

# PROMAX EUROPE AWARDS 2019

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## COMPETITION OVERVIEW

**DEADLINE:** The final deadline for the competition is **10 January, 2019**

## ELIGIBILITY PERIOD

*1 January 2018 through 31 December 2018*

The following guidelines are designed to explain the CONTENT & MATERIALS that can be entered into each category. The Promax Europe Awards celebrate the best practices in PROMOTION, MARKETING and DESIGN by way of the below categories.

### WHO Can Enter?

Entrant can represent the client vendor or their agent; there is no stipulation in any category regarding the entrant so long as the work was aired, broadcasted, published or released for the European Market or commissioned by European-based companies. The entrant can be within or outside of these markets so long that the work itself was released or aired in the European Market. The same criteria apply for all eligible materials for entry

### WHAT Can Be Entered?

Please refer to the technical specifications within this document and at [promaxbda.org](http://promaxbda.org) regarding materials for submission and refer to the eligibility dates and categories for all qualification details.

## IMPORTANT FOR YOU TO KNOW:

- ALL relevant permissions and copyrights are assumed to be cleared by the entrant.
- In the event that any individual category attracts fewer than 4 entries, 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 award statues to be given for the 2019 award season will be gold and silver only. If – in any category – entries do not meet the standard deemed award worthy by the jury, it is possible that there will be no awards given in that category. Equally, if in any category an entry meets, for example, the silver standard but not the gold standard, it is possible that there will only be a silver award given in a category.
- 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.
- 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.
- **TRANSLATION:** Due to the international composition of our judging panels, we must request that all non-English language entries provide English translations/subtitles for judging purposes, this includes all videos and printed materials.

## GLOSSARY:

- **PROMOS / SPOTS:** A video-based marketing creative that promotes a channel/network/platform and/or programme. Generally, 90 seconds or shorter.
- **IDENTS:** A video-based marketing creative that identifies the channel/network/platform/brand with its target audience. Generally, 15 seconds or shorter.
- **INTERSTITIAL:** A video-based marketing creative that promotes a channel/network/platform while bridging the gap between programming.
- **SHORT-FORM:** A video-based marketing creative (episodic or singular) that utilizes content to promote the channel/network/platform/brand.
- **LONG-FORM:** A video-based marketing creative that integrates the promotion of a brand and channel/network/platform/programme in a synergistic story.
- **SHOW REEL / DEMO REEL:** A marketing video that showcases the collective work of a campaign and its creative assets.
- **CASE STUDY:** A showcase reel that exhibits a marketing campaign's: strategy, creative, execution, and results.
- **KEY ART:** The principle image that builds the foundation of a marketing campaign. Used for: posters, ads, digital thumbnails, etc...

## JUDGING PROCESS:

- **1<sup>ST</sup> ROUND:** The first round consists of diverse judges from across Europe. Each entry will be evaluated based on marketing creativity, originality of concept, and its relevance to the category that it has been submitted into. Each judge will be assigned 2-4 categories (determined by length of assets viewed) and will be expected to assign a score to every entry given.
- **FINAL ROUND:** The finalists are selected from the top scores in the first round and will be taken onsite to multiple cities in Europe to decide GOLD and SILVER winners. The jurors will view 6-10 entries per category and submit scores anonymously. Final results are not revealed until the Awards Show.
- **BEST ON-AIR PROMO/CAMPAIGN:** Each jury will be asked to present their favorite and most memorable promo/campaign to be presented at our final jury session. The entry with the highest score will win the "people's choice" award regarding best in class on-air promo/campaign.
- **GRAND PRIX:** Once the final judging placement is made, the winning entries are tabulated by GOLD = 3 points and SILVER = 2 points. (Please make sure to submit the Client/Agency credits during the submission process) The teams with the highest scores in MARKETING TEAM OF THE YEAR and AGENCY OF THE YEAR will be decided by the final tally.

# PROMAX

## GRAND PRIX AWARDS

These special awards are determined by the overall results of the competition

*\*\*Please be sure to credit agencies appropriately when prompted during the submission process\*\**

### **\*IN-HOUSE MARKETING TEAM OF THE YEAR**

A special award designed to recognize the standout in-house marketing team of the year. This category will be judged by a designated elite jury of industry professionals to determine the winner from all of the entrants of the competition.

