

PROMAXBDA

2017 GLOBAL EXCELLENCE

PROMOTION, MARKETING & DESIGN AWARDS

The PromaxBDA Global Excellence annual Awards are the world's premier celebration of innovation and creativity in entertainment marketing and design from AROUND THE WORLD!

ELIGIBILITY

Television Promotion, Marketing and Design work from any company or individual, broadcast, published or released during the eligibility period:

January 1, 2016 through December 31, 2016

DEADLINES

The competition officially opens on
Tuesday, January 17, 2017

The [final deadline](#) for entry
Tuesday, March 14, 2017, at 11:59 pm PST.

All physical materials must be received in the PromaxBDA office in Los Angeles no later than
Friday, March 10, 2017 at 5:00pm PST

WHO CAN ENTER

- Broadcast Networks
- Cable/Satellite Networks
- On-Line Content Channels/Platforms
- Cable/Satellite Platforms/Service Providers
- Local Stations
- Radio Stations
- Agencies/Vendors
- Program Developers/Distributors/Syndicators

Entrant can represent the client, vendor or their agent; there is no stipulation in any category regarding the entrant

IMPORTANT FOR YOU TO KNOW

- PROMAXBDA 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 PROMAXBDA 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 PROMAXBDA GLOBAL EXCELLENCE

PROMOTION, MARKETING & DESIGN AWARDS CATEGORIES

2017 *NEW CATEGORIES			
N 01	SHOW TRAILER PROMOTION	A single video-based trailer created from show material for the promotion of a single comedy, drama, reality broadcast network or cable show intended specifically for an advertising or promotional presentation. (May include TCA, press tour, Comic-Con, etc.)	<i>SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be four minutes (4:00) or less.</i>
N 02	LONG-FORM CONTENT PROMOTION	A long-form video-based promotion designed to effectively promote a show or series and/or organically embed a consumer brand into a content promotional message, creating a compelling and synergistic story.	<i>SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be between Three and Ten Minutes (3:00-10:00)</i>
2017 *NEW SOCIAL MEDIA CATEGORIES			
N 03	MICRO VIDEO CONTENT	Short-form content that makes a big impact. This category is specifically for effective micro video content used across social media platforms created from an existing program (comedy, drama, etc) that does NOT include tune-in messaging or network logo branding. These posts are intended for social, mobile, apps, etc. and may include stealth campaign marketing.	<i>SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be thirty seconds (:30) or less.</i>
N 04	SOCIAL MEDIA, MOBILE BASED PROMOTIONAL DIGITAL VIDEO CONTENT	Promotional Videos produced and released specifically for social media such as Snapchat, Facebook, Twitter, Instagram, etc. to promote a program or series.	<i>SUBMISSION REQUIREMENTS: One item per entry. Must submit as archived interactive material via video upload. Each individual video needs to be more than one minute and maximum three minutes (1:00-3:00).</i>
N 05	SOCIAL MEDIA SERIES or LIVE DIGITAL VIDEO CONTENT	Video series produced specifically for / released exclusively on a social media platform such as Snapchat, Facebook, Twitter, Instagram, etc. Can include pre-produced and/or live video content.	<i>SUBMISSION REQUIREMENTS: One item per entry. Must submit as archived interactive material or reel via video upload. Each individual video needs to be three minutes (3:00) or less</i>

MARKETING CREATIVITY

TELEVISION/VIDEO PRESENTATION: This field of categories is broadly open to any video-based marketing or promotional material created or commissioned by a broadcast or cable network, channel, station, online content brand, cable or satellite provider, syndicator, studio, production company, individual or entity.

TV 01	CHANNEL IMAGE PROMOTION	A single video-based promotional material created to promote the brand image of a network, channel, station or content platform to viewers. Does not include identification pieces or content/program promotion (IDs: see design awards categories).	SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be ninety seconds (:90) or less.
TV 02	CHANNEL IMAGE PROMOTION CAMPAIGN	A group of thematically-related video-based promotional material created to promote the brand image of a network, channel, station or content platform to viewers. Does not include identification pieces or content/program promotions (IDs: see design awards categories).	SUBMISSION REQUIREMENTS: Minimum three, 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. Each individual video piece needs to be ninety seconds (:90) or less.
TV 03	CHANNEL IMAGE PROMOTION LONG FORMAT	A long-format video-based promotional material or webisode created to promote the brand image of a network, channel, station or content platform to viewers. Does not include content/program promotions.	SUBMISSION REQUIREMENTS: Minimum one, maximum five. Each individual video needs to be at least ninety seconds (:90).
TV 04	CHANNEL WEBSITE OR APP PROMOTION	A single or group of related video-based promotional material created to promote a network's or program's website or interactive applications.	SUBMISSION REQUIREMENTS: Minimum one, 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. Each individual video piece needs to be ninety seconds (:90) or less.
TV 05	CHANNEL: HOLIDAY OR SPECIAL EVENT SPOT	A single video-based promotional material created to promote the brand image of a network, channel, station or content platform associated with or using a holiday or special event theme.	SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be ninety seconds (:90) or less.
TV 06	CHANNEL: HOLIDAY OR SPECIAL EVENT CAMPAIGN	A group of related video-based promotional material created to promote the brand image of a network, channel, station or content platform associated with or using a holiday or special event theme.	SUBMISSION REQUIREMENTS: Minimum three, 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. Each individual video piece needs to be ninety seconds (:90) or less.
TV 07	SYNDICATED: PROGRAM SPOT	A single video-based promotional material created to promote a syndicated/distributed program or series of programs in any category (entertainment, drama, comedy, holiday, etc.) to local audiences, stations or other program buyers.	SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be ninety seconds (:90) or less.
TV	SYNDICATED: PROGRAM CAMPAIGN	A group of related video-based promotional material created to promote a syndicated/distributed program or series of	SUBMISSION REQUIREMENTS: Minimum two, maximum five, related but different items per

