

PROMAX | NORTH AMERICA AWARDS 2019

The annual PROMAX Awards are the world's premier celebration of innovation and creativity in entertainment marketing and design.

ELIGIBILITY

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

January 1, 2018 through December 31, 2018

DEADLINES

The competition officially opens on
Wednesday, December 12, 2018

The final deadline for entry
Thursday, March 14, 2019, at 11:59 pm PST.

All physical materials must be received in the PROMAX office in Los Angeles no later than
Friday, March 8, 2019 at 5:00pm PST

WHO CAN ENTER

- Broadcast Networks
- Cable/Satellite Networks
- Online 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 so long as the work was for air, broadcast, publishing or release in the United States and/or Canada.

IMPORTANT FOR YOU TO KNOW

- PROMAX 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 PROMAX 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 2019 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 of updates and 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.*

PROMAX

OF THE YEAR AWARDS

These special awards are determined by the overall results of the competition (see below)

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

MARKETING TEAM OF THE YEAR

A special award designed to recognize the standout in-house marketing team of the year.

AGENCY OF THE YEAR

A special award designed to recognize the standout marketing agency (does not include “in-house agencies”) of the year.

JUDGING PROCESS:

- **1ST ROUND:** The first round consists of diverse judges from across the United States. 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 in Los Angeles and New York 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.
- **OF THE YEAR:** Once the final judging placement is made, the winning entries are tabulated by GOLD = 3 points, SILVER = 2 points, and BRONZE = 1 point. (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.

MARKETING CREATIVITY CATEGORIES

| MARKETING CREATIVITY: GENERAL 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. | | | |
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| TV 01 | BRAND IMAGE PROMO | 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 promotions (IDs: see design award categories). | One item per entry. Each individual video needs to be ninety seconds (:90) or less. |
| TV 02 | BRAND IMAGE PROMO CAMPAIGN | A group of thematically related video-based promotional materials 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 award categories). | 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 | LONG FORMAT BRAND IMAGE | A long-format video-based content material or webisode created to promote the brand image of a network, channel, station, or content platform to viewers. | Minimum one, maximum five. Each individual video needs to be at least ninety seconds (:90). |
| TV 04 | BRAND PROMO: WEBSITE OR APP PROMOTION | A single video-based promotional material or group of related video-based promotional materials created to promote a network's or program's website or interactive applications. | 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 | BRAND PROMO: 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. | One item per entry. Each individual video needs to be ninety seconds (:90) or less. |
| TV 06 | BRAND PROMO: HOLIDAY OR SPECIAL EVENT CAMPAIGN | A group of related video-based promotional materials created to promote the brand image of a network, channel, station, or content platform associated with or using a holiday or special event theme. | 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 | PROGRAM TRAILER PROMO | A single video-based trailer created from show material for the promotion of a single comedy, drama, or reality show on broadcast network or cable, intended specifically for an advertising or promotional presentation (may include TCA, press tour, Comic-Con, etc.). | One item per entry. Each individual video needs to be four minutes (4:00) or less. |

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| TV 08 | SYNDICATED PROGRAM PROMO | 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. | One item per entry. Each individual video needs to be ninety seconds (:90) or less. |
| TV 09 | SYNDICATED PROGRAM CAMPAIGN | A group of related video-based promotional materials 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. | 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 needs to be ninety seconds (:90) or less. |
| TV 10 | CABLE/ONLINE PLATFORMS/SATELLITE: BRAND IMAGE PROMO OR CAMPAIGN | A single or group of related video-based promotional material created to promote the brand or image of a cable, satellite, or online content platform system. | 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 needs to be ninety seconds (:90) or less. |
| TV 11 | 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. | One item per entry. Each individual video needs to be three minutes (3:00) or less. |
| TV 12 | 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, upfronts, industry events, etc. | One item per entry. Each individual video needs to be three minutes (3:00) or less. |
| TV 13 | 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! | One item per entry. Each individual video needs to be ninety seconds (:90) or less. |
| TV 14 | IN-HOUSE PROGRAM PROMO | A single video-based promo created to promote a 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 four of these five areas: 1. script or concept 2. sound 3. visuals 4. design/graphics 5. editorial | One item per entry. Each video needs to be ninety seconds (:90) or less. FULL CREDIT LIST MUST BE SUBMITTED WITH ALL ENTRIES. |

