

PRmoment India

# HEALTH & WELLNESS COMMS

## A W A R D S 2 0 2 5

### Entry Kit 2025

The PRmoment Health and Wellness Comms Awards 2025, APAC, will recognise excellence in healthcare, science and public health communications.

### Who Should Enter?

#### Eligibility

**Campaigns must have been active or conducted between April 2024 to March 2025.**

#### Who Should Enter?

**Entries from India and across APAC countries are eligible. These include:**

- 1) PR consultancy firms with health and wellness practices or PR firms that are specialists in health communication.
- 2) Individual health and wellness communication consultants
- 3) Government departments, bodies and associations dealing with public health, Government public health communicators.
- 4) NGOs implementing public health communication and advocacy. Including international not-for-profit organizations working in India.
- 5) Health and Medical associations and advocacy groups.
- 6) Hospitals, Public and Private sector, Doctors,
- 7) Devices and Medtech Firms
- 8) Pharma, biotech, biopharma Firms
- 9) Wellness and Lifestyle Firms.
- 10) Health and Wellness Startups

We are looking for nominations that demonstrate health and wellness communication in the following categories:

# Campaigns- Communications and PR <b>Health</b>	
<b>A. Pharma, Biotech and Biopharma</b> <i>Recognizes marketing and communication work in pharma, biotech, and biopharma</i>	
Category	Section to Fill
<b>A.1 Best Use of CRO Communication, B2B</b> <i>Recognizing B2B engagement by a contract research organization (CRO) in support of pharmaceutical and biotechnology.</i>	Fill in Section C
<b>A.2 Best External Health Communication</b> <i>Recognizing the most impactful external health communication campaign</i>	Fill in Section C
<b>A.3 Best Use of Media Relations Campaign</b> <i>Recognizing the most impactful earned media campaign for education and awareness and brand building.</i>	Fill in Section C
<b>A.4 Best Use of Video and Audio (Including short-form video and podcasts)</b> <i>Recognizing the most impactful use of audio and video to drive storytelling in pharma.</i>	Fill in Section C
<b>A.5 Best Public Affairs Campaigns</b> <i>Recognizing the most impactful campaign that empowers society, public and government stakeholders in pharma.</i>	Fill in Section C
<b>A.6 Best Community Awareness And Education Campaign</b> <i>Recognizing the most impactful campaign educating the community and increasing awareness about key health issues.</i>	Fill in Section C
<b>A.7 Excellence in Patient Communications</b> <i>Celebrating outstanding communication initiatives that effectively engage and inform patients, building trust.</i>	Fill in Section C
<b>A.8 Best Use of Digital/Social Media</b> <i>Recognizing the most impactful use of digital/social media to drive storytelling in pharma.</i>	Fill in Section C
<b>A.9 Best Social Impact, Sustainability or CSR Campaign</b> <i>Recognizing campaigns that focus on social impact, CSR or sustainability effort by the pharma sector.</i>	Fill in Section C
<b>A.10 Best Integrated Marketing Communications Campaign</b> <i>Recognizing the most effective integrated marketing communications campaign in the pharmaceutical sector.</i>	Fill in Section C
<b>B. MedTech and Medical equipment</b> <i>Recognizing excellence in communication strategies that drive awareness, engagement, and impact in the MedTech and medical equipment sector</i>	
<b>B.1 Best Use of CRO Communication, B2B</b>	Fill in Section C