08		programs in any category (entertainment, drama, comedy, holiday, etc.) to local audiences, stations or other program buyers.	entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be ninety seconds (:90) or less.
TV 09	ONLINE PLATFORMS, CABLE AND SATELLITE: IMAGE SPOT	A single video-based promotional material created to promote the brand or image of the cable, satellite or online content platform system.	SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be ninety seconds (:90) or less.
TV 10	ONLINE PLATFORMS, CABLE AND SATELLITE: IMAGE CAMPAIGN	A group of related video-based promotional material created to promote the brand or image of the cable, satellite or online content platform system.	SUBMISSION REQUIREMENTS: 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. Each individual video piece needs to be ninety seconds (:90) or less.
TV 11	ONLINE PLATFORMS, CABLE AND SATELLITE: ON-SCREEN SERVICES PROMOTION SPOT OR CAMPAIGN	A single or group of related video-based promotional material designed to enhance the brand identity of specific platform offerings including: PPV, VOD or interactive TV or the system.	SUBMISSION REQUIREMENTS: Minimum one, 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. Each individual video piece needs to be ninety seconds (:90) or less.
TV 12	INTERNAL MARKETING OR SIZZLE	A single video-based presentation created to promote branding, programming, capabilities or facilities to internal personnel, employees and vendors; including long-form promotional spots, sizzles, year-ends, etc.	SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be three minutes (3:00) or less.
TV 13	EXTERNAL MARKETING OR SIZZLE	A single video-based presentation created to promote branding, programming, capabilities or facilities to external affiliates, systems, advertisers, agencies or funders; including long-form promotional spots, up-fronts, industry events, etc.	SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be three minutes (3:00) or less.
TV 14	FUNNIEST PROMO	It's as subjective as it sounds, but every year there is that hilarious spot that just needs to be recognized. Any video-based promotion that's funny!	SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be ninety seconds (:90) or less.
TV 15	IN-HOUSE PROGRAM PROMO	Any single video based promo created to promote any program or series of programs in any genre (drama, comedy, etc.) produced in-house at any Channel, Content Platform or Distributor. NOTE: To be eligible as "in-house", 100% of the work must be created by internal staff in at least 4 of these 5 areas: 1.Script or Concept 2.Sound 3.Visuals 4.Design/Graphics 5.Editorial.	SUBMISSION REQUIREMENTS: One item per entry. Each video needs to be: 90 or less. FULL CREDIT LIST MUST BE SUBMITTED WITH ALL ENTRIES.
TV	IN-HOUSE PROGRAM CAMPAIGN	A group of related video based promo created to promote any program or series of programs. Must be produced in-	SUBMISSION REQUIREMENTS: Minimum three, maximum five related but different items per

16		house at any Channel, Content Platform or Distributor. NOTE: To be eligible as “in-house”, 100% of the work must be created by internal staff in at least 4 of these 5 areas: 1.Script or Concept 2.Sound 3.Visuals 4.Design/Graphics 5.Editorial.	entry to be judged as a unified whole. Entries with more than 5 pieces of material will be disqualified. Each video needs to be ninety seconds (:90) or less. FULL CREDIT LIST MUST BE SUBMITTED WITH ALL ENTRIES.
TV 17	OUT-OF-HOUSE PROGRAM PROMO	Any single video based promo created to promote any program or series of programs in any genre (drama, comedy, etc.) Must be produced out-of-house (by an agency/creative service company, vendor).	SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be ninety seconds (:90) or less.
TV 18	OUT-OF-HOUSE PROGRAM CAMPAIGN	A group of related video based promo created to promote any program or series of programs in any genre (drama, comedy, PSA, etc.) Must be produced out-of-house (by an agency/creative service company, vendor).	SUBMISSION REQUIREMENTS: Minimum three, 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. Each individual video piece needs to be ninety seconds (:90) or less.
TV 19	“BEHIND THE SCENES” PROMOTION	A single or group of video-based “behind the scenes” or “making of” promotional material used to promote specific programs, series, movies, etc. and/or the network. If full promotion is longer than allotted time, entry must be edited to fit the time specifications.	SUBMISSION REQUIREMENTS: Minimum one, maximum five, related but different items. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be five minutes (5:00) or less with a total running time of 10 minutes (10:00) or less for all videos together.
TV 20	BLOCK OF PROGRAMS SPOTS OR CAMPAIGN	A single or group of video-based promotional material created to promote a regularly scheduled, related block of programming.	SUBMISSION REQUIREMENTS: Minimum one, maximum five items per entry. Each individual video needs to be ninety seconds (:90) or less.
TV 21	CLIP-BASED COMEDY PROMO	A single clip-based promotional material created to promote a comedy program, series, movie, etc.	SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be ninety seconds (:90) or less.
TV 22	CLIP-BASED DRAMATIC PROGRAM SPOT	A single clip-based promotional material created to promote a dramatic series.	SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be ninety seconds (:90) or less.
TV 23	CLIP-BASED ENTERTAINMENT PROMO	A single clip-based promotional material created to promote an entertainment, music or variety program (e.g. variety, talk show, quiz shows, talent shows, award shows, etc.) or series of programs.	SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be ninety seconds (:90) or less.
TV 24	CLIP-BASED NON-FICTION PROGRAMMING PROMO	A single clip-based promotional material created to promote a non-fiction/reality program, series or movie.	SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be ninety seconds (:90) or less.
TV	COMEDY PROMO	A single video-based promotional material created to promote a comedy program, series, movie, etc.	SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be ninety

25			seconds (:90) or less.
TV 26	COMEDY CAMPAIGN	A group of related video-based promotional material created to promote a comedy program, series, movie, etc.	SUBMISSION REQUIREMENTS: Minimum three, 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. Each individual video piece needs to be ninety seconds (:90) or less
TV 27	DAYTIME PROGRAM SPOT	A single video-based promotional material created to promote a daytime entertainment program, series or movie.	SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be ninety seconds (:90) or less.
TV 28	DAYTIME PROGRAM CAMPAIGN	A group of related video-based promotional material created to promote a daytime entertainment program, series or movie.	SUBMISSION REQUIREMENTS: Minimum two, maximum five items per entry. Each individual video needs to be ninety seconds (:90) or less.
TV 29	DRAMATIC PROGRAM SPOT	A single video-based promotional material created to promote a dramatic series.	SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be ninety seconds (:90) or less.
TV 30	DRAMATIC PROGRAM CAMPAIGN	A group of video-based promotional material created to promote a dramatic series.	SUBMISSION REQUIREMENTS: Minimum two, maximum five items per entry. Each individual video needs to be ninety seconds (:90) or less.
TV 31	ENTERTAINMENT PROGRAM SPOT	A single video-based promotional material created to promote an entertainment, music or variety program (e.g. variety, talk show, quiz shows, talent shows, award shows, etc.) or series of programs.	SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be ninety seconds (:90) or less.
TV 32	ENTERTAINMENT PROGRAM CAMPAIGN	A group of related video-based promotional material created to promote an entertainment, music or variety program (e.g. variety, talk show, quiz shows, talent shows, award shows, etc.) or series of programs	SUBMISSION REQUIREMENTS: Minimum three, 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. Each individual video piece needs to be ninety seconds (:90) or less.
TV 33	INTERSTITIAL AND PROGRAM WRAPS CAMPAIGN	A group of related non-traditional video-based promotional or informational materials used in conjunction with the content of a program or movie, designed to enhance the brand identity of programs, series, movie, network and/or the channel with no advertiser involvement.	SUBMISSION REQUIREMENTS: Minimum three, 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. Each individual video piece needs to be three minutes (3:00) or less.
TV 34	LIVE EVENT PROMO	A single video-based promotional material created to promote a one-time live event program. Submission must be for a program aired live such as a game or special event.	SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be ninety seconds (:90) or less.
TV	LIVE EVENT CAMPAIGN	A group of related video-based promotional material created to promote a one-time live event program. Submission must	SUBMISSION REQUIREMENTS: Minimum three, maximum five, related but different items per