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| TV 15 | IN-HOUSE PROGRAM CAMPAIGN | <p>A group of related video-based promos created to promote any program or series of programs. Must be produced in-house at any channel, content platform, or distributor.</p> <p>NOTE: To be eligible as in-house, 100% of the work must be created by internal staff in at least four of these five areas:</p> <ol style="list-style-type: none"> 1. script or concept 2. sound 3. visuals 4. design/graphics 5. editorial | <p>Minimum three, maximum five, related but different items per entry to be judged as a unified whole. Entries with more than five 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.</p> |
| TV 16 | OUT-OF-HOUSE PROGRAM PROMO | <p>A 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 or vendor).</p> | <p>One item per entry. Each individual video needs to be ninety seconds (:90) or less.</p> |
| TV 17 | OUT-OF-HOUSE PROGRAM CAMPAIGN | <p>A group of related video-based promos 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 or vendor).</p> | <p>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 needs to be ninety seconds (:90) or less.</p> |
| TV 18 | “BEHIND THE SCENES” PROMO | <p>A single video-based “behind the scenes” or “making of” promotional material or group of video-based “behind the scenes” or “making of” promotional materials used to promote specific programs, series, etc., and/or the network. If full promotion is longer than allotted time, entry must be edited to fit the time specifications.</p> | <p>Minimum one, maximum five, related but different items. Entries containing more than five pieces of material may be disqualified. Each individual video needs to be five minutes (5:00) or less with a total running time of ten minutes (10:00) or less for all videos together.</p> |
| TV 19 | BLOCK OF PROGRAMMING PROMO OR CAMPAIGN | <p>A single video-based promotional material or group of video-based promotional materials created to promote a regularly scheduled, related block of programming.</p> | <p>Minimum one, maximum five, items per entry. Each individual video needs to be ninety seconds (:90) or less.</p> |
| TV 20 | CLIP-BASED COMEDY PROMO | <p>A single clip-based promotional material created to promote a comedy program, series, etc.</p> | <p>One item per entry. Each individual video needs to be ninety seconds (:90) or less.</p> |
| TV 21 | CLIP-BASED DRAMATIC PROGRAM PROMO | <p>A single clip-based promotional material created to promote a dramatic series.</p> | <p>One item per entry. Each individual video needs to be ninety seconds (:90) or less.</p> |
| TV 22 | CLIP-BASED ENTERTAINMENT PROMO | <p>A single clip-based promotional material created to promote a live entertainment, music, or variety program (e.g., variety, talk show, quiz show, talent show, award show) or series of programs.</p> | <p>One item per entry. Each individual video needs to be ninety seconds (:90) or less.</p> |
| TV 23 | CLIP-BASED NONFICTION PROGRAMMING PROMO | <p>A single clip-based promotional material created to promote a nonfiction/reality program, or series.</p> | <p>One item per entry. Each individual video needs to be ninety seconds (:90) or less.</p> |

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| TV 24 | COMEDY PROMO | A single video-based promotional material created to promote a comedy program, or series. | One item per entry. Each individual video needs to be ninety seconds (:90) or less. |
| TV 25 | COMEDY CAMPAIGN | A group of related video-based promotional materials created to promote a comedy program, or series. | 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 needs to be ninety seconds (:90) or less |
| TV 26 | DAYTIME PROGRAM PROMO | A single video-based promotional material created to promote a daytime entertainment program or series. | One item per entry. Each individual video needs to be ninety seconds (:90) or less. |
| TV 27 | DAYTIME PROGRAM CAMPAIGN | A group of related video-based promotional materials created to promote a daytime entertainment program or series. | Minimum two, maximum five, items per entry. Each individual video needs to be ninety seconds (:90) or less. |
| TV 28 | DRAMATIC PROGRAM PROMO | A single video-based promotional material created to promote a dramatic series. | One item per entry. Each individual video needs to be ninety seconds (:90) or less. |
| TV 29 | DRAMATIC PROGRAM CAMPAIGN | A group of video-based promotional materials created to promote a dramatic series. | Minimum two, maximum five, items per entry. Each individual video needs to be ninety seconds (:90) or less. |
| TV 30 | ENTERTAINMENT PROGRAM PROMO | A single video-based promotional material created to promote an entertainment, music, or variety program (e.g., variety, talk show, quiz show, talent show, award show) or series of programs. | One item per entry. Each individual video needs to be ninety seconds (:90) or less. |
| TV 31 | ENTERTAINMENT PROGRAM CAMPAIGN | A group of related video-based promotional materials created to promote an entertainment, music, or variety program (e.g., variety, talk show, quiz show, talent show, award show) or series of programs. | 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 needs to be ninety seconds (:90) or less. |
| TV 32 | INTERSTITIAL AND PROGRAM WRAPS CAMPAIGN | A group of related nontraditional video-based promotional or informational materials used in conjunction with the content of a program, designed to enhance the brand identity of the program, series, network, and/or channel with no advertiser involvement. | 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 needs to be three minutes (3:00) or less. |
| TV 33 | 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. | One item per entry. Each individual video needs to be ninety seconds (:90) or less. |
| TV 34 | LIVE EVENT CAMPAIGN | A group of related video-based promotional materials created to promote a one-time live event program. Submission must be for a program aired live, such as a game or special event. | 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 needs to be ninety seconds (:90) or less |
| TV 35 | MADE-FOR-TELEVISION MOVIE PROMO | A video-based promotional material created to promote a made-for-television movie. | One item per entry. Each individual video needs to be ninety seconds (:90) or less. |
| TV 36 | THEATRICAL MOVIE SHOWN ON TELEVISION PROMO OR CAMPAIGN | 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. | Minimum one, maximum five, items per entry. Each individual video needs to be ninety seconds (:90) or less. |
| TV 37 | NONFICTION PROGRAMMING PROMO | A single video-based promotional material created to promote a nonfiction/reality program, or series. | One item per entry. Each individual video needs to be ninety seconds (:90) or less. |