### **\*OUT-OF-HOUSE AGENCY OF THE YEAR**

A special award designed to recognize the standout out-of-house agency (does not include “in-house agencies”) of the year. This category will be judged by a designated elite jury of industry professionals to determine the winner from all of the entrants of the competition.

# PROMAX EUROPE AWARDS 2018

## NEW CATEGORIES

NEW CATEGORIES			
N 01	ON-AIR SECONDARY EVENTS PROMOTION	A single or group of theme related promotions demonstrating effective use of secondary events (lower thirds, takeovers, elevators, ambush, etc...) on-air to promote a channel, brand, and/or programme during another programme.	SUBMISSION REQUIREMENTS: Video only. Minimum 1, maximum 3, related but different items per entry to be judged as a unified whole. Maximum duration of each video must be ninety (:90) seconds or less.
N 02	MEDIA PLANNING/PRODUCTION	Demonstrating where the overall success of a campaign has been enhanced by innovation, creativity and best practice in media planning and/or production. Case studies accepted.	SUBMISSION REQUIREMENTS: Video only. Minimum 1, maximum 3, related but different items per entry to be judged as a unified whole. Maximum duration of each video must be ninety (:90) seconds or less. .PDF submissions accepted.
N 03	SOCIAL MEDIA VIDEO ASSET	A single video used to promote a program or a network, channel, station, or system via social media. Work will be judged on creativity and quality of design.	SUBMISSION REQUIREMENTS: Video only. One item per entry. Each individual entry must be ninety seconds (:90) or less.
N 04	USE OF SOCIAL MEDIA PLATFORMS	An innovative and effective use of organic or paid social media that effectively supports the promotion and marketing of any program or series of programs in any category (drama, comedy, holiday, PSA, etc.). Case studies accepted.	SUBMISSION REQUIREMENTS: Video only. Minimum 1, maximum 3, related but different items per entry to be judged as a unified whole. Maximum duration of each video must be ninety (:90) seconds or less.
N 05	USE OF TALENT USING SOCIAL MEDIA	Integration of a celebrity/talent as 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: Video only. Minimum 1, maximum 3, related but different items per entry to be judged as a unified whole. Maximum duration of each video must be ninety (:90) seconds or less.
N 06	RADIO SPOT	A single radio spot created to promote any category of broadcast content (drama, entertainment, sports, comedy program, comedy series, or unscripted/nonfiction/reality).	SUBMISSION REQUIREMENTS: Video only. One item per entry. Each individual entry must be ninety seconds (:90) or less.