35		be for a program aired live such as a game or special event.	entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be ninety seconds (:90) or less
TV 36	MADE FOR TELEVISION MOVIE TRAILER	A video-based promotional material created to promote a made-for-television movie.	SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be ninety seconds (:90) or less.
TV 37	NON-FICTION PROGRAMMING PROMO	A single video-based promotional material created to promote a non-fiction/reality program, series or movie.	SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be ninety seconds (:90) or less.
TV 38	NON-FICTION PROGRAMMING CAMPAIGN	A group of related video-based promotional material created to promote a non-fiction/reality program, series or movie.	SUBMISSION REQUIREMENTS: Minimum three, 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. Each individual video piece needs to be ninety seconds (:90) or less
TV 39	ON-AIR STUNT PROMOTION	A single or group of related video-based promotional materials with a surprising, out of the-ordinary creative/marketing approach to the promotion for a one-time, on-air programming event only.	SUBMISSION REQUIREMENTS: Minimum one, 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. Each individual video piece needs to be ninety seconds (:90) or less.
TV 40	PUBLIC SERVICE ANNOUNCEMENT SPOT	A single video-based promotional material created to drive awareness of public service issues, social action or community service announcement.	SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be ninety seconds (:90) or less.
TV 41	PUBLIC SERVICE ANNOUNCEMENT CAMPAIGN	A group of related video-based promotional material created to drive awareness of public service issues, social action or community service announcement.	SUBMISSION REQUIREMENTS: 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. Each individual video piece needs to be ninety seconds (:90) or less.
TV 42	SEASONAL OR SPECIAL EVENT PROGRAM SPOT	A single video-based promotional material created to promote a holiday, seasonal, special event program, series or movie. EXCLUDING news or sports events.	SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be ninety seconds (:90) or less.
TV	SEASONAL OR SPECIAL EVENT PROGRAM CAMPAIGN	A group of related video-based promotional material created to promote a holiday, seasonal, special event program, series	SUBMISSION REQUIREMENTS: Minimum three, maximum five, related but different items to be

43		or movie. EXCLUDING news or sports events.	judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be ninety seconds (:90) or less.
TV 44	THEATRICAL FILMS SHOWN ON TELEVISION PROMO	A single video-based promotional material created to promote a theatrical film (NOT in current theatrical release) for free broadcast, Pay Per View or Video on Demand.	SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be ninety seconds (:90) or less.
TV 45	THEATRICAL FILMS SHOWN ON TELEVISION CAMPAIGN	A group of related video-based promotional material created to promote a theatrical film (NOT in current theatrical release) for free broadcast, Pay Per View or Video on Demand.	SUBMISSION REQUIREMENTS: Minimum two, maximum five items per entry. Each individual video needs to be ninety seconds (:90) or less.
TV 46	WEBISODE OR VIRAL VIDEO	Any long form video or webisode that promotes a program, platform, channel or service virally or directly but not via broadcast.	SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be no longer than five minutes (5:00).

MARKETING CREATIVITY - SPORTS

TV 47	PROGRAM SPOT OR CAMPAIGN (SPORTS)	A single or group of related video-based promotional materials created to promote a sports program, series or sports news program, etc. EXCLUDING a live event or game.	SUBMISSION REQUIREMENTS: Minimum one, 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. Each individual video piece needs to be ninety seconds (:90) or less.
TV 48	CLIP-BASED SPORTS PROGRAM SPOT (SPORTS)	A single clip-based promotional material created to promote a specific sports program, series or sports news program, etc. EXCLUDING a live event or game.	SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be ninety seconds (:90) or less.
TV 49	SPORTS GENERAL IMAGE CAMPAIGN	Any group of related video-based promotional on-air material/elements designed to promote the image or brand identity of a sports network, channel or station (may include IDs, interstitials, full-screen graphics, etc.).	SUBMISSION REQUIREMENTS: Minimum three, 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. Each individual video piece needs to be ninety seconds (:90) or less.
TV 50	BEST BRANDED/SPONSOR INTEGRATION PROMO (SPORTS)	Best integration of a sponsor or brand in a television spot or promotion to market or promote a network or content brand, program, game or show, used across any media (e.g., television, internet, mobile property, in-game experience, theatrical, etc.).	SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be ninety seconds (:90) or less.
		Creative and effective use of a music track (previously	SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be ninety

TV 51	BEST USE OF MUSIC (SPORTS)	recorded, sampled, licensed, etc.) or a video-based spot as it relates to or represents a specific network or content brand, used across any media (e.g., television, internet, mobile property, in-game experience, etc.).	seconds (:90) or less.
TV 52	BEST USE OF AN ATHLETE (SPORTS)	Creative and effective use of an athlete in a spot to represent or brand a specific media channel, network or content brand, used across any media (e.g., television, internet, mobile property, in-game experience, etc.).	SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be ninety seconds (:90) or less.
TV 53	EDITING (SPORTS)	Any spot, presentation, interstitial, etc. that demonstrates creative and effective editing for a specific network or content brand, used across any media (e.g., television, internet, mobile property, in-game experience, etc.).	SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be ninety seconds (:90) or less.
TV 54	DIRECTING (SPORTS)	Any single video-based promotion that demonstrates superior execution of mise-en-scène including direction of actors, camera set-ups, oversight of production design, etc. for a specific network or content brand, used across any media (e.g., television, internet, mobile property, in-game experience, etc.).	SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be ninety seconds (:90) or less.

MARKETING CREATIVITY – NEWS

TV 55	NEWS PROGRAM PROMOTION	A single video-based on-air or online promotional material created to promote a news, information or current affairs program, etc.	SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be ninety seconds (:90) or less.
TV 56	NEWS PROGRAM CAMPAIGN	A group of related video-based on-air or online promotional material created to promote a news information or current affairs program, etc.	SUBMISSION REQUIREMENTS: Minimum three, 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. Each individual video piece needs to be ninety seconds (:90) or less.
TV 57	SPECIAL REPORT SPOT	A single video-based promotional materials created to promote a special report/event program relating to news information or current affairs, etc.	SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be ninety seconds (:90) or less.
TV 58	SPECIAL REPORT CAMPAIGN	A group of related video-based promotional materials created to promote a special report/event program relating to news information or current affairs, etc.	SUBMISSION REQUIREMENTS: 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. Each individual video piece needs to be ninety seconds (:90) or less.

MARKETING CREATIVITY - CHILDREN

TV 59	CHILDRENS: PROGRAM SPOT (CHILDREN)	A single video-based promotional material created to promote a children's program.	SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be ninety seconds (:90) or less.
TV 60	PROGRAM CAMPAIGN (CHILDREN)	A group of video-based promotional material created to promote a children's program.	SUBMISSION REQUIREMENTS: Minimum two, maximum five items per entry. Each individual video needs to be ninety seconds (:90) or less.
TV 61	CLIP-BASED PROGRAMMING SPOT (CHILDREN)	A single clip-based promotional material created to promote a children's program.	SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be ninety seconds (:90) or less.
TV 62	PROMOTION USING MULTIPLE MEDIA (CHILDREN)	A combination of thematically-related elements of promotional material including but not exclusive to spots, radio, print ads, kits, premiums, mobile apps and other material designed as a combined promotion campaign on multiple medias for a children's program. Elements should highlight advertising campaigns that showcase through multiple media platforms.	SUBMISSION REQUIREMENTS: Minimum three, maximum six, related but different items per entry to be judged as a unified whole. No more than four pieces of material in any one medium. Entries containing more than six pieces of material may be disqualified. For any video materials, each video needs to be: 90 or less. For any print material, each piece must be uploaded as a .pdf. For any collateral/premium items, submit digital photo and upload as a .pdf. For audio, upload as .mov, only audio required. For any web materials, submit URL of live website including any login information or submit archived website material via video upload.

