

## PromaxBDA UK awards categories 2017

- All entries must have been produced for, and have been broadcast or occurred in the United Kingdom.
- All entries must have transmitted or taken place between 1<sup>st</sup> September 2016 – 31<sup>st</sup> August 2017.
- Work created by UK companies for other territories should be entered in the appropriate PromaxBDA competition, not PromaxBDA UK – see [www.promaxbda.org](http://www.promaxbda.org)
- You are responsible for submitting your work in the correct category, but work deemed by the judges to be outside of the criteria may be disqualified and no refunds given.
- You may enter the same work, but in no more than **4 categories**.
- Competition opens Tuesday **1<sup>st</sup> August**, closes **Friday 8<sup>th</sup> September**.
- Fee is **£155** per entry

## the small print

- PromaxBDA UK will not be responsible for the holding of any materials submitted after the awards period has ended. Such materials cannot be returned. All submissions become the property of PromaxBDA UK 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 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.

### **craft categories**

1	BEST USE OF COPY
2	BEST USE OF SOUND DESIGN
3	BEST USE OF MUSIC
4	BEST USE OF GRAPHIC DESIGN
5	BEST USE OF ANIMATION
6	BEST USE OF EDITING
7	BEST USE OF DIRECTION

### **brand categories**

8	BEST CHANNEL IDENTIS - PRODUCED IN-HOUSE
9	BEST CHANNEL IDENTIS - PRODUCED OUT-OF-HOUSE
10	BEST TV CHANNEL IDENTITY PACKAGE
11	BEST CHANNEL BRAND PROMOTION
12	BEST CHANNEL LAUNCH

### **genre categories**

13	BEST DRAMA - ORIGINATED
14	BEST DRAMA - CLIP-BASED
15	BEST ENTERTAINMENT - ORIGINATED
16	BEST ENTERTAINMENT - CLIP-BASED
17	BEST FACTUAL - ORIGINATED
18	BEST FACTUAL - CLIP-BASED
19	BEST SPORTS - ORIGINATED
20	BEST SPORTS - CLIP-BASED
21	BEST CHILDREN'S - ORIGINATED
22	BEST CHILDREN'S - CLIP-BASED
23	BEST LIFESTYLE OR MAGAZINE - ORIGINATED
24	BEST LIFESTYLE OR MAGAZINE - CLIP-BASED

### **special categories**

25	BEST NEW TALENT OF THE YEAR
26	FUNNIEST PROMO OF THE YEAR
27	SOMETHING FOR NOTHING
28	BEST FILM PROMOTION
29	BEST SEASON, STUNT OR SPECIAL EVENT
30	BEST LONG FORM OR BRANDED CONTENT
31	BEST VOD OR OTT SERVICE PROMOTION
32	BEST DIRECT RESPONSE PROMOTION
33	BEST FOREIGN LANGUAGE PROMOTION
34	RADIO OR AUDIO ONLY PROGRAMME PROMOTION
35	BEST PROGRAMME SIZZLE

### **effectiveness categories**

36	MOST EFFECTIVE MEDIA PLANNING
37	MOST EFFECTIVE USE OF PR

### **off-air & campaign categories**

38	BEST KEY ART
39	BEST DIGITAL OUT OF HOME
40	BEST ON-AIR CAMPAIGN
41	BEST USE OF VR, INTERACTIVE OR MOBILE
42	BEST SOCIAL OR DIGITAL CAMPAIGN
43	BEST 360 CAMPAIGN
44	BEST SPONSORSHIP PACKAGE

### **grand prix award - selected by grand jury**

45	CREATIVE TEAM OF THE YEAR
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## craft categories

1	<b>BEST USE OF COPY</b>	What is it? Any single video-based promotion, ident or interstitial, etc. that demonstrates creative and effective copywriting.	SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be 90 seconds or less.
2	<b>BEST USE OF SOUND DESIGN</b>	What is it? Sound design that is integral to the work and which brings the idea to life.	SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be 90 seconds or less.
3	<b>BEST USE OF MUSIC</b>	What is it? Music use that is integral to the work and which brings the idea to life.	SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be 90 seconds or less.
4	<b>BEST USE OF GRAPHIC DESIGN</b>	What is it? Design or graphics enhanced clips that are integral to the work. What do I need to know? Entry can include minimal programme clips and/or origination.	SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be 90 seconds or less.
5	<b>BEST USE OF ANIMATION</b>	What is it? Animation is integral to the work. What do I need to know? Entry can include minimal programme clips and/or origination.	SUBMISSION REQUIREMENTS: Minimum one, maximum three thematically linked items per entry. Each individual video needs to be 90 seconds or less.
6	<b>BEST USE OF EDITING</b>	What is it? Work that brings an idea to life through the innovation and flair in the editing.	SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be 90 seconds or less.
7	<b>BEST USE OF DIRECTION</b>	What is it? Work that brings an idea to life through the director's innovation and vision.	SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be 90 seconds or less.