<i>Recognizing effective B2B engagement by a contract research organization (CRO) supporting the MedTech and medical equipment industries.</i>	
<b>B.2 Best External Health Communication</b> <i>Honoring the most impactful external communication campaign that enhances public awareness and engagement in the MedTech space.</i>	Fill in Section C
<b>B.3 Best Use of Media Relations Campaign</b> <i>Recognizing outstanding earned media efforts that effectively build awareness and credibility for MedTech and medical equipment brands.</i>	Fill in Section C
<b>B.4 Best Use of Video and Audio (Including short-form video and podcasts)</b> <i>Celebrating the most compelling use of video and audio storytelling to drive engagement and awareness in the MedTech sector</i>	Fill in Section C
<b>B.5 Best Public Affairs Campaign</b> <i>Recognizing impactful public affairs initiatives that engage policymakers, stakeholders, and the public to drive meaningful conversations in the MedTech space.</i>	Fill in Section C
<b>B.6 Best Community Awareness and Education Campaign</b> <i>Honoring campaigns that effectively educate communities about key MedTech advancements, fostering awareness and informed decision-making.</i>	Fill in Section C
<b>B.7 Excellence in Patient Communications</b> <i>Celebrating initiatives that prioritize clear, impactful communication to support and engage patients in the MedTech and medical device sectors.</i>	Fill in Section C
<b>B.8 Best Use of Digital/Social Media</b> <i>Recognizing the most innovative use of digital and social media platforms to amplify MedTech brand narratives and industry influence.</i>	Fill in Section C
<b>B.9 Best Product Campaign</b> <i>Honoring the most effective product marketing campaign in the MedTech sector, demonstrating strategic positioning and impact.</i>	Fill in Section C
<b>B.10 Best Social Impact, Sustainability, or CSR Campaign</b> <i>Recognizing MedTech campaigns that drive meaningful social change, sustainability efforts, or corporate social responsibility (CSR) initiatives.</i>	Fill in Section C
<b>B.11 Best Integrated Communications Campaign</b> <i>Celebrating the most successful 360-degree communication strategy that integrates multiple channels for maximum impact in the MedTech sector.</i>	Fill in Section C
<h2 style="text-align: center;">C. Fitness Wearables and Health Tech</h2> <p style="text-align: center;"><i>Celebrates campaigns showcasing innovations in wearable devices, telemedicine, and at-home health technologies</i></p>	
<b>C.1 Best External Health Communication</b> <i>Recognizing the most effective external communication campaign that enhances public awareness and engagement around fitness wearables and health tech innovations.</i>	Fill in Section C

<b>C.2 Best Use of Media Relations Campaign</b> <i>Honoring outstanding earned media efforts that successfully position fitness wearables and health tech solutions in the industry and among consumers.</i>	Fill in Section C
<b>C.3 Best Use of Video and Audio (Including short-form video and podcasts)</b> <i>Celebrating the most compelling use of multimedia storytelling to educate, engage, and drive awareness of health tech advancements.</i>	Fill in Section C
<b>C.4 Best Community Awareness and Education Campaign</b> <i>Recognizing impactful campaigns that educate communities about the benefits of wearable fitness technology and at-home health solutions.</i>	Fill in Section C
<b>C.5 Best Use of Digital/Social Media</b> <i>Honoring the most innovative use of digital and social media platforms to promote and amplify messaging around health tech and fitness wearables.</i>	Fill in Section C
<b>C.6 Best Product / Product Launch Campaign</b> <i>Celebrating a standout product launch campaign that effectively introduces and establishes a fitness wearable or health tech solution in the market.</i>	Fill in Section C
<b>C.7 Best Integrated Communications Campaign</b> <i>Recognizing the most effective multi-channel communication strategy that seamlessly integrates various platforms to maximize reach and impact.</i>	Fill in Section C
<b>D. Healthcare and Wellness Start-ups</b> <i>Recognizing innovative communication strategies by emerging healthcare and wellness companies that are transforming patient care, medical technology, and health services.</i>	
<b>D.1 Best Healthcare /Wellness Startup Comms Campaign</b> <i>Recognizing outstanding communication initiatives from emerging healthcare companies.</i>	Fill in Section C
<b>D.2 Best Online Health/Wellness Platform Campaign</b> <i>Celebrating effective campaigns launched by online health and wellness platforms.</i>	Fill in Section C
<b>D.3 Best Marketing/Marcoms Campaign</b> <i>Awarding excellence in marketing and marcomms strategies within the health startup sector.</i>	Fill in Section C
<b>D4. Best use of AI Tech for Health and Wellness</b> <i>Celebrating effective campaigns for best use of AI tech by health and wellness platforms.</i>	Fill in Section C
<b>E. Best Women's Health Communications</b> <i>Honoring exceptional communication campaigns that raise awareness, educate, and advocate for women's health, addressing key issues such as reproductive health, maternal care, menopause, and overall well-being.</i>	
<b>E.1 Best External Health Communication</b>	Fill in Section C