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| TV 38 | NONFICTION PROGRAMMING CAMPAIGN | A group of related video-based promotional materials created to promote a nonfiction/reality program, or series. | 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 needs to be ninety seconds (:90) or less |
| TV 39 | STUNT PROMOTION | A single video-based promotional material 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, programming event only. | 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 needs to be ninety seconds (:90) or less. |
| TV 40 | PUBLIC SERVICE ANNOUNCEMENT PROMO OR CAMPAIGN | A single video-based promotional material created to drive awareness of public service issues, social action, or community service. | 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 needs to be ninety seconds (:90) or less. |
| TV 41 | BEST SOCIAL CAUSE PROMO OR CAMPAIGN | A single or group of related video-based promotional material created by a network, studio, agency or combination thereof to drive awareness or build support for a social cause. | 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 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, or special event program, or series. EXCLUDES news or sports events. | One item per entry. Each individual video needs to be ninety seconds (:90) or less. |
| TV 43 | SEASONAL OR SPECIAL EVENT PROGRAM CAMPAIGN | A group of related video-based promotional materials created to promote a holiday, seasonal, or special event program, or series. EXCLUDES news or sports events. | Minimum three, maximum five, related but different items to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video needs to be ninety seconds (:90) or less. |
| TV 44 | WEBISODE | A long-form webisode or video that promotes a program, platform, channel, or service virally or directly but not via broadcast. | One item per entry. Each individual video needs to be no longer than five minutes (5:00). |
| MARKETING CREATIVITY: SPORTS | | | |
| TV 45 | CLIP-BASED SPORTS PROGRAM PROMO | A single clip-based promotional material created to promote a sports program, series, sports news program, etc. EXCLUDES live events or games. | One item per entry. Each individual video needs to be ninety seconds (:90) or less. |
| TV 46 | SPORTS PROGRAM PROMO OR CAMPAIGN | A single video-based promotional material or group of related video-based promotional materials created to promote a sports program, series, sports news program, etc. EXCLUDES live events or games. | 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 needs to be ninety seconds (:90) or less. |
| TV 47 | SPORTS BRANDED/SPONSOR INTEGRATION PROMO | Integration of a sponsor or brand in a television spot or promo to market or promote a network or content brand, program, game, or show, used across any media. | One item per entry. Each individual video needs to be ninety seconds (:90) or less. |
| TV 48 | SPORTS USE OF MUSIC | Creative and effective use of a music track (previously 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). | One item per entry. Each individual video needs to be ninety seconds (:90) or less. |