## brand categories

8	<b>BEST CHANNEL IDENTS (IN-HOUSE)</b>	What is it? A standalone or series of visual identity image pieces for a channel, OTT or SVOD service, season or stunt.	SUBMISSION REQUIREMENTS: Video Only. Minimum one, maximum five videos. Each individual entry must be 30 seconds or less.
9	<b>BEST CHANNEL IDENTS (OUT-OF-HOUSE)</b>	What is it? A standalone or series of visual identity image pieces for a channel, OTT or SVOD service, season or stunt.	SUBMISSION REQUIREMENTS: Video Only. Minimum one, maximum five, related videos. Each individual entry must be 30 seconds or less.
10	<b>BEST TV CHANNEL IDENTITY</b>	<p>What is it? Branding and full channel messaging kit of parts for a TV channel, SVOD or OTT service integrated across various platforms, e.g. print, web and TV.</p> <p>What else do I need to know? This category is not for individual idents, enter those into the Best Ident category instead.</p>	<p>SUBMISSION REQUIREMENTS: Maximum five elements. Any video material must be ninety 90 seconds or less. Any print material must be uploaded as a .pdf. For web materials, submit URL of live website including any login information. A demonstration reel is also accepted. Duration of the reel must be three minutes or less.</p>
11	<b>BEST CHANNEL BRAND SPOT OR CAMPAIGN</b>	What is it? A generic spot, or a group of thematically related spots which promote the brand image of a network, channel, station or content platform.	SUBMISSION REQUIREMENTS: Minimum one, maximum three thematically linked items per entry. Each individual entry should be 90 seconds or less.
12	<b>BEST CHANNEL LAUNCH</b>	What is it? Promotions to launch a service, channel, single programme, series or special event. Includes linear and OTT promotions.	SUBMISSION REQUIREMENTS: One item per entry. Each individual video must be 90 seconds or less.

## genre categories

13	<b>BEST DRAMA - ORIGINATED</b>	What is it? A single originated spot created to promote any drama programme or series. Includes linear and OTT promotions.	SUBMISSION REQUIREMENTS: One item per entry. State which budgetary category Promo sits within. Each individual video needs to be 90 seconds or less.
14	<b>BEST DRAMA - CLIP-BASED</b>	What is it? Clip-based promotion for a single drama programme or series. Includes linear and OTT promotions.	SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be 90 seconds or less.
15	<b>BEST ENTERTAINMENT – ORIGINATED</b>	What is it? A single originated spot created to promote any entertainment programme or series. Includes linear and OTT promotions. Excludes magazine and lifestyle promotions – please see category 23.	SUBMISSION REQUIREMENTS: One item per entry. State which budgetary category Promo sits within. Each individual video needs to be 90 seconds or less
16	<b>BEST ENTERTAINMENT - CLIP-BASED</b>	What is it? Clip-based promotion for a single entertainment programme or series. Includes linear and OTT promotions. Excludes magazine and lifestyle promotions – please see category 24.	SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be 90 seconds or less.
17	<b>BEST FACTUAL - ORIGINATED</b>	What is it? A single originated spot created to promote any factual programme or series. Includes linear and OTT promotions. Excludes magazine and lifestyle promotions – please see category 23.	SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be 90 seconds or less.
18	<b>BEST FACTUAL - CLIP-BASED</b>	What is it? Clip-based promotion for a single factual programme or series. Includes linear and OTT promotions. Excludes magazine and lifestyle promotions – please see category 24	SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be 90 seconds or less.
19	<b>BEST SPORTS – ORIGINATED</b>	What is it? A single originated spot created to promote any sports programme or series. Includes linear and OTT promotions.	SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be 90 seconds or less.
20	<b>BEST SPORTS - CLIP-BASED</b>	What is it? Originated promotion for a single sports programme or series. Includes linear and OTT promotions.	SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be 90 seconds or less.
21	<b>BEST CHILDREN'S – ORIGINATED</b>	What is it? A single originated spot created to promote any children's programme or series. Includes linear and OTT promotions.	SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be 90 seconds or less.