# PROMAX EUROPE AWARDS 2018

## CHANNEL BRANDING CATEGORIES

CHANNEL BRANDING CATEGORIES			
CHANNEL BRANDING - TELEVISION/VIDEO			
C 01	<b>GENERAL BRAND CAMPAIGN: CHANNEL, NETWORK OR PLATFORM</b>	A group of theme-related spots and/or elements created to promote the brand image of a network, channel or content platform and/or services. <i>Does not include identification pieces or content/programme specific promotion (for idents: please see design categories).</i>	SUBMISSION REQUIREMENTS: Video only. Minimum 3, maximum 5, related but different items per entry to be judged as a unified whole. Maximum duration of each video must be ninety (:90) seconds or less.
C 02	<b>GENERAL BRAND DESIGN PACKAGE: CHANNEL, NETWORK OR PLATFORM</b>	A group of theme-related video based elements representing best on-air branding design for a channel, platform or service. (i.e., bumpers, strap-lines, pack-shots, idents, billboards). <i>Montages and compilations are not acceptable.</i>	SUBMISSION REQUIREMENTS: Video only. Minimum 3, maximum 5, related but different items per entry to be judged as a unified whole. Maximum duration of each video must be ninety (:90) seconds or less.
C 03	<b>SOCIAL RESPONSIBILITY ANNOUNCEMENT SPOTS</b>	Any single or group of theme-related on-air spot(s) for a channel, network, cable/satellite provider to promote social responsibility issues, charity or worthy cause. Can be local or national.	SUBMISSION REQUIREMENTS: Video only. Minimum 1, maximum 3, related but different items per entry to be judged as a unified whole. Maximum duration of each video must be ninety (:90) seconds or less.
C 04	<b>OTT/VOD/WEBSITE/ INTERACTIVE SERVICE SPOT</b>	Any promo designed specifically to promote a channel's online programme, on-demand platform service, or interactive product or service. OTT or "over-the-top," is a term used for the delivery of film and TV content via the Internet, without requiring users to subscribe to a traditional cable or satellite paid-TV service.	SUBMISSION REQUIREMENTS: Video only. One item per entry. Each individual entry must be ninety seconds (:90) or less.
C 05	<b>SPECIAL EVENT SPOT</b>	A single or group of theme-related on-air spot(s) for a one-time special event including telethons, contests, anniversaries, specials, etc... <i>EXCLUDES social responsibility announcements and sporting events.</i>	SUBMISSION REQUIREMENTS: Video only. Minimum 1, maximum 3, related but different items per entry to be judged as a unified whole. Maximum duration of each video must be ninety (:90) seconds or less.
C 06	<b>ON-AIR IDENT CAMPAIGN (In-House)</b>	Any graphic presentation, which brands a channel/network/platform and/or its programmes. Produced entirely in-house by the in-house staff team.	SUBMISSION REQUIREMENTS: Video only. Minimum 3, maximum 5, related but different items per entry to be judged as a unified whole. Maximum duration of each video must be ninety (:90) seconds or less.
C 07	<b>ON-AIR IDENT CAMPAIGN (Out-of-House)</b>	Any graphic presentation, which brands a channel/network/platform and/or its programmes. Produced by an out-of-house agency for hire or another out-of-house resource.	SUBMISSION REQUIREMENTS: Video Only. Minimum 3, maximum 5, related but different items per entry to be judged as a unified whole. Maximum duration of each video must be ninety (:90) seconds or less.

CHANNEL BRANDING - DIGITAL MEDIA			
C 08	<b>SOCIAL MEDIA CAMPAIGN FOR A CHANNEL</b>	An effective use of digital media, social media and/or a community based website that effectively promotes and markets a network, channel, station or platform online or on-air. (Examples include: Instagram, snapchat, facebook, Youtube, twitter, etc.) Please submit video walk-through or case study highlighting entry execution and accomplishments.	SUBMISSION REQUIREMENTS: One item per entry. Submit as an archived interactive material via video upload/demonstrations video. No URL's will be accepted. Maximum duration of video must be three minutes (3:00) or less.
CHANNEL BRANDING – MULTIMEDIA			
C 09	<b>CHANNEL LOGO DESIGN ACROSS MULTIPLE MEDIA</b>	Creative use of any logo designed for on-air, print and interactive applications for a network/station or channel effectively used across multiple platforms (i.e. Youtube, twitter, etc.) May include Stunt/Theme or Seasonal logo design. Submit as aired and print sample.	SUBMISSION REQUIREMENTS: Minimum 3, maximum 5, 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 all print material, each piece must be uploaded as a .PDF. For any web materials, submit as an archived interactive material via video upload/demonstrations video. No URL's will be accepted. Maximum duration of video must be three minutes (3:00) or less.
C 10	<b>BEST INTEGRATED MARKETING CAMPAIGN FOR A CHANNEL, NETWORK OR PLATFORM</b>	A combination of theme-related elements of promotional material including but not exclusive to spots, print ads, mobile apps and other material designed as a combined promotion campaign on multiple medias for one network/channel/station or content platform. Case studies are acceptable.	SUBMISSION REQUIREMENTS: Minimum 3, maximum 5, related but different items per entry. No more than three pieces of material in any one media. Entries containing more than five pieces of material may be disqualified. Video pieces needs to be ninety (:90) seconds or less. Print material must be uploaded as a .PDF. Web materials, submit via video upload/demonstrations video. No URL's will be accepted. Maximum duration of video must be three minutes (3:00) or less.
CHANNEL BRANDING - PRINT			
C 11	<b>CHANNEL KEY ART</b>	Any single key art designed to promote a network, channel, station, cable or satellite provider, syndicator, studio, production company or entity.	SUBMISSION REQUIREMENTS: One item per entry. Each piece must be uploaded as a .PDF.
C 12	<b>CHANNEL KEY ART CAMPAIGN</b>	Any theme-related group of key art designed to promote a network, channel, station, cable or satellite provider, syndicator, studio, production company or entity.	SUBMISSION REQUIREMENTS: Minimum 3, maximum 5, 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 uploaded as a .PDF.

