

The **Consumer Healthcare Communication Awards** aims to reward the best consumer healthcare advertising campaigns to the public. The first edition of the contest was launched in February 2019 and the winners were officially announced during the BACHI new year reception organized on 16 January 2020.

Three awards were granted, each of them standing for a particular category. And the winners are...

INNOVATION



EFFICIENCY



PROPER USE



The vote of consumers, pharmacists and a professional jury were here taken into consideration, each of them representing 1/3 of the votes.

Members of the jury also granted a jury award for each category. And the winners are...



For these 3 awards, it was only the votes of the professional jury that were taken into consideration.

Congratulations to all the winners and hope to see you next year for the CHCA 2020 !

»»» Visit the BACHI website & register your campaign(s) from 1/02 to 30/04/2020 «««