<i>Recognizing impactful external communication efforts that effectively promote women's health initiatives, advocacy, and medical advancements.</i>	
<b>E.2 Best Use of Media Relations</b> <i>Honoring outstanding earned media campaigns that drive visibility and awareness around critical women's health topics.</i>	Fill in Section C
<b>E.3 Best Use of Video and Audio (Including short-form video and podcasts)</b> <i>Celebrating compelling storytelling through video and audio content to educate and engage audiences on women's health.</i>	Fill in Section C
<b>E.4 Best Women's Community Awareness and Education Campaign</b> <i>Recognizing initiatives that empower and educate communities on women's health issues, fostering dialogue and change.</i>	Fill in Section C
<b>E.5 Excellence in Patient Communications</b> <i>Honoring outstanding patient-focused communication strategies that improve health literacy, support, and engagement for women.</i>	Fill in Section C
<b>E.6 Best Use of Digital/Social Media</b> <i>Recognizing innovative digital and social media campaigns that successfully amplify awareness and advocacy for women's health.</i>	Fill in Section C
<b>F. Healthcare Ecosystem</b> <i>This award is presented to a campaign by health or wellness ecosystem stakeholders such as hospitals, doctors, advocacy groups, and NGOs</i>	
<b>F.1 Best External Health Communication – Hospitals/Insurance</b> <i>Recognizing the most impactful external health communication campaign.</i>	Fill in Section C
<b>F.2 Best Use of Media Relations Campaign – Hospitals/Insurance</b> <i>Recognizing the most impactful earned media campaign for education and awareness and brand building.</i>	Fill in Section C
<b>F.3 Best Use of Video and Audio (Including short-form video and podcasts)</b> <i>Recognizing the most impactful use of audio and video to drive storytelling</i>	Fill in Section C
<b>F.4 Best Community Awareness And Education Campaign</b> <i>Recognizing the most impactful campaign educating the community and increasing awareness about key health issues.</i>	Fill in Section C
<b>F.5 Excellence in Patient Communications - Hospitals</b> <i>Celebrating outstanding communication initiatives that effectively engage and inform patients, building trust.</i>	Fill in Section C
<b># Campaigns- Communications and PR</b> <b>Wellness</b>	
<b>G. Physical and Mental Wellness (Consumer)</b> <i>Recognizing impactful communication campaigns that promote consumer health, fitness, mental well-being, and holistic wellness, empowering individuals to make informed lifestyle choices.</i>	
<b>G.1 Best External Health Communication</b> <i>Honoring outstanding external communication efforts that effectively educate and engage consumers on physical and mental wellness topics.</i>	Fill in Section C

<b>G.2 Best Use of Media Relations</b> <i>Recognizing strategic earned media campaigns that amplify awareness and advocacy for wellness and mental health.</i>	Fill in Section C
<b>G.3 Best Use of Video and Audio (Including short-form video and podcasts)</b> <i>Celebrating compelling storytelling through video and audio content that drives conversations around wellness.</i>	Fill in Section C
<b>G.4 Best Community Awareness and Education Campaign</b> <i>Recognizing initiatives that educate, inform, and inspire communities to prioritize their physical and mental well-being.</i>	Fill in Section C
<b>G.5 Excellence in Patient Communications</b> <i>Honoring exceptional communication strategies that support patients in managing physical and mental health conditions with clarity and empathy.</i>	Fill in Section C
<b>G.6 Best Use of Digital/Social Media</b> <i>Recognizing innovative digital and social media campaigns that effectively engage audiences in health and wellness conversations.</i>	Fill in Section C
<b>G.7 Best Product or Service Campaign</b> <i>Celebrating exceptional marketing and communication efforts that successfully introduce or promote a wellness-related product or service.</i>	Fill in Section C
<b>G.8 Best Social Impact, Sustainability, or CSR Campaign</b> <i>Honoring campaigns that focus on social responsibility, sustainability, or community well-being in the wellness space.</i>	Fill in Section C
<b>G.9 Best Integrated Communications Campaign</b> <i>Recognizing the most effective multi-channel communication strategy that seamlessly integrates various platforms for maximum impact in wellness communication.</i>	Fill in Section C
<h2 style="text-align: center;">H. Innovation in Health and Wellness Communications</h2> <p style="text-align: center;"><i>Celebrating groundbreaking campaigns that push the boundaries of health and wellness communications through creative storytelling, digital innovation, and strategic influencer engagement.</i></p>	
<b>H.1 Best Celebrity/Health Influencer Campaign</b> <i>Recognizing impactful collaborations with celebrities or health influencers that successfully drive awareness and engagement in health and wellness.</i>	Fill in Section D
<b>H.2 Best Healthcare Digital Campaign</b> <i>Honoring the most effective digital campaign that leverages online platforms to educate, inform, and engage audiences on health-related topics.</i>	Fill in Section C
<b>H.3 Best Use of Mobile Marketing</b> <i>Celebrating innovative mobile-first campaigns that utilize apps, SMS, or mobile platforms to enhance healthcare accessibility and engagement.</i>	Fill in Section C
<b>H.4 Best Use of Content Marketing</b> <i>Recognizing outstanding content-driven strategies that effectively educate and engage audiences through blogs, articles, videos, and other storytelling formats in the health and wellness space.</i>	Fill in Section E
<h2 style="text-align: center;">I. Intimate and Personal Care Innovations</h2>	