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## PROGRAMME PROMOTION CATEGORIES

PROGRAMME PROMOTION CATEGORIES			
PROGRAMME PROMOTION - TELEVISION/VIDEO			
P 01	<b>GENERAL PROGRAMME IMAGE CAMPAIGN</b>	A group of theme-related spots promoting a show, episode, film on TV, programme, series of programmes, etc. <i>Does not include identification pieces. (for idents please see design categories)</i>	SUBMISSION REQUIREMENTS: Video only. Minimum 3, maximum 5, related but different items per entry to be judged as a unified whole. Maximum duration of each video must be ninety (:90) seconds or less.
P 02	<b>GENERAL PROGRAMME DESIGN PACKAGE</b>	A group of theme-related video-based elements used to brand a programme or series of programmes (i.e. bumpers, strap-lines, pack-shots, idents, etc.). <i>Montages and compilations are not acceptable.</i>	SUBMISSION REQUIREMENTS: Video only. Minimum 3, maximum 5, related but different items per entry to be judged as a unified whole. Maximum duration of each video must be ninety (:90) seconds or less.
P 03	<b>PROGRAMME SPECIFIC LOGO</b>	Any logo designed specifically for on-air use for a show, episode, film on TV, programme, series of programmes. Submit as aired. <i>Programmes only.</i>	SUBMISSION REQUIREMENTS: Video only. One item per entry. Each individual entry must be ninety seconds (:90) or less
P 04	<b>HOLIDAY/SEASONAL PROGRAMME SPOTS</b>	A single or group of theme-related on-air spot(s) tied to a seasonal or holiday themed promotion for a programme.	SUBMISSION REQUIREMENTS: Video only. Minimum 1, maximum 3, related but different items per entry to be judged as a unified whole. Maximum duration of each video must be ninety (:90) seconds or less.
P 05	<b>PROGRAMME SPECIAL EVENT SPOT</b>	A single or group of theme-related on-air spot(s) for a one-time special event including telethons, contests, anniversaries, specials, etc., <i>EXCLUDES social responsibility announcements and sporting events.</i>	SUBMISSION REQUIREMENTS: Video only. Minimum 1, maximum 3, related but different items per entry to be judged as a unified whole. Maximum duration of each video must be ninety (:90) seconds or less.
P 06	<b>ON-AIR CONSUMER TIE-IN/BRAND INTEGRATED SPOTS</b>	Any single or group of theme-related on-air spot(s) that integrate a sponsor/consumer brand with a network, channel, programme or content brand.	SUBMISSION REQUIREMENTS: Video only. Minimum 1, maximum 3, related but different items per entry to be judged as a unified whole. Maximum duration of each video must be ninety (:90) seconds or less.
P 07	<b>DOCUMENTARY OR FACTUAL ENTERTAINMENT PROGRAMME SPOTS</b>	A single or group of theme-related on-air spot(s) created to promote a documentary or factual entertainment programme or series of programmes.	SUBMISSION REQUIREMENTS: Video only. Minimum 1, maximum 3, related but different items per entry to be judged as a unified whole. Maximum duration of each video must be ninety (:90) seconds or less.
P 08	<b>ENTERTAINMENT/MUSIC/VARIETY/ COMEDY PROGRAMME SPOTS</b>	A single or group of theme-related on-air spot(s) created to promote an entertainment, music or variety programme (e.g. variety, talk show, quiz shows, talent shows, award shows, etc.) or series of programmes.	SUBMISSION REQUIREMENTS: Video only. Minimum 1, maximum 3, related but different items per entry to be judged as a unified whole. Maximum duration of each video must be ninety (:90) seconds or less.