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| TV 49 | SPORTS USE OF AN ATHLETE | 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). | One item per entry. Each individual video needs to be ninety seconds (:90) or less. |
| TV 50 | SPORTS EDITING | A 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). | One item per entry. Each individual video needs to be ninety seconds (:90) or less. |
| TV 51 | SPORTS DIRECTING | A single video-based promotion that demonstrates superior execution of mise-en-scène including direction of actors, camera setups, 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). | One item per entry. Each individual video needs to be ninety seconds (:90) or less. |
| MARKETING CREATIVITY: NEWS | | | |
| TV 52 | NEWS PROGRAM OR SPECIAL REPORT PROMO | A single video-based or online promotional material created to promote a news program, a special report/event, information, current affairs, etc. | One item per entry. Each individual video needs to be ninety seconds (:90) or less. |
| TV 53 | NEWS PROGRAM OR SPECIAL REPORT PROMO CAMPAIGN | A group of related video-based or online promotional materials created to promote a news program, a special report/event, information, current affairs, etc. | 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 needs to be ninety seconds (:90) or less. |
| MARKETING CREATIVITY: CHILDREN | | | |
| TV 54 | CHILDREN CLIP-BASED PROGRAMMING SPOT | A single clip-based promotional material created to promote a children's program. | One item per entry. Each individual video needs to be ninety seconds (:90) or less. |
| TV 55 | CHILDREN PROGRAM PROMO | A single video-based promotional material created to promote a children's program. | One item per entry. Each individual video needs to be ninety seconds (:90) or less. |
| TV 56 | CHILDREN PROGRAM CAMPAIGN | A group of video-based promotional materials created to promote a children's program. | Minimum two, maximum five, items per entry. Each individual video needs to be ninety seconds (:90) or less. |
| MARKETING CREATIVITY: CRAFT | | | |
| TV 57 | EDITING | A single video-based promotion, presentation, interstitial, etc., that demonstrates creative and effective promo editing. | One item per entry. Each individual video needs to be two minutes (2:00) or less. |
| TV 58 | COPYWRITING | A single video-based promotion, presentation, interstitial, etc., that demonstrates creative and effective copywriting. | One item per entry. Each individual video needs to be two minutes (2:00) or less. |
| TV 59 | DIRECTING | A single video-based promotion that demonstrates superior directing skills and execution of mise-en-scène including direction of actors, camera setups, oversight of production design, etc. | One item per entry. Each individual video needs to be ninety seconds (:90) or less. |

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| TV 60 | ANIMATION | A single video-based promotion that demonstrates creative and effective use of animation including typography or 2-D or 3-D manipulation. Any entry containing live footage may be disqualified. | One item per entry. Each individual video needs to be ninety seconds (:90) or less. |
| MARKETING CREATIVITY: RADIO | | | |
| TV 61 | PROGRAM PROMOTION RADIO PROMO | A single radio spot created to promote any category of broadcast content (drama, entertainment, sports, comedy program, comedy series, or unscripted/nonfiction/reality). | One item per entry. Each individual entry needs to be ninety seconds (:90) or less. Upload as .mov. Only audio required. |
| TV 62 | COPYWRITING FOR A RADIO PROMO | A single audio-based promotional material that demonstrates creative and effective copywriting or scriptwriting. | 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

| ART DIRECTION AND DESIGN: GENERAL | | | |
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| 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 | BRAND IMAGE DESIGN PROMO | A single video-based design spot for a network, channel, station, or content platform. EXCLUDES sports (see sports categories). | One item per entry. Each individual video needs to be ninety seconds (:90) or less. |
| AD 02 | BRAND IMAGE DESIGN PROMO CAMPAIGN | A package of design elements to brand a network, channel, station, or content platform. EXCLUDES sports (see sports categories) | Minimum three, maximum five, related but different items per entry to be judged as a unified whole (e.g., IDs, bumpers, etc). Entries containing more than five pieces of material may be disqualified. Each individual video needs to be ninety seconds (:90) or less. |
| AD 03 | CHANNEL ID | A group of related video-based materials designed to reinforce a general entertainment channel, network, or station identity/brand. EXCLUDES news or sports channels. No promos/spots; ID's only. | 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 needs to be thirty seconds (:30) or less. |
| AD 04 | NEWS PROGRAM OPEN/TITLES | A single graphic execution expressly produced to demonstrate or convey information for news or current affairs programs (may include informational graphics, open/titles, and program bumpers). | One item per entry. Each individual video needs to be no longer than thirty seconds (:30) or less. |
| AD 05 | INTERNAL MARKETING PRESENTATION | A not-for-broadcast video-based promotion for a program, platform, channel, or service, including trade shows, sales tapes, upfront and attract loops, internal sales and marketing, animation, and post-production accomplished for corporate, not commercial, programming. | One item per entry. Each individual video needs to be no longer than five minutes (5:00) |
| AD 06 | PROGRAM PROMOTIONAL PROMO | A single video-based promo using materials/elements designed specifically to promote a program or series of programs in any category (drama, comedy, holiday, PSA, etc.). | One item per entry. Each individual video needs to be ninety seconds (:90) or less. |
| AD 07 | PROGRAM PROMOTIONAL CAMPAIGN | A package of materials/elements designed specifically to promote a program or series of programs in any category (drama, comedy, holiday, PSA, etc.). | 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 needs to be ninety seconds (:90) or less. Montages and compilations are not acceptable. |