MARKETING CREATIVITY - CRAFT

TV 63	EDITING	Any single video-based promotion, presentation, interstitial etc. that demonstrates creative and effective promo editing.	SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be two minutes (2:00) or less.
TV 64	COPYWRITING	Any single video-based promotion, presentation, interstitial, etc. that demonstrates creative and effective copywriting.	SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be two minutes (2:00) or less.
TV 65	DIRECTING	Any single video-based promotion that demonstrates superior directing skills and execution of mise-en-scène including direction of actors, camera set-ups, oversight of production design, etc.	SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be ninety seconds (:90) or less.

TV 66	ANIMATION	Any single video-based promotion that demonstrates creative and effective use of animation including typography, 2D or 3D manipulation. Any entry containing live footage may be disqualified.	SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be ninety seconds (:90) or less.
MARKETING CREATIVITY - RADIO			
TV 67	PROGRAM PROMOTION RADIO SPOT	A single radio spot created to promote any category of broadcast content. (Drama, entertainment, sports, comedy program, comedy series or unscripted/non-fiction/reality).	SUBMISSION REQUIREMENTS: One item per entry. Each individual entry needs to be ninety seconds (:90) or less. Upload as .mov. Only audio required.
TV 68	COPYWRITING FOR A RADIO SPOT	A single audio-based promotional material that demonstrates creative and effective copywriting or scriptwriting.	SUBMISSION REQUIREMENTS: One item per entry. Each individual entry needs to be ninety seconds (:90) or less. Upload as .mov. Only audio required.

END MARKETING CREATIVITY CATEGORIES

Continue to ART DIRECTION & DESIGN Categories...

ART DIRECTION & DESIGN

Categories within this field will be considered and judged based on the artistic and creative design of the entry.

TELEVISION/VIDEO PRESENTATION: This field of categories is broadly open to any video-based marketing or promotional material created or commissioned by a broadcast or cable network, channel, station, online content brand, cable or satellite provider, syndicator, studio, production company, individual or entity.

AD 01	CHANNEL IMAGE PROMOTION	A single video-based on-air design spot for a network, channel, station or content platform. Excluding Sports (see sports categories).	SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be ninety seconds (:90) or less.
AD 02	CHANNEL IMAGE CAMPAIGN	A package of on-air design elements to brand a network, channel, station or content platform. Excluding sport (see Sports categories)	SUBMISSION REQUIREMENTS: Minimum three, maximum five, related but different items per entry to be judged as a unified whole (i.e. IDs, bumpers, interstitials, etc.). Entries containing more than five pieces of material may be disqualified.
AD 03	CHANNEL ID	Any group of related video-based material designed to reinforce a general entertainment channel, network or station identity/brand; EXCLUDING news or sports channels. This should not include specific program information.	SUBMISSION REQUIREMENTS: Minimum one, 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. Each individual video piece needs to be thirty seconds (:30) or less.
AD 04	NEWS PROGRAMS OPEN/TITLES	Any single or multiple combination of graphic execution expressly produced to demonstrate or convey information for news or current affairs programs (may include Informational graphics, open/titles, and program bumpers).	SUBMISSION REQUIREMENTS: Minimum 1, maximum five, related but different items per entry to be judged as a unified whole. Each individual entry needs to be thirty seconds (:30) or less.
AD 05	INTERNAL MARKETING PRESENTATION	Any not-for-broadcast video-based promotion for a program, platform, channel or service, including trade shows, sales tapes, up-front and attract loops, internal sales and marketing and/or animation and post-production accomplished for corporate programming, not commercial.	SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be no longer than five minutes (5:00).
AD 06	PROGRAM PROMOTIONAL SPOT	Any single video-based promo using on-air material/element designed specifically to promote a program or series of programs in any category (drama, comedy, holiday, PSA etc.).	SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be ninety seconds (:90) or less.
AD 07	PROGRAM PROMOTIONAL CAMPAIGN	A package of on-air material/elements designed specifically to promote a program or series of programs in any category (drama, comedy, holiday, PSA etc.).	SUBMISSION REQUIREMENTS: Minimum three, 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. Each individual entry piece needs to be ninety seconds (:90) or less. Montages and compilations are not acceptable.

AD 08	HOLIDAY/SEASONAL/SPECIAL EVENTS SPOT	Any single video-based promo using on-air material/element designed specifically to promote a holiday, seasonal, special event program, series or movie.	SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be ninety seconds (:90) or less.
AD 09	INTERSTITIAL/SHORT FORM SPOT OR CAMPAIGN	Any single or group of related video-based material designed specifically to, without overt promotion, bridge gaps between general entertainment programming.	SUBMISSION REQUIREMENTS: Minimum one, 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. Each individual video piece needs to be two minutes (2:00) or less.
AD 10	INFORMATIONAL GRAPHICS	Any graphic execution expressly produced to demonstrate or convey information for general entertainment programs; (includes menus, navigational graphics; does not include ID's, promos, etc.	SUBMISSION REQUIREMENTS: One item per entry. Informational graphics can be compiled together to be judged as a single entry. Each individual entry needs to be ninety seconds (:90) or less.
AD 11	TITLE SEQUENCE	Any general entertainment program or show opening title sequence designed specifically for a program. Submit as aired. Programs only.	SUBMISSION REQUIREMENTS: One item per entry. Each individual entry needs to be ninety seconds (:90) or less.
AD 12	ON-AIR ILLUSTRATION	A craft category highlighting illustration created for use on-air as a part of a video-based promotional effort for a channel, network, station, program, special or show. Submit as aired.	SUBMISSION REQUIREMENTS: One item per entry. On-air illustrations can be compiled together to be judged as a single entry. Each individual entry needs to be ninety seconds (:90) or less.
AD 13	ON-AIR TYPOGRAPHY	Any single example of best use of typography in a video-based promotional piece (including but not limited to on-air promotion, IDs, interstitials, etc).	SUBMISSION REQUIREMENTS: One item per entry. Submit as aired. Each individual video needs to be ninety seconds (:90) or less.

ART DIRECTION & DESIGN: SPORTS

AD 14	SPORTS PROGRAM SPOT	Any single video-based promotional on-air material /elements designed to promote a specific sports program or show.	SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be ninety seconds (:90) or less.
AD 15	SPORTS PROGRAM CAMPAIGN	Any group of related video-based promotional on-air material/elements designed to promote a specific sports program or show (may include: promos, bumpers, lower thirds, etc.).	SUBMISSION REQUIREMENTS: Minimum three, 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. Each individual video piece needs to be ninety seconds (:90) or less.