P 09	LEISURE & LIFESTYLE PROGRAMME SPOTS	A single or group of theme-related on-air spot(s) created to promote a leisure or lifestyle programme or series of programmes including daytime, makeover, how-to, cooking, travel, shopping, fashion programming, etc.	SUBMISSION REQUIREMENTS: Video only. Minimum 1, maximum 3, related but different items per entry to be judged as a unified whole. Maximum duration of each video must be ninety (:90) seconds or less.
P 10	REALITY/UNSCRIPTED/NON-FICTION PROGRAMME SPOTS	A single or group of theme-related on-air spot(s) created to promote reality/unscripted entertainment programme or series of programmes.	SUBMISSION REQUIREMENTS: Video only. Minimum 1, maximum 3, related but different items per entry to be judged as a unified whole. Maximum duration of each video must be ninety (:90) seconds or less.
P 11	DRAMATIC PROGRAMME SPOTS	A single or group of theme-related on-air spot(s) created to promote a drama series.	SUBMISSION REQUIREMENTS: Video only. Minimum 1, maximum 3, related but different items per entry to be judged as a unified whole. Maximum duration of each video must be ninety (:90) seconds or less.
P 12	CHILDREN'S PROGRAMME SPOTS	A single or group of theme-related on-air spot(s) created to promote a children's programme.	SUBMISSION REQUIREMENTS: Video only. Minimum 1, maximum 3, related but different items per entry to be judged as a unified whole. Maximum duration of each video must be ninety (:90) seconds or less.
P 13	LIVE SPORTS EVENT/PROGRAMME SPOTS	A single or group of theme-related on-air spot(s) created to promote a one-time live sports event programme (including Euro Cup, World Cup, Olympics, tournaments, etc.).	SUBMISSION REQUIREMENTS: Video only. Minimum 1, maximum 3, related but different items per entry to be judged as a unified whole. Maximum duration of each video must be ninety (:90) seconds or less.
P 14	SPORTS PROGRAMME SPOTS	Any single or group of theme-related on-air spot(s) created to promote a sport programme, series of sports news programmes. EXCLUDING a live event or game.	SUBMISSION REQUIREMENTS: Video only. Minimum 1, maximum 3, related but different items per entry to be judged as a unified whole. Maximum duration of each video must be ninety (:90) seconds or less.
P 15	PROGRAMME SPOT NOT USING PROGRAMME FOOTAGE	Any on-air spot created to promote a television programme WITHOUT using any programme footage. Entries will be disqualified if found to contain any programme footage.	SUBMISSION REQUIREMENTS: Video only. One item per entry. Each individual entry must be ninety seconds (:90) or less.
P 16	NEWS/INFORMATION PROGRAMME SPOTS	A single or group of theme-related on-air spots created to promote a news programme or current affairs programme or series of programmes.	SUBMISSION REQUIREMENTS: Video only. Minimum 1, maximum 3, related but different items per entry to be judged as a unified whole. Maximum duration of each video must be ninety (:90) seconds or less.
P 17	THEATRICAL FILMS/MOVIES SHOWN ON TELEVISION SPOTS	Movies! Movies! Movies! Any on-air spot(s) created to promote: a theatrical film, series of films, or season of films being aired on television ( <i>NOT in current theatrical release</i> ). May include Pay-Per-View and Video on Demand.	SUBMISSION REQUIREMENTS: Video only. Minimum 1, maximum 3, related but different items per entry to be judged as a unified whole. Maximum duration of each video must be ninety (:90) seconds or less.
P 18	OPEN/TITLES	Any opening title sequence designed for any programme or series of programmes.	SUBMISSION REQUIREMENTS: Video only. One item per entry. Each individual entry needs to be ninety seconds (:90) or less.