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| AD 08 | HOLIDAY/SEASONAL/SPECIAL EVENT PROMO | A single video-based promo using materials/elements designed specifically to promote a holiday, seasonal, or special event program, or series. | One item per entry. Each individual video needs to be ninety seconds (:90) or less. |
| AD 09 | INTERSTITIAL/BUMPER PROMO OR CAMPAIGN | A single video-based material or group of related video-based materials designed specifically to, without overt promotion, bridge gaps between general entertainment programming. EXCLUDES news or sports. | 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 needs to be two minutes (2:00) or less. |
| AD 10 | SHORT FORM PROMO OR CAMPAIGN | A single short-form video or group of related video assets that promote the brand image in a concise, yet meaningful manner. | 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 needs to be thirty seconds (:30) or less. |
| AD 11 | INFORMATIONAL GRAPHICS | A graphic execution expressly produced to demonstrate or convey information for general entertainment programs (includes menus and navigational graphics; does not include IDs, promos, etc.). EXCLUDES news or sports programs. | 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 12 | TITLE SEQUENCE | A general entertainment program or show opening title sequence designed specifically for a program. Submit as aired. Programs only. EXCLUDES news or sports programs. | One item per entry. Each individual entry needs to be ninety seconds (:90) or less. |
| AD 13 | ANIMATION | A single video-based promotion that demonstrates creative and effective use of animation. | One item per entry. illustrations can be compiled together to be judged as a single entry. Each individual entry needs to be ninety seconds (:90) or less. |
| AD 14 | ILLUSTRATION | A craft category highlighting illustration created for use on air as part of a video-based promotional effort for a channel, network, station, program, special, or show. Submit as aired. | One item per entry. illustrations can be compiled together to be judged as a single entry. Each individual entry needs to be ninety seconds (:90) or less. |
| AD 15 | MOTION GRAPHICS | A single video-based promotion that demonstrates creative and effective use of motion graphics, CG, and/or VFX. | One item per entry. illustrations can be compiled together to be judged as a single entry. Each individual entry needs to be ninety seconds (:90) or less. |
| AD 16 | TYPOGRAPHY | A single example of typography in a video-based promotional piece (including but not limited to promotion, IDs, interstitials, etc.). | One item per entry. Submit as aired. Each individual video needs to be ninety seconds (:90) or less. |
| ART DIRECTION AND DESIGN: SPORTS | | | |
| AD 17 | SPORTS BRAND IMAGE PROMO | A single video-based promotional material/element designed to promote a specific sports program or show. | One item per entry. Each individual video needs to be ninety seconds (:90) or less. |
| AD 18 | SPORTS BRAND IMAGE CAMPAIGN | A group of related video-based promotional materials/elements designed to promote a specific sports program or show (may include promos, bumpers, lower thirds, etc.). | 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 needs to be ninety seconds (:90) or less. |

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| AD 19 | SPORTS BRAND IMAGE SPECIAL EVENT PROMO OR CAMPAIGN | A single or group of related video-based promotional material designed to promote a one-time sports special event such as a contest, an anniversary, a variety show, a holiday, etc. | 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 needs to be ninety seconds (:90) or less. |
| AD 20 | SPORTS PROGRAM FRONT ENDS/OPEN/TITLES | A sports program or show opening, title sequence, and/or transitional promotional breaks designed specifically for a program. Submit as aired. Programs only. | One item per entry. Each individual entry needs to be thirty seconds (:30) or less. |
| ART DIRECTION AND DESIGN: PRINT | | | |
| AD 21 | TOTAL PRINT PACKAGE: 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.). | 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. |
| ART DIRECTION AND DESIGN: MULTIMEDIA | | | |
| AD 22 | MULTIMEDIA CHANNEL IMAGE | A package of design elements for network/channel branding. | Minimum three, maximum five, related but different items (IDs, bumpers, interstitials, etc.) per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Montages and compilations are not acceptable. |
| AD 23 | MULTIMEDIA PROGRAM IMAGE | A combination of print, collateral, premium, and web material designed to promote a program or show. | 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 needs to be ninety seconds (:90) or less. For any print materials, 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. |

END ART DIRECTION & DESIGN CATEGORIES

Continue to BRANDED CONTENT Categories...

BRANDED CONTENT CATEGORIES

| BRANDED CONTENT | | | |
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| 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 | PROMO FOR BRANDED CONTENT | 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. | 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 concept for an advertiser. | 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 concept for an advertiser. | 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 needs to be ninety seconds (:90) or less. |
| BC 04 | BRAND INTEGRATION PROGRAM PROMO | A single video-based promotion that effectively supports the promotion and marketing of any program or series of programs in any category, created to enhance the sales department's ability to generate advertising/income based on a promotion or other concept for an advertiser. | One item per entry. Each individual video needs to be ninety seconds (:90) or less. |
| BC 05 | BRAND INTEGRATION PROGRAM CAMPAIGN | 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 concept for an advertiser. | 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 needs to be ninety seconds (:90) or less. |
| BC 06 | BRAND INTEGRATION USING MULTIPLE MEDIA | A combination of thematically related elements of promotional material including but not limited to spots, print ads, kits, premiums, mobile apps, and other material designed as a combined promotional campaign in multiple media for a program with a consumer tie-in message. | 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. Any video needs to be ninety (:90) seconds or less. Print material must be uploaded as a .pdf. For any collateral/premium item, submit as a .pdf. Submit URL of live website including any log-in information or archived website material via video upload. |

END BRANDED CONTENT CATEGORIES

Continue to DIGITAL & SOCIAL Categories...