AD 16	SPORTS PROGRAM IMAGE SPOT	A single or group of related video-based promotional on-air material/elements designed to promote the image or brand identity of a sports network, channel or station.	SUBMISSION REQUIREMENTS: Minimum one, 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. Each individual video piece needs to be ninety seconds (:90) or less.
AD 17	SPORTS PROGRAM SPECIAL EVENTS SPOT	Any single video-based promotional material designed to promote a one-time sports special event including contest, anniversary, variety show, holiday, etc.	SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be ninety seconds (:90) or less.
AD 18	SPORTS PROGRAM OPEN/TITLES	Any sports program or show opening title sequence designed specifically for a program. Submit as aired. Programs only.	SUBMISSION REQUIREMENTS: One item per entry. Each individual entry needs to be thirty seconds (:30) or less.
AD 19	SPORTS PROGRAM BUMPER	Any transitional design element between a sports program and commercial/promotional break. The element needs to be topical to a specific show or group of programs (block) being aired.	SUBMISSION REQUIREMENTS: One item per entry. Each individual entry needs to be twenty seconds (:20) or less.

END ART DIRECTION & DESIGN CATEGORIES

Continue to BRANDED CONTENT Categories...

BRANDED CONTENT

TELEVISION/VIDEO PRESENTATION: This field of categories is broadly open to any video-based marketing or promotional material created or commissioned by a broadcast or cable network, channel, station, online content brand, cable or satellite provider, syndicator, studio, production company, individual or entity.

BC 01	BRANDED CONTENT PROMOTION	A single video-based promotional material designed to effectively and organically embed a consumer brand into a content promotional message, creating a compelling and synergistic story. Note: This category is not open to ACTUAL content - but rather the PROMOTION for said content only.	SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be three minutes (3:00) or less.
BC 02	BRAND INTEGRATION PROMO	A single video-based promotional material created to enhance the sales department's ability to generate advertising/income based on a promotion or other on-air concept for an advertiser. For example, a sponsored promo, product placement, special giveaway or contest.	SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be ninety seconds (:90) or less.
BC 03	BRAND INTEGRATION CAMPAIGN	A group of related video-based promotional materials created to enhance the sales department's ability to generate advertising/income based on a promotion or other on-air concept for an advertiser. For example, a sponsored promo, product placement, special giveaway or contest.	SUBMISSION REQUIREMENTS: Minimum three, 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. Each individual video piece needs to be ninety seconds (:90) or less.
BC 04	BRAND INTEGRATION SHOW PROMOTION	A single video-based promotion that effectively supports the promotion and marketing of any program or series of programs in any category (drama, comedy, holiday, PSA etc.) created to enhance the sales department's ability to generate advertising/income based on a promotion or other on-air concept for an advertiser.	SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be ninety seconds (:90) or less.
BC 05	BRAND INTEGRATION CAMPAIGN SHOW PROMOTION	A campaign video-based promotion that effectively supports the promotion and marketing of a program, created to enhance the sales department's ability to generate advertising/income based on a promotion or other on-air concept for an advertiser.	SUBMISSION REQUIREMENTS: Minimum three, 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. Each individual video piece needs to be ninety seconds (:90) or less.
BC 06	BRAND INTEGRATION NETWORK PROMOTION	A single video-based promotion that effectively supports the promotion and marketing of a network, created to enhance the sales department's ability to generate advertising/income based on a promotion or other on-air concept for an advertiser.	SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be ninety seconds (:90) or less.

BC 07	BRAND INTEGRATION CAMPAIGN NETWORK PROMOTION	A video-based campaign that effectively supports the promotion and marketing of a network created to enhance the sales department's ability to generate advertising/income based on a promotion or other on-air concept for an advertiser.	SUBMISSION REQUIREMENTS: Minimum three, 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. Each individual video piece needs to be ninety seconds (:90) or less.
BC 08	BRAND INTEGRATION USING MULTIPLE MEDIA	A combination of thematically-related elements of promotional material including but not exclusive to spots, print ads, kits, premiums, mobile apps and other material designed as a combined promotion campaign on multiple medias for a program with a consumer tie-in message.	SUBMISSION REQUIREMENTS: Minimum three, maximum six, related but different items per entry to be judged as a unified whole. No more than four pieces of material in any one medium. Entries containing more than six pieces of material may be disqualified. For any video materials, each video needs to be ninety (:90) seconds or less. For any print material, each piece must be uploaded as a .pdf. For any collateral/premium items, submit digital photo and upload as a .pdf. For any web materials, submit URL of live website including any login information or submit archived website material via video upload.

END BRANDED CONTENT CATEGORIES

Continue to DIGITAL & SOCIAL Categories...

DIGITAL & SOCIAL

TELEVISION/VIDEO PRESENTATION: This field of categories is broadly open to any video-based marketing or promotional material created or commissioned by a broadcast or cable network, channel, station, online content brand, cable or satellite provider, syndicator, studio, production company, individual or entity.

DS 01	MOBILE APPLICATION DESIGN	Any graphic material designed specifically for mobile devices, including smart-phones, tablets, etc.	SUBMISSION REQUIREMENTS: One item per entry. Must submit as archived interactive material via video upload. Each individual video needs to be three minutes (3:00) or less.
DS 02	ONLINE ADVERTISING	Any online advertising material designed to promote a channel/network or programming. May include pop-ups, flash movies, splash page, microsites, etc.	SUBMISSION REQUIREMENTS: One item per entry. Submit live URL with any user name and password needed or archived interactive material via video upload.
DS 03	BEST TALENT INTEGRATION USING SOCIAL MEDIA	Best integration of a celebrity/talent as a part of a social media campaign that supports the promotion and marketing of any program or series of programs in any category (drama, comedy, holiday, PSA etc.).	SUBMISSION REQUIREMENTS: Submit live URL. All media may be submitted to demonstrate success. Up to 5 submissions per entry. (A write up of action and results may be submitted by PDF.)
DS 04	BEST USE OF SOCIAL MEDIA TO PROMOTE A PROGRAM OR SERIES	An innovative and effective use of social media, paid or owned channels that effectively supports the promotion and marketing of any program or series of programs in any category (drama, comedy, holiday, PSA etc.). Paid social media includes online advertising, community marketing, applications, etc. Owned channels may include a specific product and/or company's Twitter, Facebook, Instagram, Snapchat etc.	SUBMISSION REQUIREMENTS: Submit live URL. All media may be submitted to demonstrate success. Up to 5 submissions per entry. (A write up of action and results may be submitted by PDF.)
DS 05	CONTENT FOR DIGITAL PROMOTION	Any single piece of viral/web or mobile content used to promote a program or a network, channel, station or system via the Internet. Work will be judged on creativity and quality of design.	SUBMISSION REQUIREMENTS: One item per entry. One item per entry. Must submit as archived interactive material via video upload. Each individual video needs to be three minutes (3:00) or less.
DS 06	INTERACTIVE PROMOTION	Any innovative marketing strategy using interactive media such as, mobile, VOD, podcast, etc. for a channel/network programming. May include interactive applications for mobile phone / tablet, online games, etc. Entry must demonstrate interactivity and effectiveness in achieving results.	SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be ninety seconds (:90) or less.
DS 07	ONLINE ADVERTISING - BANNERS/SKYSCRAPERS/CONTEXTUAL	Any online advertising banner or contextual advertising designed to promote a channel/network or programming (may include animated or flash banners).	SUBMISSION REQUIREMENTS: One item per entry. Submit live URL with any user name and password needed or archived interactive material via video upload. Each individual video needs to be three minutes (3:00) or less.