PROGRAMME PROMOTION - DIGITAL MEDIA			
P 19	<b>SOCIAL MEDIA CAMPAIGN FOR A PROGRAMME</b>	An effective use of digital media, social media and/or a community based website that effectively promotes and markets a programme online or on-air (examples include: Instagram, snapchat, facebook, Youtube, twitter, etc.) Please submit video walk-through or case study highlighting entry execution and accomplishments.	SUBMISSION REQUIREMENTS: One item per entry. Submit as an archived interactive material via video upload/demonstrations video. No URL's will be accepted. Maximum duration of video must be three minutes (3:00) or less.
PROGRAMME PROMOTION - MULTIMEDIA			
P 20	<b>BEST INTEGRATED MARKETING CAMPAIGN FOR A PROGRAMME</b>	A marketing campaign for a programme using a combination of theme-related elements. Submit as aired and print sample. Case Studies are acceptable.	SUBMISSION REQUIREMENTS: Minimum 3, maximum 5, 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 all print material, each piece must be uploaded as a .PDF. For any web materials, submit as an archived interactive material via video upload/demonstrations video. No URL's will be accepted. Maximum duration of video must be three minutes (3:00) or less.
PROGRAMME PROMOTION - PRINT			
P 21	<b>PROGRAMME KEY ART</b>	Any single key art designed to promote a show, episode, film on TV, programme, series of programmes, etc.	SUBMISSION REQUIREMENTS: One item per entry. Each piece must be uploaded as a .PDF.
P 22	<b>PROGRAMME KEY ART CAMPAIGN</b>	Any theme-related group of key art designed to promote a show, episode, film on TV, programme, series of programmes, etc.	SUBMISSION REQUIREMENTS: Minimum 3, maximum 5, 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 uploaded as a .PDF.

# PROMAX EUROPE AWARDS 2018

## OPEN ENTRY CATEGORIES

OPEN ENTRY CATEGORIES			
ELIGIBLE: CHANNEL BRAND & PROGRAMME PROMOTION			
O 01	<b>INTERSTITIAL PROMO</b>	Any single on-air material in connection with the channel or programme brand designed to get the message to the viewer as quickly, comprehensively and artfully as possible, specifically to bridge gaps between programming.	SUBMISSION REQUIREMENTS: Video only. One item per entry. Each individual video must be three minutes (3:00) or less.
O 02	<b>SHORT-FORM PROMO</b>	A short-form video-based promotion designed to effectively promote a show or series using relevant content to connect the audience.	SUBMISSION REQUIREMENTS: Video only. One item per entry. Each individual video must be three minutes (3:00) or less.
O 03	<b>LONG-FORM PROMO</b>	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	SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be between four and ten minutes (4:00-10:00)
O 04	<b>FUNNIEST PROMO</b>	Every year there is a hilarious spot that just needs to be recognized. The criteria is easy, any on-air promotion that's makes you laugh out loud!	SUBMISSION REQUIREMENTS: Video only. One item per entry. Each individual entry must be ninety seconds (:90) or less.
O 05	<b>MARKETING VIDEO/SIZZLE REEL/ PRESENTATION (Internal or External)</b>	A video or sizzle reels that capture your message and captivate your audience — all with creativity and style. Created to promote programming or facilities to internal personnel, employees and vendors or external affiliates, systems, advertisers, agencies or funders; includes long-form promotional spots.	SUBMISSION REQUIREMENTS: Video only. One item per entry. Each individual entry must be 3 minutes (3:00) or less. Please edit accordingly.
O 06	<b>EXPERIENTIAL OR STUNT PROMOTION FOR A CONSUMER EVENT</b>	Best trade or consumer event display booth, room, or space that promotes a company, program, or series. Inclusive of consumer and trade events, national or international (ComicCon, Sundance, NAB, SXSW, etc.)	SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be three minutes (3:00) or less.
O 07	<b>BEST NEW CONCEPT/INNOVATION</b>	A breakout concept that your team came up with as a way to promote a channel or programme. Please submit a reel that showcases this concept and its results.	SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be three minutes (3:00) or less.