DIGITAL & SOCIAL CATEGORIES

| DIGITAL AND SOCIAL | | | |
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| 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 | 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.). These posts are intended for social, mobile, apps, etc., and may include stealth campaign marketing. | One item per entry. Each individual video needs to be thirty seconds (:30) or less. |
| DS 02 | MOBILE APPLICATION DESIGN | A graphic material designed specifically for mobile devices, including smartphones, tablets, etc. | 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 03 | ONLINE ADVERTISING | An online advertising material designed to promote a channel/network or programming. May include pop-ups, flash movies, splash pages, microsites, etc. | One item per entry. Submit live URL with any username and password needed, or submit archived interactive material via video upload. |
| DS 04 | TALENT INTEGRATION 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.). | Submit live URL. All media may be submitted to demonstrate success. Up to five submissions per entry. (A write-up of action and results may be submitted by PDF.) |
| DS 05 | USE OF PAID SOCIAL MEDIA TO PROMOTE A PROGRAM OR SERIES | An innovative and effective use of paid social media 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.). | Submit live URL. All media may be submitted to demonstrate success. Up to five submissions per entry. (A write-up of action and results may be submitted by PDF.) |
| DS 06 | ORGANIC USE OF SOCIAL MEDIA TO PROMOTE A PROGRAM OR SERIES | An innovative and effective use of organic social media 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.). | Submit live URL. All media may be submitted to demonstrate success. Up to five submissions per entry. (A write-up of action and results may be submitted by PDF.) |
| DS 07 | CONTENT FOR DIGITAL PROMO | A 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. | 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 08 | INTERACTIVE PROMO | An 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. | One item per entry. Each individual video needs to be ninety seconds (:90) or less. |

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| DS 09 | ONLINE ADVERTISING: BANNERS/SKYSCRAPERS/CONTEXTUAL | An online advertising banner or contextual advertising designed to promote a channel/network or programming (may include animated or flash banners). | One item per entry. Submit live URL with any username and password needed, or submit archived interactive material via video upload. Each individual video needs to be three minutes (3:00) or less. |
| DS 10 | ONLINE ADVERTISING MARKETING | An example of 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. | One item per entry. Submit live URL with any username and password needed, or submit archived interactive material via video upload. Each individual video needs to be three minutes (3:00) or less. |
| DS 11 | ONLINE TAKEOVER OR ROADBLOCK PROMOTION | An online takeover promotion or roadblock 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. | One item per entry. Submit live URL with any username and password needed, or submit archived interactive material via video upload. Each individual video needs to be three minutes (3:00) or less. |
| DS 12 | 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. | One item per entry. Must submit as archived interactive material via video upload. Each individual video needs to be less than thirty seconds (:30) or less. |
| DS 13 | SOCIAL MEDIA CONTENT SERIES | Video series produced specifically for/released exclusively on a social media platform such as Snapchat, Facebook, Twitter, Instagram, etc. Can include preproduced and/or live video content. | 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. |
| DS 14 | WEBSITE FOR A CHANNEL/STATION/ PLATFORM/PROGRAM | A consumer website or microsite created to promote a program or series of programs in any content category (news, sports, general entertainment, nonfiction, drama, holiday event, etc.). | One item per entry. Submit live URL with any username and password needed, or submit archived interactive material via video upload. Each individual video needs to be three minutes (3:00) or less. |
| DS 15 | PROMOTIONAL MOBILE APPLICATION | A dedicated mobile application developed specifically for mobile devices, including smartphones, tablets, etc., to promote/enhance the channel or channel programming. Entry must demonstrate interactivity and effectiveness in achieving results. | 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 16 | TECHNICAL INNOVATIONS: DIGITAL PLATFORMS | A website, social, interactive, or mobile application that demonstrates a creative and innovative use of technology as it relates to the promotion objectives. | One item per entry. Submit live URL with any username and password needed, or submit 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 CATEGORIES