22	<b>BEST CHILDREN'S CLIP-BASED</b>	What is it? Clip-based promotion for a single children's programme or series. Includes linear and OTT promotions.	SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be 90 seconds or less.
23	<b>BEST LIFESTYLE OR MAGAZINE - ORIGINATED</b>	What is it? A single originated spot created to promote any lifestyle or magazine programme. Includes linear and OTT promotions.	SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be 90 seconds or less.
24	<b>BEST LIFESTYLE OR MAGAZINE – CLIP-BASED</b>	What is it? A single clip-based spot created to promote any lifestyle or magazine programme. Includes linear and OTT promotions.	SUBMISSION REQUIREMENTS: One item per entry. Each individual entry needs to be 90 seconds or less. Entries must be audio only.

## special categories

25	<b>BEST NEW TALENT OF THE YEAR</b>	<p>What is it? A special award to recognize the outstanding work of a new creative with less than 24 months of professional experience in promotion, marketing or design.</p> <p>What else do I need to know? The creative may be employed by a company or a freelancer.</p>	SUBMISSION REQUIREMENTS: Minimum one, maximum six related video or PDF items. Entries must be accompanied by 200 words stating why the candidate deserves to win and what their role is.
26	<b>FUNNIEST PROMO OF THE YEAR</b>	What is it? Work that brings an idea to life through humour. Includes linear and OTT promotions.	SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be 90 seconds or less.
27	<b>SOMETHING FOR NOTHING</b>	<p>What is it? Work that brings an idea to life on a minimal budget. 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. Includes linear, social and OTT promotions.</p> <p>What else do I need to know? We don't ask for a budget breakdown, just that you follow the spirit of spirit of this category - great ideas on a shoestring.</p>	SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be 90 seconds or less.
28	<b>BEST FILM PROMOTION</b>	What is it? Clip-based or originated promotions for a film, or season of films. Includes linear and OTT promotions.	SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be 90 seconds or less.

29	<b>BEST SEASON, STUNT OR SPECIAL EVENT</b>	What is it? Originated or clip-based promotions for a season, event or stunt. Includes linear and OTT promotions.	SUBMISSION REQUIREMENTS: Minimum one, maximum three, items per entry. Each individual video piece must be 90 seconds or less.
30	<b>BEST LONG FORM OR BRANDED CONTENT</b>	What is it? A long-form promotion or piece of content for a channel, programme, season, stunt or brand, broadcast across linear or digital platforms. Does NOT include programme content. Includes linear and OTT promotions.	SUBMISSION REQUIREMENTS: Minimum 90 seconds, maximum 5 minutes
31	<b>BEST VOD OR OTT SERVICE PROMOTION</b>	A single or group of related video-based spots designed to promote non-linear platform services or players including: PPV, VOD, OTT.	SUBMISSION REQUIREMENTS: Minimum one, maximum five, related but different items per entry to be judged as a unified whole. Each individual video piece needs to be 90 seconds or less.
32	<b>BEST DIRECT-RESPONSE PROMOTION</b>	What is it? Direct promotion that drives a specific call to action This may be for a competition, an online game or experience, a brand partnership promotion, a charity etc.	SUBMISSION REQUIREMENTS: Video only. Maximum of two thematically linked items per entry. Each individual entry must be 90 seconds or less.
33	<b>BEST FOREIGN LANGUAGE PROMOTION</b>	What is it? Any non-English language clip based or originated promotion for a single programme, series, season or channel. Includes linear and OTT promotions.  What else do I need to know? English subtitles must be provided. This category is open to Producers from outside the UK, but the spot must have aired in the UK.	SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be 90 seconds or less.
34	<b>RADIO OR AUDIO ONLY PROGRAMME PROMOTION</b>	What is it? A single radio or audio only spot created to promote any category of broadcast content.	SUBMISSION REQUIREMENTS: One item per entry. Each individual entry needs to be 90 seconds or less. Entries must be audio only.
35	<b>BEST PROGRAMME SIZZLE</b>	What is it? A single spot created to effectively support the sales and promotion of a programme in a business to business context. Excludes on-air marketing and any consumer focused promotions.	SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be 3 minutes or less.