CRAFT CATEGORIES			
O 08	USE OF EDITING	Any single video-based promotion, presentation, interstitial etc. that demonstrates creative and effective video editing.	SUBMISSION REQUIREMENTS: Video only. One item per entry. Each individual video must be two minutes (2:00) or less.
O 09	USE OF COPYWRITING	Any single video-based promotion, presentation, interstitial, etc. that demonstrates creative and effective copywriting.	SUBMISSION REQUIREMENTS: Video only. One item per entry. Each individual video must be two minutes (2:00) or less.
O 10	USE OF ANIMATION	Any single video-based promotion that demonstrates creative and effective use of animation.	SUBMISSION REQUIREMENTS: Video only. One item per entry. Each individual entry must be ninety seconds (:90) or less.
O 11	USE OF MOTION GRAPHICS	Any single video-based promotion that demonstrates creative and effective use of motion graphics.	SUBMISSION REQUIREMENTS: Video only. One item per entry. Each individual entry must be ninety seconds (:90) or less.
O 12	USE OF MUSIC	Any on-air spot that creatively uses commercially licensed music.	SUBMISSION REQUIREMENTS: Video only. One item per entry. Each individual video must be two minutes (2:00) or less.
O 13	USE OF ORIGINAL MUSIC/SCORE	Any on-air spot that creatively uses original music composition. <i>No appropriated music (i.e. Covers)</i>	SUBMISSION REQUIREMENTS: Video only. One item per entry. Each individual video must be two minutes (2:00) or less.
O 14	USE OF MUSIC WITH ORIGINAL LYRICS	Any on-air spot that creatively uses commercially licensed music with original lyrics.	SUBMISSION REQUIREMENTS: Video only. One item per entry. Each individual video must be two minutes (2:00) or less.
O 15	USE OF SOUND DESIGN	Any on-air spot that demonstrates creative and effective use of sound components, including: music, sound effects, voice talent, etc.	SUBMISSION REQUIREMENTS: Video only. One item per entry. Each individual video must be ninety seconds (:90) or less.
O 16	ON-AIR TYPOGRAPHY	Any single video-based promotion that demonstrates exceptional use of typography (including but not limited to on-air promotion, IDs, interstitials, etc.).	SUBMISSION REQUIREMENTS: Video only. One item per entry - submit as aired. Each individual video must be ninety seconds (:90) or less.
O 17	SET DESIGN (PHYSICAL OR DIGITAL)	Any set design for talk, children's, sports, variety, news programmes, etc. May include single and/or short-lived programme. Entry can be shown by using a compilation of video material to be judged as a whole. Sets can be both physical and built or digitally created.	SUBMISSION REQUIREMENTS: Video only. One item per entry. Each individual entry must be ninety seconds (:90) or less.

SPECIAL CATEGORIES			
O 18	<b>SOMETHING FOR NOTHING</b>	It's a mission impossible but it's up to you to make it very possible! A simple but effective on-air promotion that's clearly executed on a small budget (max. 1,500€). Entries must include a breakdown of all costs and time (including in-house resources) in the marketing objective field.	SUBMISSION REQUIREMENTS: One video per entry. Each individual entry must be ninety (:90) seconds or less.
O 19	<b>BEST WORK NEVER SEEN</b>	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.
O 20	<b>BEST NEW TALENT (No Fee to Enter)</b>	A very special award designed to recognize a new producer or marketer with two years or less experience in promotion or marketing, who is already creating outstanding work. This individual may be employed by a company or be a freelancer. You may nominate a deserving individual, or you may nominate yourself. Up to three samples of promotion or marketing materials should be submitted for consideration to be judged as one entry. The objective of the submission must be provided, along with a CV, resume or short bio.	SUBMISSION REQUIREMENTS: Minimum 1, maximum 3 related but different items per entry to be judged as a unified whole. Entries containing more than 3 pieces of material may be disqualified. CV, resume or short bio must be submitted via .PDF. Video entries only. Total maximum duration: three (3:00) minutes or less.

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### QUESTIONS?

Please Contact the PromaxBDA Awards Department:

**Kayla Ramirez**, Coordinator, Awards: [kayla.ramirez@promabda.org](mailto:kayla.ramirez@promabda.org)

**Sam Jae**, Coordinator, Awards: [sam.jae@promaxbda.org](mailto:sam.jae@promaxbda.org)

**Paul K Lee**, Manager, Global Awards: [paul.lee@promaxbda.org](mailto:paul.lee@promaxbda.org)

**Stacy La Cotera**, SVP Global Awards: [stacy@promaxbda.org](mailto:stacy@promaxbda.org)