

2017 PROMAXGAMES

PROMAXGAMES — celebrating innovation and excellence in game marketing

The PromaxGAMES annual Awards are the world's premier celebration of innovation and creativity in game and interactive entertainment marketing, honoring the best marketers and designers worldwide.

ELIGIBILITY	DEADLINES	ENTRY FEES
<p>The PromaxGAMES annual Awards honor the best work in marketing, promotion, advertising and design from any company or individual, broadcast, published or released in any market during the eligibility period of January 1, 2016 and December 31, 2016. Entries will be judged on excellence in strategy and creativity.</p>	<p>The competition officially opens on Thursday, December 15, 2016.</p> <p>The final deadline for entry into the competition is Friday, March 03, 2017, at 11:59 pm PST.</p> <p>All physical materials must be received in the PromaxGAMES office in Los Angeles Friday, March 10, 2017 at 5:00pm PST</p>	<p>December 15, 2016 – February 10, 2017 \$375 Single Entry \$450 Campaign Entry</p> <p>February 11, 2017 – March 3, 2017 \$425 Single Entry \$500 Campaign Entry</p>

IMPORTANT FOR YOU TO KNOW

- PROMAXGAMES will not be responsible for the holding of any materials submitted after the awards period has ended. Such materials will not be returned. All submissions become the property of PROMAXGAMES to be used at their discretion.
- All relevant permissions and copyrights are assumed to be cleared by the entrant.
- In the event that any individual category attracts fewer than 5 entries or less than 5 submitting companies, the organizer reserves the right to withdraw that category from the competition. In this event, the participating companies will receive a credit towards future entry fees. No cash refund will be given.
- The awards to be given for the 2017 award season will be gold statues and silver statues. If in any category entries do not meet the standard deemed award worthy by the judges, it is possible that there will be no awards given in that category.
- The organizers reserve the right to add, subtract, amend or otherwise revise any category during the course of the competition. Notice and updates of revisions will be posted on our website.
- The judging guidelines can be provided upon request.

IMPORTANT NOTE *In the event that your submission(s) should make the Finalist List, you may be requested to provide a higher quality HD version for any video submission, to be resubmitted for the purpose of the Awards Show.*

2017 PROMAXGAMES CATEGORIES

VIDEO CATEGORIES

01	OUTSTANDING TV OR THEATRICAL AD	In a world suffused with commercials and brands competing for space, this category is specifically for any television or theatrical ad created for a specific game product or non-game specific platform/console.	<i>One item per entry. Each video needs to be 3:30 minutes or less.</i>
02	OUTSTANDING PROMOTIONAL TRAILER	We all know that awesome trailers compel audiences! This category is for any video trailer created to promote product(s) for trade show, website, theatrical, DVD or retailer.	<i>One item per entry. Each video needs to be eight minutes (8:00) or less. Montages comprised of separate trailers are not eligible.</i>
03	OUTSTANDING PROMOTIONAL TRAILER – MOBILE GAMES	This category is for video trailers created specifically for games on the go! Any trailer that promotes a mobile game product(s) for trade show, website, theatrical, DVD or retailer. Montages comprised of separate trailers are not eligible.	<i>One item per entry. Each video needs to be eight minutes (8:00) or less. Montages comprised of separate trailers are not eligible.</i>
04	OUTSTANDING PROMOTIONAL TRAILER – INDIE GAME	Engaging your audience makes a lasting impression! This category is for video trailer created specifically to promote an Indie Game product(s) (i.e. Kickstarter Project) for trade show, website, theatrical, DVD or retailer.	<i>One item per entry. Each video needs to be eight minutes (8:00) or less. Montages comprised of separate trailers are not eligible.</i>
05	BEST GAME FOOTAGE TRAILER	If you've got it, flaunt it! This category is for any video trailer using primarily in-game or game play footage to effectively market or promote a specific game/product.	<i>One item per entry. Each video needs to be eight minutes (8:00) or less.</i>
06	BEST LIVE ACTION PROMOTIONAL CONTENT	Any video, ad, trailer, etc. that demonstrates creative and effective live action promotion, as well as superior execution of the setting of the scene and meeting the objectives of the spot or campaign overall. Includes direction of actors/virtual actors, production design, etc.	<i>One item per entry. Each video needs to be eight minutes (8:00) or less.</i>