DS 08	ONLINE CONTENT MARKETING	Any online marketing and advertising using an animated or flash banner, pop-up, flash movie, splash page, etc. to promote a program or a network, channel, station or system via the Internet. Work will be judged on creativity and quality of design.	SUBMISSION REQUIREMENTS: One item per entry. Submit live URL with any user name and password needed or archived interactive material via video upload. Each individual video needs to be three minutes (3:00) or less.
DS 09	ONLINE TAKEOVER OR ROAD BLOCK PROMOTION	Any online take-over promotion or road block use to promote a program or a network, channel, station or system via the Internet. Work will be judged on creativity and quality of design.	SUBMISSION REQUIREMENTS: One item per entry. Submit live URL with any user name and password needed or archived interactive material via video upload. Each individual video needs to be three minutes (3:00) or less.
DS 10	PROGRAM PROMOTION WEBSITE	Any consumer website or microsite created to promote a program or series of programs in any content category (news, sports, general entertainment, non-fiction, drama, holiday event etc.).	SUBMISSION REQUIREMENTS: One item per entry. Submit live URL with any user name and password needed or archived interactive material via video upload. Each individual video needs to be three minutes (3:00) or less.
DS 11	PROGRAM PROMOTION WEBSITE	Any consumer website or microsite designed to give information about a program to promote programming and/or special event.	SUBMISSION REQUIREMENTS: One item per entry. Submit live URL with any user name and password needed or archived interactive material via video upload. Each individual video needs to be three minutes (3:00) or less.
DS 12	PROMOTIONAL MOBILE APPLICATION	Any dedicated mobile application developed specifically for mobile devices, including smart-phones, tablets, etc. to promote/enhance the channel or channel programming. Entry must demonstrate interactivity and effectiveness in achieving results.	SUBMISSION REQUIREMENTS: One item per entry. Must submit as archived interactive material via video upload. Each individual video needs to be three minutes (3:00) or less.
DS 13	TECHNICAL INNOVATIONS - DIGITAL PLATFORMS	Any website, social, interactive or mobile application that demonstrates a creative and innovative use of technology as it relates to the promotion objectives.	SUBMISSION REQUIREMENTS: One item per entry. Submit live URL with any user name and password needed or archived interactive material via video upload. Each individual video needs to be three minutes (3:00) or less.
DS 14	WEBSITE FOR A CHANNEL/STATION/PLATFORM	Any consumer website created or microsite to promote the brand/image of a network, channel, station or content platform.	SUBMISSION REQUIREMENTS: One item per entry. Submit live URL with any user name and password needed or archived interactive material via video upload. Each individual video needs to be three minutes (3:00) or less.

END DIGITAL & SOCIAL CATEGORIES

Continue to PRINT Categories...

PRINT

This group of categories is broadly open to any print-based marketing or promotional material created or commissioned by a broadcast or cable network, channel, station, content brand, cable or satellite provider, syndicator, studio, production company, individual or entity. Please check categories for specific entry guidelines and the promaxbda.org website for all technical and print specification details.

P 01	3-D PROMOTIONAL OR SALES KIT	Any single three-dimensional promotional piece or sales kit. Contents may be included if part of a single design unit. Includes three dimensional objects, and/or special effects.	SUBMISSION REQUIREMENTS: One item per entry. Each piece may be mounted and must be labeled. Submit original sample. No digital entry available.
P 02	CONSUMER OR TRADE CAMPAIGN - PROGRAM	Any group of printed pieces of advertising designed to promote a specific show or program in a consumer or trade publication. State print run number within the Marketing Objective field of the online entry form.	SUBMISSION REQUIREMENTS: Minimum three, 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. For all print material, each piece must be uploaded as a .pdf.
P 03	CONSUMER OR TRADE PRINT AD - PROGRAM	Any single or group of printed pieces of advertising designed to promote a specific show, program, series or content brand published in a consumer or trade publication. State print run number within the Marketing Objective field of the online entry form.	SUBMISSION REQUIREMENTS: Minimum one, 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. For all print material, each piece must be uploaded as a .pdf.
P 04	CREATIVE COPYWRITING - PRINT	A single piece of printed material including but not limited to consumer advertisements, billboards, posters or direct mail that demonstrates creative and effective copywriting.	SUBMISSION REQUIREMENTS: One item per entry. Each piece must be uploaded as a .pdf.
P 05	ILLUSTRATION FOR PRINT	A craft category highlighting any traditional or digital illustration for print piece used to promote a broadcast or cable network, channel, station, content brand, cable or satellite provider, syndicator, studio, production company, individual or entity, may include digitally enhanced photography. Submit as black & white or color image.	SUBMISSION REQUIREMENTS: One item per entry. Each piece must be uploaded as a .pdf.
P 06	KEY ART/POSTER	Any single key art/poster designed to promote a broadcast or cable network, channel, station, content brand, cable or satellite provider, syndicator, studio, production company, individual or entity.	SUBMISSION REQUIREMENTS: One item per entry. Each piece must be uploaded as a .pdf.

P 07	KEY ART/POSTER - CAMPAIGN	Any group of key art/posters designed to promote a broadcast or cable network, channel, station, content brand, cable or satellite provider, syndicator, studio, production company, individual or entity.	SUBMISSION REQUIREMENTS: Minimum three, 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. For all print material, each piece must be uploaded as a .pdf.
P 08	LOGO DESIGN	Any single logo designed to promote a channel/network or program in print (includes station, corporate, show, etc.).	SUBMISSION REQUIREMENTS: One item per entry. Each piece must be uploaded as a .pdf.
P 09	OUT OF HOME AD	A single promotional ad (i.e. billboard, bus side, electronic signage, building sides or 3D outdoor, etc.) strategically placed and created to effectively promote a network, channel, program or video content. Submit photo showing relationship to environment; for electronic/animated ad please submit video of ad and its relationship to environment.	SUBMISSION REQUIREMENTS: One item per entry. Each image must be uploaded as a .pdf; any video piece must be thirty seconds (:30) or less.
P 10	OUT OF HOME AD CAMPAIGN	A combination of related print promotion ads (i.e. billboard, bus side, electronic signage, building sides or 3D outdoor) created to effectively promote a network, channel, program or video content. Submit photo showing relationship to environment; for electronic/animated ad please submit video of ad and its relationship to environment.	SUBMISSION REQUIREMENTS: Minimum three, maximum five pieces, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each image must be uploaded as a .pdf; any video piece must be thirty seconds (:30) or less.
P 11	OUTDOOR STATIC AD: ART DIRECTION & DESIGN	Any single static outdoor advertising designed to promote a channel/network or program. Includes billboard, building sides, bus shelters, 3-D, etc. Submit photo of outdoor ad and include how it is placed in its environment.	SUBMISSION REQUIREMENTS: One item per entry. Each piece must be uploaded as a .pdf.
P 12	OUTDOOR STATIC CAMPAIGN: ART DIRECTION & DESIGN	Any group of related static outdoor advertising designed to promote a channel/networks or program. Includes billboards, building sides, bus shelters, 3-D, etc. Submit photos of outdoor ads and include how they are placed in their environment.	SUBMISSION REQUIREMENTS: Minimum three, 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. Each piece must be uploaded as a .pdf.
P 13	PHOTOGRAPHY FOR PRINT	A craft category highlighting photography used for print to promote a broadcast or cable network, channel, station, content brand, cable or satellite provider, syndicator, studio, production company, individual or entity. Submit as black & white or color photo.	SUBMISSION REQUIREMENTS: One item per entry. Each piece must be uploaded as a .pdf.
P 14	PREMIUM OR SPECIALTY ITEMS	A single or combination promotional, premium or specialty item such as: a T-shirt, premium, novelty item, printed or specialty items, created to promote a broadcast or cable network, channel, station, content brand, cable or satellite provider, syndicator or studio, specifically.	SUBMISSION REQUIREMENTS: Minimum one, maximum five, related but different items per entry to be judged as a unified whole. Each piece must be labeled. Submit original sample(s). No digital entry available.

