

## HOW TO SUBMIT AN ENTRY

### BEFORE YOU BEGIN:

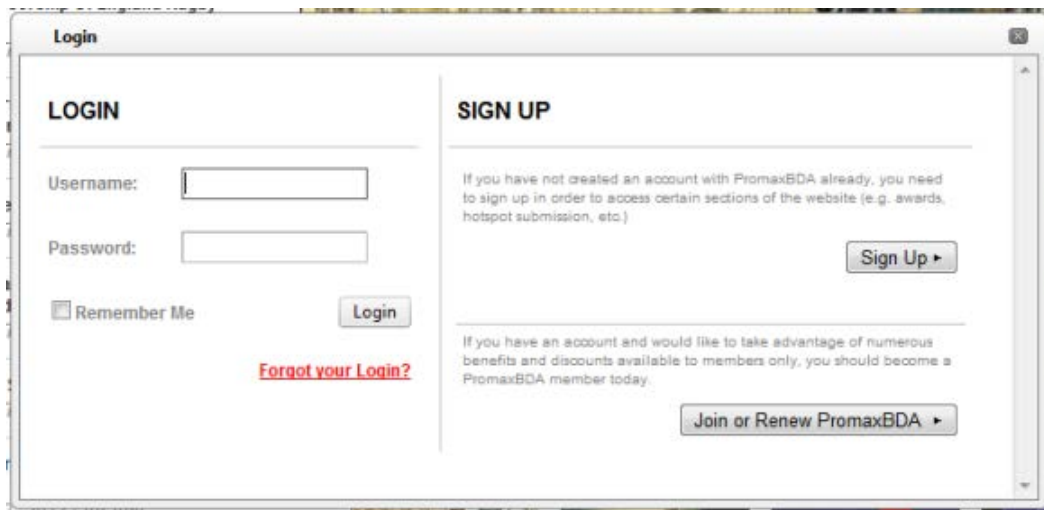
- In order to access the Awards Online Entry System you will need to have a profile set up on our website.
- A PromaxBDA membership is not required to create a profile.
- If you do not have a profile already established, simply go to [www.promaxbda.org](http://www.promaxbda.org) and click **login**



- You may then create a profile (non-member)

### GETTING STARTED...

- To access our Awards Online Entry System, please go to our website: [www.promaxbda.org](http://www.promaxbda.org)
- Log in to the system using your **USER NAME** and **PASSWORD**



- Once logged in, please press the **AWARDS** tab in order to display the Awards page.

REGISTER TODAY FOR THE GAME MARKETING SUMMIT: APRIL 17, 2012

daily brief blog twitter VIEW ALL

- O2 Extends its Sponsorship Of England Rugby Team**  
Tuesday, February 7, 2012 | The Sport Review
- Red Hot Chili Peppers' Interactive Music Video Lets You 'Look Around'**  
Tuesday, February 7, 2012 | Mashable
- WNBC Rolls Out 'I-Team' Ads During Super Bowl**  
Tuesday, February 7, 2012 | mediabistro
- Super Bowl XLVI Was The Biggest Social TV Event Ever Recorded...By A Landslide**  
Tuesday, February 7, 2012 | SocialTimes
- PSN Rebranded As 'Sony Entertainment Network'**  
Tuesday, February 7, 2012 | Gamasutra
- Most Valuable Endorser Of Super Bowl XLVI: Eli Manning**  
Tuesday, February 7, 2012 | Ad Age



calendar all events awards



- From this page, select the competition you would like to enter.



**2014 Promotion, Marketing and Design Global Excellence Awards**  
June 12, 2014  
Competition Closed

[more info >](#)



**2014 Promotion, Marketing and Design North America Awards**  
June 12, 2014  
Competition Closed

[more info >](#)



**PromaxBDA Europe Awards 2014**  
March 25, 2014

[more info >](#)



**2014 Student Story Challenge**  
March 19, 2014  
Final Deadline: March 19, 2014

[more info >](#)

- Once you have reached the right page for the competition, select the **ENTER NOW** link in order to access your Entries Dashboard.