07	BEST LONG FORMAT FEATURING PROMOTIONAL CONTENT	Just like the title says, any long format video asset that features promotional content, documentary material and/or other types of special features created to promote a specific game product (i.e. behind-the-scenes DEV. diaries).	<i>One item per entry. Each video needs to be edited down to a minimum of three minutes (3:00) and a maximum of eight minutes (8:00) for judging purposes.</i>
08	BEST SHORT FORMAT FEATURING PROMOTIONAL CONTENT	Any short format video asset, documentary material and/or other types of special features created to promote a specific game product (i.e. behind-the-scenes DEV. diaries).	<i>One item per entry. Maximum of three minutes (3:00) for judging purposes.</i>
09	FUNNIEST VIDEO	It's as subjective as it sounds, any video communication (trailer, viral, ad, online, etc.) that is funny -- that's the criteria!	<i>One item per entry. Each video needs to be three minutes (3:00) or less.</i>
10	BEST USE OF MUSIC	Any video, ad or trailer that demonstrates creative and effective use of music (previously recorded, sampled, licensed, etc.) used across any media (e.g., television, internet, mobile property, etc.) for a specific game product or non- game specific platform/console.	<i>One item per entry. Each video needs to be eight minutes (8:00) or less.</i> <i>*See category 32 for sound design</i>

INTEGRATED MEDIA MARKETING CATEGORIES

11	OUTSTANDING MARKETING CAMPAIGN OF THE YEAR <i>(All Inclusive)</i>	A campaign including a series of thematically-related assets created to effectively market or promote a specific game product or gaming platform or device (includes PR and retail). The strategy and targeted results must be submitted in the marketing objective.	<i>Minimum two; maximum five elements. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be eight minutes (8:00) or less. Print material submitted as PDF files. May submit live URL. Please include username and password if necessary.</i>
12	OUTSTANDING MARKETING CAMPAIGN – CORE GAMES <i>(Sports, Action, etc.)</i>	A campaign including a series of thematically-related elements created to effectively market or promote a core game or gaming platform. May include social core games. The strategy and targeted results must be submitted in the marketing objective.	<i>Minimum two; maximum five elements. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be eight minutes (8:00) or less. Print material submitted as PDF files. May submit live URL. Please include username and password if necessary.</i>

13	OUTSTANDING MARKETING CAMPAIGN – RATED 'E' GAMES	A campaign including a series of thematically-related elements created to effectively market or promote a Rated E for everyone entertainment game. May also include free-to-play and social games. The strategy and targeted results must be submitted in the marketing objective.	<i>Minimum two; maximum five elements. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be eight minutes (8:00) or less. Print material submitted as PDF files. May submit live URL. Please include username and password if necessary.</i>
14	OUTSTANDING MARKETING CAMPAIGN – MOBILE GAMES	A campaign including a series of thematically-related elements created to effectively market or promote a traditional or non-traditional mobile game product. The strategy and targeted results must be submitted in the marketing objective.	<i>Minimum two; maximum five elements. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be eight minutes (8:00) or less. Print material submitted as PDF files. May submit live URL. Please include username and password if necessary.</i>
15	OUTSTANDING MARKETING CAMPAIGN – FREE TO PLAY	A campaign including a series of thematically-related elements created to effectively market or promote a free to play game at any point in the product's lifecycle. The strategy and targeted results must be submitted in the marketing objective and include specific KPIs indicating success towards the objective.	<i>Minimum two; maximum five elements. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be eight minutes (8:00) or less. Print material submitted as PDF files. May submit live URL. Please include username and password if necessary.</i>
16	BEST USE OF ESPORTS IN A MARKETING CAMPAIGN	A campaign including a series of thematically related elements that demonstrate effective and creative use of esports activation (tournament, invitational, competition) to drive engagement and awareness for a game. The strategy and results must be submitted in the marketing objective.	<i>Minimum two; maximum five elements. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be eight minutes (8:00) or less. Print material submitted as PDF files. May submit live URL. Please include username and password if necessary.</i>
17	MOST CREATIVE PRE-ORDER PROGRAM	A creative consumer facing marketing campaign designed to promote and encourage consumers to pre-order.	<i>Minimum two; maximum five elements. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be eight minutes (8:00) or less. Print material submitted as PDF files. May submit live URL. Please include username and password if necessary.</i>