## effectiveness categories

36	<b>MOST EFFECTIVE USE OF MEDIA PLANNING</b>	<p>What is it? This category recognizes the strategies and ideas devised by media planners to use a on-air media as a creative tool. Judges will be looking for innovative ideas which have shaped the creative execution and achieved success.</p> <p>What can I enter? Campaigns consisting of promotions, idents, blips, bumpers</p>	<p>SUBMISSION REQUIREMENTS: Maximum of three items per entry. PDF campaign summary and any additional supporting video material. Video must be 90 seconds or less.</p>
37	<b>MOST EFFECTIVE USE OF PR</b>	<p>What is it? An award given for any creative campaign utilising PR, experiential or social promoting a show or service outside of traditional broadcast channels. In-house or agency submissions can be entered.</p>	<p>SUBMISSION REQUIREMENTS: Maximum of three items per entry. Entries can consist of PDF images, links to the creative work or show-reels of no more than 3 minutes in length.</p>

## off-air & campaign categories

38	<b>BEST KEY ART</b>	A single press ad, poster or still to promote a programme, channel, content brand, cable or satellite provider.	SUBMISSION REQUIREMENTS: One execution per entry. Print material may be uploaded as a PDF.
39	<b>BEST DIGITAL OUT-OF-HOME</b>	A poster or campaign, specifically created for digital out of home displays (station concourse, Underground, Bus stops etc) to promote a programme, channel, content brand, cable or satellite provider.	SUBMISSION REQUIREMENTS: A maximum of three items per entry. PDF or reel.
40	<b>BEST ON-AIR CAMPAIGN</b>	A campaign for a programme, series or service where a central idea and theme connects across on-air time. Can include promos, blips, navigation and any on-air elements.	SUBMISSION REQUIREMENTS: Maximum five items per entry.
41	<b>BEST USE OF VR, INTERACTIVE OR MOBILE</b>	What is it? Digital media solutions to promote a programme, channel or platform. What can I enter? Websites, apps, mobile, interactive and VR experiences.	SUBMISSION REQUIREMENTS: Minimum one, maximum three elements. Entries to be submitted as a URL of a live website, including any login information, or a demonstration reel. Reels must not exceed five minutes.
42	<b>BEST SOCIAL OR DIGITAL CAMPAIGN</b>	What is it? Best campaign promotion across social media (Snapchat, Facebook, Twitter, Instagram etc) to promote a programme, channel or platform.  What can I enter? Social media apps and ads, sponsored tweets, competitions, takeovers.	SUBMISSION REQUIREMENTS: Entries to be submitted as a demonstration reel. Reels must not exceed three minutes. Please include results with entry.
43	<b>BEST 360 (INTEGRATED) CAMPAIGN</b>	What is it? A campaign where a central idea connects across a variety of media, eg TV, print, online, mobile, ambient stunts.  What can I enter? A campaign that promotes a programme, channel or platform. Must include the use of at least 3 different media.	SUBMISSION REQUIREMENTS: Minimum three, maximum five elements. Any video material must be 90 seconds or less. Any print material must be uploaded as a .pdf. For web materials, submit URL of live website including any login information. A demonstration reel is also accepted. Duration of the reel must be three minutes or less.
44	<b>BEST SPONSORSHIP PACKAGE</b>	What is it? A spot or campaign that integrates a sponsor with a network, channel, programme or content brand. Digital and social spots may also be entered.	SUBMISSION REQUIREMENTS: Minimum one, maximum six items per entry. Each item must be as part of the same sponsorship deal. Each individual video piece must be 90 seconds or less.

**grand prix award – selected by grand jury**

45	<b>CREATIVE TEAM OF THE YEAR</b>	<p>What is it? The creative team that in the opinion of the judges has demonstrated standout creative and marketing excellence in the last 12 months.</p> <p>What else do I need to know? This can include branding for a TV channel integrated across various platforms, e.g. print, web and TV, all on channel and off-channel marketing as well as social media creative across the year.</p>	<p>SUBMISSION REQUIREMENTS: Maximum six elements. Any video material must be 90 seconds or less. Any print material must be uploaded as a .pdf. For web materials, submit URL of live website including any login information. Any demonstration reel must be three minutes or less.</p>
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**END OF CATEGORIES**