## PromaxBDA Student Story Challenge

In television marketing, the job is to promote a network brand, a television show or a special television event like the Emmys, the Oscars or the MLB All-Star Game to an audience with an objective to get them to watch.

If you were to produce a :30, :60 or :90 spot promoting your own personal brand, what would your story be? What images would you use? What would be your soundtrack? And what words would best promote you?

Take a minute.

Think about who you are.

What do you love?

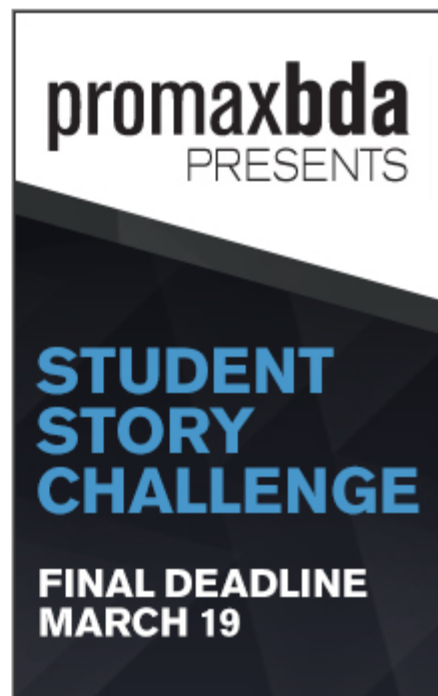
How are you unique?

What makes you the talent you are?

Storytelling is at the heart of all marketing and promotion, so now, give us your story.

**MAR 19** **deadline**  
Final Deadline: March 19, 2014

[enter now >](#)



## ENTRIES DASHBOARD

- Your entries dashboard will allow you the opportunity to choose the competition you wish to submit to.

**promaxbda** The international association for entertainment marketing professionals.

### Entries Dashboard

[Return to PromaxBDA.org](#) →

Award Entries For:	La Cotera, Stacy
Membership:	MEMBER
Competition:	<input type="text" value="2013 PromaxBDA Latin America Awards"/> <input type="text" value="Select"/> <input type="text" value="2013 PromaxBDA Latin America Awards"/> <input type="text" value="2013 Promo Pathway Final Project"/>

<a href="#">Filter Entries By</a>	
Company:	<input type="text"/>
Category:	<input type="text"/>
Title:	<input type="text"/>
<input type="button" value="Filter"/>	

[+ Add Entry](#) [Print Labels](#)

No entries found for selected competition.

[+ Add Entry](#) [Print Labels](#)

- Once you have selected **Student Story Challenge** you will be given the option to add an entry.

**Entries Dashboard**

[Return to PromaxBDA.org](#) →

Award Entries For: La Cotera, Stacy  
 Membership: MEMBER  
 Competition: 2013 PromaxBDA Latin America Awards

Filter Entries By  
 Company:   
 Category:   
 Title:

[+ Add Entry](#) [Print Labels](#)  
 No entries found for selected competition.  
[+ Add Entry](#) [Print Labels](#)

**SUBMITTING YOUR ENTRIES**

**ENTRY DETAILS**

- Choose your category – Student Story Challenge
- Enter the title of your Entry
- Enter the credited company name or student name(s)  
 Enter your marketing objective – **DISREGARD the marketing objective section**. Instead, upload a separate PDF with your written brand objective. *\*The marketing objective may not exceed 1,000 characters (including spaces)*
- Click NEXT

**Step 1  
Create Entry**

**Entry Details**

\* Category:  Please Select Category

\* Entry Title:

\* Credited Company:

\* Marketing Objective / Creative Strategy:   
 You have 1000 characters remaining...

When completing the Online Entry, in **1000 characters or less** please indicate the purpose of the project, the creative brief, and its intended audience and result. **A Marketing Objective is not a description of the piece.** It is your opportunity to give the judges an indication of the marketing challenge that this particular piece presented (goal, budget, time constraints, etc.) what was the objective, was it successful, etc.