<i>Showcases campaigns for sexual wellness, personal hygiene, and intimate care, balancing creativity with sensitivity</i>	
<b>I.1 Best External Health Communication</b> <i>Recognizing the most impactful external communication campaign that effectively educates and informs audiences about intimate and personal care.</i>	Fill in Section C
<b>I.2 Best Use of Media Relations Campaign</b> <i>Honoring outstanding earned media efforts that shape conversations around sexual wellness, personal hygiene, and intimate care.</i>	Fill in Section C
<b>I.3 Best Use of Video and Audio (Including short-form video and podcasts)</b> <i>Celebrating powerful storytelling through video and audio formats that drive meaningful discussions and awareness.</i>	Fill in Section C
<b>I.4 Best Community Awareness and Education Campaign</b> <i>Recognizing campaigns that foster open conversations and educate communities about intimate health and hygiene.</i>	Fill in Section C
<b>I.5 Best Use of Digital/Social Media</b> <i>Awarding the most effective use of digital and social media to destigmatize and promote personal care and wellness topics.</i>	Fill in Section C
<b>I.6 Best Product / Product Launch Campaign</b> <i>Honoring strategic and creative product launches that introduce new intimate and personal care products to the market.</i>	Fill in Section C
<b>I.7 Best Integrated Communications Campaign</b> <i>Recognizing comprehensive, multi-channel campaigns that successfully communicate intimate and personal care messages.</i>	Fill in Section C
<p># Campaigns- Communications and PR</p> <p><b>Team Awards</b></p>	
<p><b>J. Team Awards Agency</b></p> <p><i>This award is presented to an agency team that has demonstrated exceptional achievement on the company's behalf.</i></p>	
<b>J.1 Communication Agency of the Year – Healthcare Communication (Large)</b> <i>Recognizing an agency with a revenue between ₹8 to ₹12 crores, showcasing excellence in healthcare communication strategies, innovation, and impactful campaigns.</i>	Fill in Section F
<b>J.2 Communication Agency of the Year – Healthcare Communication (Medium)</b> <i>Honoring an agency with a revenue between ₹5 to ₹8 crores, demonstrating strong healthcare communication capabilities and delivering measurable success.</i>	Fill in Section F
<b>J.3 Communication Agency of the Year – Healthcare Communication (Small)</b> <i>Celebrating an agency with a revenue below ₹5 crores, making a significant impact in healthcare communications through creativity, strategy, and execution.</i>	Fill in Section F
<b>J.4 Health Marketing Agency of the Year</b> <i>Celebrating an agency specializing in health marketing that has demonstrated outstanding work in branding, engagement, and digital strategy within the healthcare sector.</i>	Fill in Section F

## K. Team Awards – In-House

*This award is presented to a healthcare company's in-house team that has demonstrated exceptional achievement on the company's behalf.*

<b>K.1 In-House Team of the Year – Pharma, Biotech, and Biopharma</b> <i>Recognizing an in-house communications team within a pharmaceutical, biotech, or biopharma company that has successfully executed innovative and high-impact communication campaigns.</i>	Fill in Section F
<b>K.2 In-House Team of the Year – MedTech and Devices</b> <i>Honoring an in-house team within the MedTech and medical devices sector for excellence in communication strategies, brand positioning, and industry engagement.</i>	Fill in Section F



## Key Dates and Entry Fee

### Entries Open

March 19, 2025

### Early Bird Deadline

Early bird deadline – May 15, 2025.