ADVERTISING CATEGORIES

18	OUTSTANDING OVERALL ADVERTISING CAMPAIGN	Any ad campaign/series of related television, online and outdoor advertising created for a specific game product or non- game specific platform/console.	<i>Minimum two; maximum five elements. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be eight minutes (8:00) or less.</i>
19	STANDOUT OUTDOOR ADVERTISING	Any outdoor/environmental/transit advertising (billboards, bus sides, electronic, building sides, 3-D); submit photo showing relationship to environment; for electronic/digital/animated must submit video of ad and its relationship to environment.	<i>Minimum one; maximum five elements. Entries containing more than five pieces of material may be disqualified. For all print or photographic material, each piece may be uploaded as a .PDF.</i>

PR CATEGORIES

20	BEST USE OF INFLUENCERS INTEGRATION	Best integration of an influencer (e.g. YouTube or Twitch) with regard to a creative and effective use of a celebrity to market or promote a specific game product or non-game specific platform/console brand.	<i>One item per entry. Each video needs to be five minutes (5:00) or less. If original video exceeds five minutes (5:00) please submit an edited synopsis.</i>
21	BEST INFLUENCERS CAMPAIGN FOR A VIDEO GAME	Creative and effective use of an influencer/celebrity with regard to marketing or promoting a specific game product or non-game specific platform/console brand.	<i>Minimum two; maximum five elements. All print or photographic material submitted as PDF files.</i>
22	BEST PR CAMPAIGN	This award recognizes outstanding achievement in product PR, encompassing unpaid promotional efforts coordinated with consumer and enthusiast media, as well as YouTube and Twitch personalities/channels, from product announcement through commercial launch. Winners will demonstrate sound planning, impact, creativity and effectiveness of the campaign, as well as strong buzz generation and brand recognition, and genuine business outcomes aligned with the stated strategic campaign objective.	<i>Minimum two; maximum five elements. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be five minutes (5:00) or less, video montages may not exceed eight minutes (8:00) for judging purposes. Print material submitted as PDF files. May submit live URL. Please include username and password if necessary.</i>
23	BEST PROMOTIONAL LIVE STREAM FOR A GAME	This award recognizes innovative use of game related content leveraging a live stream platform (Twitch, Periscope, YouTube, etc.) to drive effective consumer engagement.	<i>One item per entry. Video needs to be five minutes (5:00) or less. If original video exceeds five minutes (5:00) please submit an edited synopsis.</i>

RETAIL, TRADE & PACKAGING CATEGORIES

24	STANDOUT OVERALL POP DISPLAY	A single piece of consumer facing collateral / point of purchase display or standee created to promote products in-store.	<i>One item per entry.</i> Must submit original display. Contact Jaiseth Caraan at jaiseth@promaxbda.org for shipping specifications
25	BEST BOX ART (STANDARD GAME VERSION)	Original packaging of standard retail box art that promotes the brand identity of the product and effectively communicates the product's features as well as promoting the publisher's brand image. Consists of product's physical container, label and graphic design elements.	<i>One item per entry.</i> Must submit original item.
26	BEST LIMITED EDITION, SPECIAL EDITION OR COLLECTOR'S EDITION	For newly created limited edition or collector's edition games, released for the first time during the current eligibility year, even if contents were previously released. Includes packaging and content that goes outside of the standard template of a game.	<i>One item per entry.</i> Must submit original item.
27	BEST SHOWING AT A TRADE OR CONSUMER EVENT	Trade or consumer event display space, room or area that promotes company, product, or brand. Inclusive of consumer and trade events national or international. (i.e. E3, PAX, Consumer shows, etc.)	<i>One item per entry. Each video needs to be eight minutes (8:00) or less. Print material submitted as PDF files.</i>
28	BEST RETAIL MARKETING CAMPAIGN	Series of thematically related elements with a clear and consistent through-line created to promote products in-store to consumers. May include in-store window displays submitted by video or image (i.e. in-store displays, window display, in-store trailer, print/poster standee, collateral, premiums, etc.) may include pre-order strategies.	<i>Minimum two; maximum five elements.</i> <i>Entries containing more than five pieces of material may be disqualified. Submit images as PDF files.</i>