**Submission**

**Credits**

Company	Title	First	Last
Please Enter Your Credits			
<input type="button" value="+ Insert Credit"/>			

Please click  when finished entering a single credit

[←Cancel & Return to Dashboard](#)

## Video Upload

When you choose to submit your work by video upload you will be taken to a screen that will allow you to:

- Browse for your video
- Enter the title of your video
- Upload your video

**promaxbda** The international association for entertainment marketing professionals.

### Step 1 Create Entry

#### Entry Details

\* Category:

Any single spot created to promote the brand image of a Network, Channel Station or Content Platform. Does not include identification (IDs). One item per entry. Individual entry needs to be sixty (:90) seconds or less.

\* Entry Title:


\* Credited Company:

\* Marketing Objective / Creative Strategy:

When completing the Online Entry, in **1000 characters or less** please indicate the purpose of the project, the creative brief, and its intended audience and result. **A Marketing Objective is not a description of the piece.** It is your opportunity to give the judges an indication of the marketing challenge that this particular piece presented (goal, budget, time constraints, etc.) what was the objective, was it successful, etc.

You have **1000** characters remaining...

#### Submission

Video on Tape	Video Upload	Digital Media	PDF Upload	Collateral	Premium	Website	Print	Submission Name*	Actions
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="text"/>	<input type="text"/> <b>upload file</b> 200MB limit 

#### Credits

Company	Title	First	Last
Please Enter Your Credits			
<input type="button" value="+ Insert Credit"/>			

Please click  when finished entering a single credit


[←Cancel & Return to Dashboard](#)

[Save Changes & Return to Dashboard](#)

[Save & Pay now→](#)

Once the video is done, green text will appear reading: "File has been uploaded." Please note you must receive this green confirmation text before proceeding to any other step/web page. You must also fill in the "Submission Name" portion. The title entered here is simply for personal identification purposes (judges will not see this information), and is mandatory to proceed to the next steps.

## Submission

Video on Tape	Video Upload	Digital Media	PDF Upload	Collateral	Premium	Website	Print	Submission Name*	Actions
								<input type="text" value="TEST"/>	<input type="text" value="63948_109275_TWC_"/> 
									File has been uploaded.

## CREDITS

**\*Please Note: this is not required for the student competitions;** however, the system will not let you proceed without adding at least 1 credit. You may enter default student information to satisfy the system requirement and move on to the next step.

Click NEXT when done.

After you have submitted your entry information and media type information, you will find the Credits section on the bottom of the page. Here, you should list any individuals or companies that you wish to recognize on your entry. You must submit at least one credit in order to complete your entry. Credits can be accessed after you complete your entry as well. Credits will be saved after you click the box containing a check mark and can, conversely, be deleted by clicking the box containing an "X".

**PLEASE BE AWARE:** should your entry win or be a finalist in our competitions, it is possible that your credits will be published. It is important that your credits are correct and complete by the end of the competition so that no errors occur in your published credits.

Once you have submitted at least one credit, select the **NEXT** button.

## Credits

Company	Title	First	Last	
Please Enter Your Credits				
<input type="text" value="TEST"/>	<input type="text" value="TEST"/>	<input type="text" value="TEST"/>	<input type="text" value="TEST"/>	<input checked="" type="checkbox"/> <input type="checkbox"/>

Please click  when finished entering a single credit

## REVIEW ENTRY

After all information and material is entered, please review all the details of your entry. As stated, you will not be able to edit most material once the entry is saved (only credits will be revisable after an entry has been saved). If you are satisfied and would like to begin another entry, click "Save & Pay now."

**PLEASE NOTE:** There is NO charge to submit entries into a student competition.

- Continue to the Shopping cart, and click through to payment.
- The total should always be "0".
- You will then be taken to a confirmation page. This is your notice that your entry has been successfully entered.
- You may click DONE to exit and your process is complete.