| PRINT | | | |
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| 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 | COPYWRITING FOR 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. | One item per entry. Each piece must be uploaded as a .pdf. |
| P 02 | ILLUSTRATION FOR PRINT | A craft category highlighting any traditional or digital illustration for a 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-and-white or color image. | One item per entry. Each piece must be uploaded as a .pdf. |
| P 03 | 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-and-white or color photo. | One item per entry. Each piece must be uploaded as a .pdf. |
| P 04 | RETOUCHING AND PRODUCTION | 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. | One item per entry. Each piece must be uploaded as a .pdf. |
| P 05 | KEY ART/POSTER | A 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. | One item per entry. SINGLE IMAGE ONLY. Each piece must be uploaded as a .pdf. |
| P 06 | KEY ART/POSTER: CAMPAIGN | A 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. | 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 07 | CONSUMER OR TRADE PRINT AD: PROGRAM | A single printed piece of advertising 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. | One item per entry. Each piece must be uploaded as a .pdf. |
| P 08 | CONSUMER OR TRADE AD CAMPAIGN: PROGRAM | A 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. | 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. |

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| P 09 | LOGO DESIGN | A single logo designed to promote a channel/network or program in print (includes station, corporate, show, etc.). | One item per entry. Each piece must be uploaded as a .pdf. |
| P 10 | OUT-OF-HOME AD | A single promotional ad (billboard, bus side, electronic sign, building side, 3-D 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. | One item per entry. Each image must be uploaded as a .pdf; any video piece must be thirty seconds (:30) or less. |
| P 11 | OUT-OF-HOME AD CAMPAIGN | A combination of related print promotion ads (billboards, bus sides, electronic signage, building sides, 3-D outdoor, etc.) 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. | 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 image must be uploaded as a .pdf; any video piece must be thirty seconds (:30) or less. |
| P 12 | OUTDOOR STATIC AD | A single example of static outdoor advertising designed to promote a channel/network or program. Includes billboards, building sides, bus shelters, 3-D outdoor, etc. Submit photo of outdoor ad, and include how it is placed in its environment. | One item per entry. Each piece must be uploaded as a .pdf. |
| P 13 | OUTDOOR STATIC AD CAMPAIGN | A group of related static outdoor advertising designed to promote a channel/network or program. Includes billboards, building sides, bus shelters, 3-D outdoor, etc. Submit photos of outdoor ads, and include how they are placed in their environment. | 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 14 | PRESS KIT | A 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). | One item per entry. Each piece may be mounted and must be labeled. Submit original sample. No digital entry available. |
| P 15 | PREMIUM OR SPECIALTY ITEMS | A single promotional, premium, or specialty item or combination of promotional, premium, or specialty items (T-shirts, novelties, printed items, etc.) created to promote a broadcast or cable network, channel, station, content brand, cable or satellite provider, syndicator, or studio specifically. | 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 16 | PROMOTIONAL CARD: FOLDED OR BOUND | A single promotional piece, invitation, or card designed for a broadcast or cable network, channel, station, content brand, cable or satellite provider, syndicator, studio, production company, individual, or entity (may include unbound brochures, folders, flyers, books, booklets, magazines, manuals, viewer guides, etc.). | One item per entry. Each piece may be mounted and must be labeled. Submit original sample. No digital entry available. |

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| P 17 | 3-D PROMOTIONAL OR SALES KIT | A 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. | One item per entry. Each piece may be mounted and must be labeled. Submit original sample. No digital entry available. |
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END PRINT CATEGORIES

Continue to MULTI-MEDIA Categories...

MULTIMEDIA CATEGORIES

| MULTIMEDIA This group of categories is broadly open to any promotional material in two or more media (e.g., video, print, interactive, audio) 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. | | | |
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| MM 01 | BRAND IMAGE MULTIMEDIA 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 media for one network/channel/station or content platform. EXCLUDES sports. | 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 seconds (:90) or less. For any print/collateral/premium materials, each piece must be uploaded 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 PROMOTION MULTIMEDIA 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 media for a program, series, public service announcement, etc. | 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 seconds (:90) or less. For any print/collateral/premium materials, each piece must be uploaded 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 03 | COMEDY PROGRAM PROMOTION MULTIMEDIA 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 media for a comedy program. Elements should highlight advertising campaigns that showcase through multiple media platforms. | 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 seconds (:90) or less. For any print/collateral/premium materials, each piece must be uploaded 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 04 | CHILDREN PROGRAM PROMOTION MULTIMEDIA CAMPAIGN | A combination of thematically related elements of promotional material including but not limited to spots, radio, print ads, kits, premiums, mobile apps, and other material designed as a combined promotional campaign in multiple media for a children's program. Elements should highlight advertising campaigns that showcase through multiple media platforms. | 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. For any print material, each must be uploaded as a .pdf. For any collateral/premium item, submit digital photo and upload as a .pdf. For any web material, submit URL of live website including any log-in information, or submit archived website material via video upload. For any video material, each video needs to be ninety seconds (:90) or less. |