P 15	PRESS KIT	Any single flat, folded or bound, two-dimensional or three-dimensional piece designed for promotional and press related purposes specifically. Contents may be included if part of a single design unit (may include three dimensional objects, and/or special effects).	SUBMISSION REQUIREMENTS: One item per entry. Each piece may be mounted and must be labeled. Submit original sample. No digital entry available.
P 16	PROMOTIONAL CARD, FOLDED OR BOUND PIECE	Any single promotional piece, invitation or card designed for a broadcast or cable network, channel, station, content brand, cable or satellite provider, syndicator, studio, a production company, individual or entity (may include unbound brochures, folders, flyers, books, booklets, magazines, manuals, viewer guides, etc.).	SUBMISSION REQUIREMENTS: One item per entry. Each piece may be mounted and must be labeled. Submit original sample. No digital entry available.
P 17	RETOUCHING AND PRODUCTION ART	A single printed material or image used in the promotion of a provider or content that demonstrates excellence in the art of retouching or post-production art finishing.	SUBMISSION REQUIREMENTS: One item per entry. Each piece must be uploaded as a .pdf.
P 18	TOTAL PACKAGE DESIGN: PRINT ONLY - CHANNEL OR PROGRAM	A total package of related print elements designed to promote a channel, network, station or program (may include packaging, outdoor, poster, kits, collateral, advertising, stationery, etc.).	SUBMISSION REQUIREMENTS: Minimum three, 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. Print material must be mounted and labeled. No digital entry available.

END PRINT CATEGORIES

Continue to MULTI-MEDIA Categories...

MULTI-MEDIA

This group of categories is broadly open to any promotional material in two or more media (i.e. video, print, interactive, audio, etc.) created or commissioned by a general entertainment broadcast or cable network, channel, station, content brand, cable or satellite provider, syndicator, studio, production company, individual or entity. Please check categories for specific entry guidelines and the promaxbda.org website for all technical specification details.

MM 01	IMAGE CAMPAIGN	A combination of thematically-related elements of promotional material including but not exclusive to spots, print ads, kits, premiums, mobile apps and other material designed as a combined promotion campaign on multiple medias for one network/channel/station or content platform. EXCLUDES sports.	SUBMISSION REQUIREMENTS: Minimum three, maximum six, related but different items per entry to be judged as a unified whole. No more than four pieces of material in any one medium. Entries containing more than six pieces of material may be disqualified. For any video materials, each video needs to be ninety (:90) seconds or less. For any print material, each piece must be uploaded as a .pdf. For any collateral/premium items, submit digital photo and upload as a .pdf. For any web materials, submit URL of live website including any login information or submit archived website material via video upload.
MM 02	PROGRAM/MOVIE PROMOTION PACKAGE CAMPAIGN	A combination of thematically-related elements of promotional material including but not exclusive to spots, radio, print ads, kits, premiums, mobile apps and other material designed as a combined promotion campaign on multiple medias for a program, series, movie, public service announcement, etc.	SUBMISSION REQUIREMENTS: Minimum three, maximum six, related but different items per entry to be judged as a unified whole. No more than four pieces of material in any one medium. Entries containing more than six pieces of material may be disqualified. For any video materials, each video needs to be ninety (:90) seconds or less. For any print material, each piece must be uploaded as a .pdf. For any collateral/premium items, submit digital photo and upload as a .pdf. For audio, upload as .mov, only audio required. For any web materials, submit URL of live website including any login information or submit archived website material via video upload.

MM 03	COMEDY PROGRAM PROMOTION CAMPAIGN	<p>A combination of thematically-related elements of promotional material including but not exclusive to spots, radio, print ads, kits, premiums, mobile apps and other material designed as a combined promotion campaign on multiple medias for a comedy program. Elements should highlight advertising campaigns that showcase through multiple media platforms.</p>	<p>SUBMISSION REQUIREMENTS: Minimum three, maximum six, related but different items per entry to be judged as a unified whole. No more than four pieces of material in any one medium. Entries containing more than six pieces of material may be disqualified. For any video materials, each video needs to be: 90 or less. For any print material, each piece must be uploaded as a .pdf. For any collateral/premium items, submit digital photo and upload as a .pdf. For audio, upload as .mov, only audio required. For any web materials, submit URL of live website including any login information or submit archived website material via video upload.</p>
MM 04	SEASONAL OR SPECIAL EVENT PROGRAM CAMPAIGN	<p>A combination of thematically-related elements of promotional material including but not exclusive to spots, radio, print ads, kits, premiums, mobile apps and other material designed as a combined promotion campaign on multiple medias for a special event program. Elements should highlight advertising campaigns that showcase through multiple media platforms.</p>	<p>SUBMISSION REQUIREMENTS: Minimum three, maximum six, related but different items per entry to be judged as a unified whole. No more than four pieces of material in any one medium. Entries containing more than six pieces of material may be disqualified. For any video materials, each video needs to be: 90 or less. For any print material, each piece must be uploaded as a .pdf. For any collateral/premium items, submit digital photo and upload as a .pdf. For audio, upload as .mov, only audio required. For any web materials, submit URL of live website including any login information or submit archived website material via video upload.</p>
MM 05	DRAMATIC PROGRAM CAMPAIGN	<p>A combination of thematically-related elements of promotional material including but not exclusive to spots, radio, print ads, kits, premiums, mobile apps and other material designed as a combined promotion campaign on multiple medias for a dramatic program. Elements should highlight advertising campaigns that showcase through multiple media platforms.</p>	<p>SUBMISSION REQUIREMENTS: Minimum three, maximum six, related but different items per entry to be judged as a unified whole. No more than four pieces of material in any one medium. Entries containing more than six pieces of material may be disqualified. For any video materials, each video needs to be: 90 or less. For any print material, each piece must be uploaded as a .pdf. For any collateral/premium items, submit digital photo and upload as a .pdf. For audio, upload as .mov, only audio required. For any web materials, submit URL of live website including any login information or submit archived website material via video upload.</p>