Early bird entry fee - Rs. 10,000 per entry plus 18% GST

8 entries get you two free entries, which is  $8+2=10$  entries for the price of 8

### Final Deadline- July 4<sup>th</sup>, 2025

Final Deadline Fee - Rs. 15,000 per entry plus 18% GST

### Online Jury Meeting

August 1<sup>st</sup>, 2025

### Shortlist Announcement

August 8<sup>th</sup>, 2025

### Awards Evening Online

August 29<sup>th</sup>, 2025

### Discounts

-Submit 8 entries to qualify for an additional 2 free entries

-To avail of the discounts please ensure you use the same email address/ account that you used to log in.

### Download the entry form.

## Tips and Tricks for Writing a Winning Award Entry

Winning awards is a compelling way to attract and retain clients. Award-winning work turns heads, brings recognition to your team, and draws in great people who want to work with you and for you.

**Here are our top 5 tips for giving your entry the greatest possible chance of a thumbs-up from your peers on the judging panel:**

- 1) **Select the right work.** Focus on topical, creative, innovative, challenging work with a big, bold idea at its heart.
- 2) **Be honest.** Is the digital campaign a winner? Is it stand-out, best in class? Are you still excited enough about what you achieved to effectively communicate its brilliance? If not, why would the judges shortlist the entry?
- 3) **Read the criteria.** Follow the criteria. Stick to the rules. Meet the deadline. Don't underestimate how long it takes to pull together an entry. Start early. Factor in time for client approval.

- 4) **Create a clear, concise story.** Judges have dozens of entries to review for each category. Make sure yours really spells out why it has the X-factor: don't expect them to read between the lines.
- 5) **State measurable business and communications objectives.** Ensure the results section proves that every objective was met. Include as much evaluation data and evidence of the impact of the campaign on the client business or organization as possible, from an increase in sales to higher levels of engagement with audiences.

### How To Enter & Supporting Materials

1. To enter, please download the entry form, complete this for each category you wish to enter, and [upload your completed forms to the PRmoment Health Comms Awards website.](#)
2. All entries should include one entry form and a picture/logo of the person/company entering (max 2MB, JPEG or PDF) per submission.
3. Please make sure your picture or logo as preferred is of high quality as this will appear on the awards presentation should you be shortlisted.
4. Entrants may submit their own PDF awards entry, instead of using the supplied entry form, however, in this case, applicants doing so should ensure they include information under all the headings listed in the form. Not doing so may result in your entry being marked down. Each entry allows up to three pieces of supporting/reference material.
5. Supporting documents should be in either Word, PDF or JPEG format and not exceed 2MB. Video files cannot be uploaded and should be hosted online with the URL added to your entry form. Please share any necessary passwords in your entry form.
6. Please ensure you upload a separate entry form for every category you wish to enter and supply a 250-word summary of your campaign along with your entry. This may be used during and after the awards process to showcase your work.
7. Each category will have 3 winners-Gold, Silver and Bronze at the judges' discretion.

**Entries should relate to work undertaken between April 2024 and March 2025.** Please ensure you read the terms and conditions on this website before submitting an entry. Entries can be submitted by individuals themselves, organizations, or their representatives if full approval is sought from all parties before submission. This entry kit provides further information on what our judges are looking for in a winning entry.

### Judging

The PRmoment judges are chosen because of their professional and wide-ranging level of expertise.

- Judges will be split into panels and will read and pre-score all allocated entry forms, considering any supporting materials submitted.
- Judges' pre-scores will be combined and averaged and the highest-scoring entries will determine the shortlists.
- Any judge who has a potential conflict of interest will not be allowed to judge that entry.

- In addition, judges will not be involved in the judging of any categories their organization has entered and will not have access to any competing entries.
- Judges have the discretion to move entries between categories if they deem another category more suitable.
- Following pre-scoring, the judges will meet in August 2025 to discuss the highest-scoring entries and then agree on the winner for each category.