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| MM 05 | DRAMATIC PROGRAM 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 media for a dramatic program. Elements should highlight advertising campaigns that showcase through multiple media platforms. | 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 seconds (:90) or less. For any print/collateral/premium materials, each piece must be uploaded 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 06 | NONFICTION 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 media for a nonfiction/reality program. Elements should highlight advertising campaigns that showcase through multiple media platforms (TV, online, print, etc.). | 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 seconds (:90) or less. For any print/collateral/premium materials, each piece must be uploaded 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 | SEASONAL/SPECIAL EVENT PROGRAM MULTIMEDIA 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 media for a special event program. Elements should highlight advertising campaigns that showcase through multiple media platforms. | 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 seconds (:90) or less. For any print/collateral/premium materials, each piece must be uploaded 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 08 | 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! | 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 seconds (:90) or less. For any print/collateral/premium materials, each piece must be uploaded 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 MULTIMEDIA CATEGORIES

Continue to SPECIAL Categories...

SPECIAL CATEGORIES

| SPECIAL CATEGORIES: GENERAL | | | |
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| S 01 | SOUND DESIGN | A single video-based promotion that demonstrates creative and effective use of sound components including music, sound effects, voice talent, etc. | One item per entry. Each individual video needs to be ninety seconds (:90) or less. |
| S 02 | 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. | 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 03 | EXPERIENTIAL OR STUNT PROMOTION FOR A CONSUMER EVENT | 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 (Comic-Con, Sundance, NAB, SXSW, etc.). Please state the overall budget in the marketing objective. | One item per entry. Each individual video needs to be three minutes (3:00) or less. |
| S 04 | VIRTUAL REALITY OR 360 CAMERA IMPLEMENTATIONS | 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. | One item per entry. Video must convey experience, needs to be two minutes (2:00) or less. Submit live URL with any username and password needed, or submit archived interactive material via video upload. |
| S 05 | SET DESIGN | Any set design for talk, children's, sports, variety, news programs, etc. Digital sets welcome. | One item per entry. Video only. Each individual entry needs to be ninety seconds (:90) or less. |
| S 06 | 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 (maximum \$5000). Entries must include a breakdown of all costs and time used to produce (including any in-house resources) in the Marketing Objective field. | One item per entry. Each individual video needs to be ninety seconds (:90) or less. |
| S 07 | DELIVERING ON A DIME | This is an opportunity to really show-off your creative muscles by showcasing your "champagne campaign" that unfortunately had no more than a "beer budget". This category will be judged on concept and overall creativeness while meeting both expectation and budget restrictions. Submit a video reel of the promo(s) indicating: the concept, the restrictions, and the overall result. To qualify in this category, budgets must fall between \$5,000 - \$30,000, including live action production. | One item per entry. Each individual video needs to be ninety seconds (:90) or less. |
| S 08 | SPECIAL PROJECT | An 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. | One item per entry. Each individual entry needs to be five minutes (5:00) or less. |

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| S 09 | SALON DES REFUSÉS | A work that was pitched but never aired or published but was well worth the creative effort! Please indicate in the marketing objective field the reasons why it was not used. Submit video or print at stage of cancellation. | Single entry. For any video materials, each video needs to be ninety seconds (:90) or less. |
| SPECIAL CATEGORIES: MUSIC | | | |
| S 10 | MUSIC VIDEO OR SHORT SUBJECT VIDEO | A single music video or short subject film. | One item per entry. Each individual video needs to be five minutes (5:00) or less. |
| S 11 | USE OF MUSIC | Creative and effective use of commercially licensed music that supports the creative direction of a video-based spot as it relates to or represents a network or content brand, used across any media. (Not to include the use of library music, score, or custom composition work.) The song must be prevalent in the majority of the entry. | One item per entry. Each individual video needs to be ninety seconds (:90) or less. |
| S 12 | USE OF MUSIC WITH ORIGINAL LYRICS | A single video-based promotion that makes use of appropriated music, covers, or licensed music with original lyrics. | One item per entry. Each individual video needs to be ninety seconds (:90) or less. |
| S 13 | USE OF ORIGINAL MUSIC/SCORE | A single video-based promotion that makes creative use of original music. No appropriated music (i.e., covers). | One item per entry. Each individual video needs to be ninety seconds (:90) or less. |

END SPECIAL CATEGORIES

QUESTIONS?

Please Contact the
PromaxBDA Awards Department:

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Stacy La Cotera, VP Global Awards: stacy@promaxbda.org