MM 06	NON-FICTION PROGRAM CAMPAIGN	A combination of thematically-related elements of promotional material including but not exclusive to spots, print ads, kits, premiums, mobile apps and other material designed as a combined promotion campaign on multiple medias for a non-fiction/reality program. Elements should highlight advertising campaigns that showcase through multiple media platforms (i.e. TV, online, print, etc.).	SUBMISSION REQUIREMENTS: Minimum three, maximum six, related but different items per entry to be judged as a unified whole. No more than four pieces of material in any one medium. Entries containing more than six pieces of material may be disqualified. For any video materials, each video needs to be: 90 or less. For any print material, each piece must be uploaded as a .pdf. For any collateral/premium items, submit digital photo and upload as a .pdf. For any web materials, submit URL of live website including any login information or submit archived website material via video upload.
MM 07	STUNT PROMOTION PACKAGE	A combination of thematically-related elements of promotional material including but not exclusive to spots, print ads, kits, premiums, mobile apps and other material designed as a combined promotion campaign to demonstrate a surprising, out-of the-ordinary creative approach to the promotion of a one-time programming block or series/program event on any platform or media. Guerrilla/viral marketing at its best!	SUBMISSION REQUIREMENTS: Minimum three, maximum six, related but different items per entry to be judged as a unified whole. No more than four pieces of material in any one medium. Entries containing more than six pieces of material may be disqualified. For any video materials, each video needs to be: 90 or less. For any print material, each piece must be uploaded as a .pdf. For any collateral/premium items, submit digital photo and upload as a .pdf. For any web materials, submit URL of website including any login information or submit archived website material via video upload.
MM 08	TOTAL PACKAGE ART DIRECTION & DESIGN: CHANNEL IMAGE - ON-AIR ONLY	A package of on-air design elements for network/channel branding.	SUBMISSION REQUIREMENTS: Minimum three, maximum five, related but different items per entry to be judged as a unified whole (i.e. IDs, bumpers, interstitials, etc.). Entries containing more than five pieces of material may be disqualified. Montages and compilations are not acceptable.
MM 09	TOTAL PACKAGE ART DIRECTION & DESIGN: PROGRAM	Any combination of on-air, print, collateral, premium and web material designed to promote a program or show.	SUBMISSION REQUIREMENTS: Minimum three, maximum five, related but different items per entry to be judged as a unified whole. No more than three pieces of material in any one medium. Entries containing more than five pieces of material may be disqualified. For any video materials, each video piece needs to be ninety (:90) seconds or less. For any print material, each piece must be uploaded as a .pdf. For any collateral/premium items, submit digital photo and upload as a .pdf. For any web materials, submit URL of live website including any login information or submit archived website material via video upload.

MM 10	TOTAL PACKAGE ART DIRECTION & DESIGN: PROGRAM - ON-AIR ONLY	A package of on-air material/elements designed specifically to promote a program or show.	SUBMISSION REQUIREMENTS: Minimum three, maximum five, related but different items per entry to be judged as a unified whole (i.e. opens, promos, etc.). Entries containing more than five pieces of material may be disqualified. Montages and compilations are not acceptable. Each individual entry piece needs to be ninety seconds (:90) or less.
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END MULTIMEDIA CATEGORIES

Continue to MUSIC & SPECIAL Categories...

SPECIAL CATEGORIES - MUSIC

S 01	MUSIC VIDEO OR SHORT SUBJECT VIDEO	Any single music video or short subject film.	SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be no longer than five minutes (5:00).
S 02	USE OF ORIGINAL MUSIC/SCORE	Any single video-based promotion that makes creative use of <u>original</u> music. No appropriated music (i.e. Covers).	SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be ninety seconds (:90) or less.
S 03	BEST USE OF MUSIC	Creative and effective use of music that supports the creative direction of a video-based spot as it relates to or represents network or content brand, used across any media. This category is meant to acknowledge the best creative use of a song, with or without lyrics, from a commercially released or independent artist, in broadcast promotion. (Not to include the use of library music, score or custom composition work).The song must be prevalent in the majority of the entry.	SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be ninety seconds (:90) or less.

SPECIAL CATEGORIES

S 04	SOUND DESIGN	Any single video-based promotion that demonstrates creative and effective use of sound components including music, sound effects, voice talent, etc.	SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be ninety seconds (:90) or less.
S 05	BEST VOICE OVER PERFORMANCE	Best performance by a voice over artist for use in a promotion, marketing or sales piece or series of pieces. On air, online, radio and corporate entries are accepted.	SUBMISSION REQUIREMENTS: One item per entry. Each individual video or audio entry needs to be ninety seconds (:90) or less. For audio, upload as .mov, only audio required.
S 06	BEST EXPERIENTIAL OR STUNT PROMOTION FOR A CONSUMER EVENT	Best trade or consumer event display booth, room or space that promotes company, program or series. Inclusive of consumer and trade events national or international. (I.e. ComiCon, Sundance, NAB, SXSW, etc.)	SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be three minutes (3:00) minutes or less.
S 07	VIRTUAL REALITY or 360 CAMERA IMPLEMENTATION	Most creative and effective use of Virtual Reality or 360 camera implementation that supports the promotion and marketing of any program or series of programs in any category (drama, comedy, holiday, PSA etc.) offering an immersive, impactful and memorable experience. Must be able to show viewer experience in order to be judged.	SUBMISSION REQUIREMENTS: One item per entry. Video must convey experience, needs to be 2:00 minutes or less. Submit live URL with any user name and password needed or archived interactive material via video upload.

S 08	SET DESIGN	Any set design for talk, children's, sports, variety, news programs, etc. Entry can be shown by using a compilation of video material showing no more than ten seconds (:10) of show graphics, to be judged as a whole. Entry must contain a human/talent element for scale reference, in the set and should be taken from an on-air check only.	SUBMISSION REQUIREMENTS: One item per entry. Video only. Each individual entry needs to be ninety seconds (:90) or less.
S 09	MOVIE PROMOTION	Any video-based promotional material created to promote a movie released on DVD or digital media. (Includes: action/adventure, comedy, sci-fi, children's and drama themed films.)	SUBMISSION REQUIREMENTS: Minimum one, 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. Each individual video piece needs to be ninety seconds (:90) or less.
S 10	SOMETHING FOR NOTHING	It's a mission impossible, but it's up to you to make it possible! A simple but effective video-based promotion that's clearly executed on a small budget (max. \$5,000 US). Entries must include a breakdown of all costs and time used to produce (including any in-house resources) in the Marketing Objective field.	SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be ninety seconds (:90) or less.
S 11	BEST WORK NEVER SEEN	Now's the time for everyone to see that brilliant work that your boss or your client just didn't get! Any promotional material which was produced but never made it to air. Please indicate in the marketing objective field the reasons why it was not used.	SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be ninety seconds (:90) or less.
S 12	SPECIAL PROJECT AWARD	Any out-of-the-ordinary marketing-driven event and/or activity designed to draw attention to programming, personnel, the community or a public service organization. Submit video showcasing event.	SUBMISSION REQUIREMENTS: One item per entry. Each individual entry needs to be five minutes (5:00) or less
S 13	SALON DE REFUS	Any work created that was pitched but never aired or published but was well worth the creative effort! Please indicate in the marketing objective the reasons why it was not used. Submit video or print at stage of cancellation.	SUBMISSION REQUIREMENTS: Single entry. For any video materials, each video piece needs to be ninety (:90) seconds or less.

QUESTIONS?

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