awards.

The judges will be looking for a mix of originality which sets the launch apart from what has traditionally been done coupled with quantifiable success in meeting its objectives.

ENTRY CRITERIA

Challenge 10%

- Outline the environment, challenges and/or opportunities, along with the company's goals, and the specific launch objectives defined to address them.

Strategy 30%

- Describe the strategy and insights, and the research/processes undertaken to develop them.

Execution 30%

- Detail the specific executional elements of the launch and how they worked together as an integrated approach.

Outcome 30%

- Demonstrate the measurable results of the launch, including any other factors that may have contributed to the outcome.

14

MARKETING CAMPAIGN OF THE YEAR

This category seeks to recognise marketing excellence within a marketing campaign for a prescription or over-the-counter product, or a medical device.

Judges will be looking for creativity and originality in its execution across the multiple channels and how these different channels seamlessly integrate to achieve the desired communication outcome.

ENTRY CRITERIA

Challenge 10%

- Outline the environment, challenges and/or opportunities, along with the company's goals, and the specific objectives defined to address them.

Strategy 20%

- Describe the strategy and insights, and the research/processes undertaken to develop them.

Execution 40%

- Detail the specific executional elements of the marketing mix that were used for the campaign and why, and how these channels worked together to achieve the desired communication.

Outcome 30%

- Demonstrate the measurable results of the campaign, including any other factors that may have contributed to the outcome.

15

BEST IN-FIELD CUSTOMER SOLUTION – INDIVIDUAL

This award recognises an individual's performance in delivering an in-field customer solution, and is open to primary or speciality care representatives, MSLs, KAMs, and their managers.

Entries should demonstrate evidence of a solution plan – how a customer need was identified, strategy formulated, and solution implemented.

ENTRY CRITERIA

Challenge 10%

- Outline the environment and challenges/opportunities, along with the company's goals, and the specific objectives defined to address them.

Strategy 20%

- Describe the strategy and insights, and the research/processes undertaken to develop them.

Execution 40%

- Detail the specific executional elements and how they worked together as an integrated approach.

Outcome 30%

- Demonstrate the measurable results of the approach, including the discounting or recognition of other factors that may have contributed to the outcome.

16

BEST IN-FIELD CUSTOMER SOLUTION – TEAM

This award recognises a team's performance in delivering an in-field customer solution, and is open to primary, speciality or MSL teams.

Entries should demonstrate evidence of a solution plan – how a customer need was identified, strategy formulated, and solution implemented.

ENTRY CRITERIA

Challenge 10%

- Outline the environment and challenges/opportunities, along with the company's goals, and the specific objectives defined to address them.

Strategy 20%

- Describe the strategy and insights, and the research/processes undertaken to develop them.

Execution 40%

- Detail the specific executional elements and how they worked together as an integrated approach.

Outcome 30%

- Demonstrate the measurable results of the approach, including the discounting or recognition of other factors that may have contributed to the outcome.

PEOPLE'S CHOICE AWARDS

17

PHARMACISTS' CHOICE: PHARMA COMPANY OF THE YEAR

This award is nominated and voted for by practising pharmacists for ethical, OTC and device companies they feel support QUM, are innovative and/or work towards improving patient care & outcomes.

ENTRY CRITERIA

- Must be an Australian qualified pharmacist with a valid AHPRA number.
- Votes are submitted via ADG's digital platforms.

PEOPLE'S CHOICE AWARDS

18

GPS' CHOICE: PHARMA COMPANY OF THE YEAR

This award is nominated and voted for by practicing GPs for ethical, OTC and device companies they feel support QUM, are innovative and/or work towards improving patient care & outcomes.

ENTRY CRITERIA

- Must be an Australian qualified doctor with a valid AHPRA number.
- Votes are submitted via ADG's digital platforms.

PRIME AWARDS

TERMS & CONDITIONS

2025

- All submissions should meet the needs of healthcare professionals and their patients by the use of ethical strategies in the marketing and selling of health-related product(s), service(s) or medical device(s). The focus should be on their approved use and promote the Quality Use of Medicines (QUM) and/or bettering health outcomes within Australia.
- The awards recognise programmes of work that were first launched into market between January 2024 and June 2025, with the exception of the Sustained Excellence award.
- Entries close when the portal is closed. No extensions or changes will be allowed once the portal has been closed.
- Each entry submission should not exceed 1,000 words.
- At the time of entry, you will need to supply all of the following:
 1. 100–150 word summary of the entry
 2. A high resolution (minimum 2MB) colour image of your project, team or yourself (dependent on category entered)
 3. An .eps file of your company logo
 4. A list of names and companies of the contributors to a submission (unfortunately we can't attribute job titles).
- If made a finalist, the above information will be used within the 2025 PRIME Awards Program on the night and during the ceremony.
- Winning company and project names will be made publicly available and published through the PRIME communication channels after the award ceremony.
- Winners will be invited to take part in an interview post-event by our media partner.
- Answers to the criteria are confidential to the judges and judges have signed non-disclosure agreements. Any information within an entry deemed confidential by the entrant must be clearly marked as so and should be in the minority of content supplied.
- Submissions can also include up to five relevant supporting materials, which should include creative samples of the work. Material may be supplied as follows:
 1. JPEG or PDF files. Maximum file size is 5MB per piece
 2. Video attachments (.mp4) or video links (YouTube or Vimeo)
 3. Website URLs or active URL of a landing page. Please ensure any applicable usernames and passwords are provided within the entry, if needed to access the website
 4. Word Doc or PDF for references.
- It is the entrant's responsibility to ensure all creative samples are viewable.
- It is the entrant's responsibility to obtain all permissions to have the material entered into the awards and for its possible use in promotion of the awards.
- The decisions of the judges are final and no correspondence will be entered into concerning them.

Should you have any further questions regarding the categories, please e-mail primeawards@adg.com.au

COST OF ENTRY: \$220 (including GST).

All entry fees are non-refundable regardless of circumstance, withdrawal or the judges choosing not to short-list.