DIGITAL MEDIA, SOCIAL MEDIA OR AD UNIT FIELD

29	BEST DIGITAL ADVERTISING CAMPAIGN	A series of thematically related digital advertising materials used to promote a specific product and/or company's brand image. This may include take-over or road block, banners, interstitials, video-based ad formats, pop-ups, flash movies, splash page, etc.	<i>Minimum two, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Submit live URL. Please include username and password if necessary.</i>
30	BEST USE OF SOCIAL MEDIA CAMPAIGN	Campaign using an innovative and effective use of social media, paid or owned channels, that effectively supports the promotion and marketing for a video game or gaming platform. Paid social media includes online advertising, community marketing, applications, etc. Owned channels may include a specific product and/or company's Twitter, Facebook, Instagram, etc.	<i>One item per entry. Submit live URL. Please include username and password if necessary. All media may be submitted to demonstrate success. (A write up of action and results may be submitted by PDF.)</i>
31	OUTSTANDING USE OF A SOCIAL MEDIA VIDEO ASSET	Most effective and creative use of social media to promote or market a specific game product. (i.e. Vine, Facebook, etc.)	<i>One item per entry. Short form: Each video must not exceed 20 seconds (:20).</i>

CREATIVE CRAFT CATEGORIES

32	BEST USE OF SOUND DESIGN	Creative and effective use of sound design for a video-based spot used across any media (e.g., television, internet, mobile property, etc.) for a specific game product or non-game specific platform/console.	<i>One item per entry. Each video needs to be eight minutes (8:00) or less.</i>
33	BEST COPYWRITING FOR A MARKETING ASSET	Any single video, print ad, online ad, trailer or static media, etc. that demonstrates creative and effective copywriting.	<i>One item per entry. Each video needs to be eight minutes (8:00) or less.</i>
34	BEST EDITING FOR A VIDEO ASSET	Any single video, ad, trailer, etc. that demonstrates creative and effective editing in marketing of a video game.	<i>One item per entry. Each video needs to be eight minutes (8:00) or less.</i>
35	BEST CG FOR A VIDEO ASSET	Best use of CG that demonstrates creativity and effectiveness.	<i>One item per entry. Each video needs to be eight minutes (8:00) or less.</i>
36	BEST PRODUCT LOGO DESIGN	Any video or print piece that shows creativity and originality of design for a logo and its use for the branding of a company or product. Combination of up to three elements of the same logo will be considered a single spot.	<i>One item per entry. Each video needs to be eight minutes (8:00) or less. Print material submitted as PDF files.</i>

37	BEST KEY ART	Any graphic element or illustration created and applied as key art for the promotion, packaging or advertising of a specific product. Single entry with multiple submission pieces accepted.	<i>Minimum one; maximum five elements. Print material submitted as PDF files.</i>
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DON'T MISS THESE FUN CATEGORIES!

38	BEST PROMOTIONAL PARTNERSHIP	Any promotional partnership between a game and a consumer brand or non-game product (does not include licensing deals) by way of video communication, ad, trailer, etc. created to effectively market or promote a specific game product or non-game specific platform. Media through TV and movies are permissible.	<i>One item per entry. Each video needs to be eight minutes (8:00) or less. May submit live URL. Please include username and password if necessary.</i>
39	MOST INNOVATIVE PRODUCT ANNOUNCEMENT	Any combination of media created exclusively to announce a new product launch. Single entry with multiple submission pieces accepted. MUST provide KPI metrics that conveys overall results of product announcement.	<i>Minimum one; maximum eight elements. For video materials, maximum duration eight minutes (8:00). Print material submitted as PDF files; for web material, submit live URL Please include username and password if necessary. (All media inclusive).</i>
40	MOST EFFECTIVE BUZZ GENERATING TACTIC	What promotional tactic got your gamers to go nuts?! Provide metrics of success (objective/results). Marketing may include mailers, collateral, promotional material, website, blog, movie or any other vehicle that promotes a product or company. Single entry with multiple submission pieces accepted.	<i>Minimum one; maximum eight elements, related but different items to be judged as a unified whole. For video materials, maximum duration eight minutes (8:00). Print material submitted as PDF files; for web material, submit live URL. Please include username and password if necessary. (All media inclusive).</i>
41	BEST COOL SH*T	Show us your best promotional swag. Including any t-shirt, novelty item or other premium that promotes a specific product or company. Single entry with multiple submission pieces accepted.	<i>Minimum one, maximum five elements. Must submit original items for judges' review.</i>
42	THINKING OUTSIDE OF THE BOX	The sky is the limit with this one. This is your opportunity to show off your most creative, innovative and effective work. This special category recognizes the newest, freshest methods and techniques being used to creatively and effectively market game products, gaming platforms and/or devices. Including PR, stunts, innovation, etc.	<i>Minimum one; maximum five elements. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be eight minutes (8:00) or less. Print material submitted as PDF files. May submit live URL. Please include username and password if necessary.</i>

QUESTIONS?

CONTACT THE PROMAX**GAMES** AWARDS DEPARTMENT

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