<b>Criteria 1 – Campaign/Engagement Objectives &amp; Budget</b>	<b>1 to 10 Points</b>
<ul style="list-style-type: none"> <li>● Assessment of how well the campaign objectives align with the available budget.</li> <li>● Evaluation of the clarity and achievability of the campaign's stated goals.</li> </ul>	
<b>Criteria 2 – Campaign Target Audience &amp; Strategy</b>	<b>1 to 10 Points</b>
<ul style="list-style-type: none"> <li>● Analysis of the effectiveness of the chosen target audience in reaching the campaign's objectives.</li> <li>● Assessment of the strategy's relevance and alignment with the target audience.</li> </ul>	
<b>Criteria 3 – Campaign Implementation &amp; Creativity</b>	<b>1 to 10 Points</b>
<ul style="list-style-type: none"> <li>● Evaluation of the execution and practical implementation of the campaign.</li> <li>● Examination of the creativity and innovation demonstrated in the campaign's design and delivery.</li> </ul>	
<b>Criteria 4 – Campaign Results &amp; Evaluation</b>	<b>1 to 10 Points</b>
<ul style="list-style-type: none"> <li>● Assessment of the tangible results achieved in relation to the campaign's objectives.</li> <li>● Review of the methods used to evaluate the campaign's success, such as metrics and key performance indicators.</li> </ul>	
<b>Criteria 5 – Campaign: Why do you think your entry should win this award?</b>	<b>1 to 10 Points</b>
<ul style="list-style-type: none"> <li>● An opportunity for participants to make their case for why their entry deserves recognition, highlighting unique aspects or achievements not covered by the other criteria.</li> <li>● Context and additional information that may influence the judging decision.</li> </ul>	

**The winners will be announced in August at a virtual awards ceremony.**

### **A Guide To Entering**

If you're thinking of entering the PRmoment Health and Wellness Communications Awards 2025 there are a few things to consider when planning and completing your entry that will give you the best chance of winning:

- 1) **Follow the entry instructions.** Take note of the format your entry needs to be in, the time limits for work entered, and the deadline date.
- 2) **Pick the right category.** You won't have a chance of winning if you enter your work into the wrong category – read the category descriptions and if you are still unsure, give us a call as we're happy to offer advice.
- 3) **Remember that you aren't restricted to entering one category.** If your campaign fits into more than one you can enter the same work into as many as you wish but do ensure you tailor each entry form to the specific category criteria.
- 4) **Read the judging criteria.** Ensure your entry covers the judging criteria for the category you are entering and answers all questions for your category. Judges can only evaluate you on what is included in your entry form so make sure all-important information is included and all criteria adhered to.
- 5) **Please ensure your answers are clear and succinct – don't waffle!** Judges love clear, concise entries – use bullet points or infographics to effectively illustrate points.
- 6) **Link your results to your objectives.** If there is one thing that judges hate, it's when outcomes don't bear any relation to the objectives.
- 7) **Evidence your results.** Judges love quantified results and want to see some proof of what you've achieved – include facts and figures, quotes from clients or the media, and even images or infographics.
- 8) **Get the judges.** Remember that judges will be reading many entries, so you need to make your entry memorable. Make sure your entry is passionate, tells an interesting story and is backed up with statistics and evidence.
- 9) **Watch your language!** Write concisely, avoid jargon, and never copy and paste from existing materials. Do ask someone to check your entry reads well and is free of typos.
- 10) **Take your time.** Winning awards entries take time and effort to write and perfect. Again, we'd highly recommend you get someone to proofread your entry before you submit it.
- 11) **Get approval.** If you are submitting work on behalf of a client, make sure they are happy for you to do so. It would be devastating to spend days writing an entry and then have to withdraw it.
- 12) **Provide supporting materials.** Use a selection of documents and URLs to provide context and background to your entry. These can be in Word, Excel, PDF, or JPEG format and must be below 2MB each. In addition, judges love to watch video content so please provide links to relevant videos on Vimeo or YouTube and remember to include any necessary passwords in your entry form.
- 13) **Picture perfect.** Attach an image or logo to your entry form. This will be used in the event brochure and presentations should you be shortlisted. Ensure this represents the campaign, product, or organization you are entering.

