

promaxbda

2013 PROMAXBDA LOCAL AWARDS

WINNERS LIST

TELEVISION – VIDEO PRESENTATION LOCAL STATION/PLATFORM BRANDING/IMAGE PROMOTION

GENERAL BRANDING/IMAGE: NEWS STATION IMAGE

GOLD

KEEP CONNECTED

NBC 4 NEW YORK

SILVER

CTV BC - CTV MORNING LIVE

BELL MEDIA AGENCY

BRONZE

EVERY DAY WEATHER

KWQC-TV6

GENERAL BRANDING/IMAGE: STATION IMAGE (NON-NEWS STATION)

GOLD

GISELE'S BIG BACKYARD "ANIMATED"

TVO

SILVER

WOTV 4 WOMEN

LIN MEDIA (WOTV 4)

BRONZE

METV: THIS IS ME

WRAZ FOX 50

GENERAL BRANDING/IMAGE CAMPAIGN

GOLD

WGRZ STORM TEAM 2 READY FOR WINTER

WGRZ

SILVER

THE NOW

NBC 4 NEW YORK

BRONZE
FOX 9: BIG FANS
KMSP/FOX 9

HOLIDAY/SPECIAL EVENT PROMOTION

GOLD
CP24 - BUSKERFEST "SEEING IS BELIEVING"
BELL MEDIA AGENCY

SILVER
CP24 - PRIDE SPOT
BELL MEDIA AGENCY

BRONZE
ET TUTU, JASON?
KDFW FOX 4

TELEVISION – VIDEO PRESENTATION
CONTENT PROMOTION

PROGRAM PROMOTIONAL SPOT

GOLD
CTV BC - BEST PLACE
BELL MEDIA AGENCY

SILVER
CP24 - PRIDE SPOT
BELL MEDIA AGENCY

BRONZE
FOX 50 LIP DUB
WRAZ FOX 50

PROGRAM PROMOTIONAL CAMPAIGN

GOLD
TWILIGHT ZONE/OUTER LIMITS MARATHON
TRIBUNE CREATIVE WEST/KTLA

SILVER
GLOBAL TORONTO: MAKING PEOPLE'S MORNINGS BETTER
GLOBAL TORONTO

BRONZE
FOX 50 LIP DUB
WRAZ FOX 50

NEWS/INFORMATION PROGRAM SPOT

GOLD
LEDUFF
WJBK, FOX 2 DETROIT

SILVER
CP24 - WDWB BREAKFAST
BELL MEDIA AGENCY

BRONZE
WGN INVESTIGATES/PENSION
WGN-TV

SPECIAL NEWS REPORT OR EVENT PROGRAMMING

GOLD
ELECTION COVERAGE- JUST THE FACTS
TRIBUNE CREATIVE WEST/KTLA

SILVER
"RALEIGH'S INVISIBLE HOMELESS"
WRAL-TV

BRONZE
WBZ-TV:BORDERLAND
WBZ-TV

SPORTS PROGRAM SPOT (NOT A LIVE EVENT/GAME)

GOLD
TVA SPORT FORECAST SFX
GROUPE TVA INC.

SILVER
CHICAGO BULLS LAUNCH 2012
WGN-TV

BRONZE
VOTE FOR HIGH 5 SPORTS!
FOX 5 ATLANTA/WAGA-TV

LIVE EVENT SPOT

GOLD
WBZ-TV: BOSTON MARATHON 2012
WBZ-TV

SILVER
BUTLER DAWGS CAMPAIGN
MYINDY-TV

BRONZE
KCAL9 THIS IS LAKERS BASKETBALL
CBS2/KCAL9

ENTERTAINMENT PROGRAM SPOT

GOLD
RED CARPET CONVERSATION- CRITIC'S CHOICE AWARDS
TRIBUNE CREATIVE WEST/KTLA

SILVER
SEPTEMBER TO REMEMBER
WRAZ FOX 50

BRONZE
@630 PRIME TIE-IN
WOAI-TV

HOLIDAY/SEASONAL/SPECIAL EVENT PROGRAM SPOT

GOLD
CP24 - BUSKERFEST "SEEING IS BELIEVING"
BELL MEDIA AGENCY

SILVER
CP24 - PRIDE SPOT
BELL MEDIA AGENCY

BRONZE
CTV BC - FAIR WEATHER
BELL MEDIA AGENCY

DAYTIME PROGRAM SPOT

GOLD
CTV CALGARY - WINTER WEEK / HOLIDAY HELP WEEK / BOND WEEK
BELL MEDIA AGENCY

SILVER
CTV BC - CTV MORNING LIVE
BELL MEDIA AGENCY

BRONZE
CP24 - WDWB BREAKFAST
BELL MEDIA AGENCY

DAYPART/BLOCK OF PROGRAMS SPOT

GOLD
JIMMY KIMMEL LIVE: I'M FOLLOWING YOU!
WJLA-ABC7

SILVER
BIG BOLD COMEDY
WRAZ FOX 50

BRONZE
UP ALL NIGHT
KBCW-TV

STUNT PROMOTION: ON-AIR ONLY

GOLD
@630 TELENOVELA
WOAI-TV

SILVER
SIMPSONS HALLOWEEN AT CHRISTMAS
WCCB

BRONZE
ANCHOR EXPECTING WTNH ID
WTNH NEWS 8

INTERSTITIAL/"PROMO-TAINMENT"/PROGRAM WRAPS CAMPAIGN

GOLD
MORE: THE REAL CREATURES OF PRIMEVAL
KCET

SILVER
WGNO-TV "BURLESQUE AND COCKTAIL CULTURE"
WGNO-TV

BRONZE
CW/GDS PRIME SPOTS
CW31

ON-AIR CONSUMER TIE-IN PROMO

GOLD
TAKING ACTION FOR YOUR HEALTH
ABC ACTION NEWS - WFTS

SILVER
CTV BC - FAIR WEATHER
BELL MEDIA AGENCY

BRONZE
ROYAL CARIBBEAN: ROYAL DECK-ATHLON
NBC OWNED TELEVISION STATIONS: INTEGRATED SALES MARKETING + PRODUCTION

PUBLIC SERVICE ANNOUNCEMENT

GOLD
XTHETXT JEFF
WWLP

SILVER
CTV MONTREAL 'SPIRIT OF GIVING'
BELL MEDIA AGENCY

BRONZE
NURSING CAREERS 4 LIFE
WRC/NBC4

PUBLIC SERVICE ANNOUNCEMENT CAMPAIGN

GOLD
WMAQ - "2012 BLACK HISTORY MONTH"
WMAQ

SILVER
XTHETXT
WWLP

BRONZE
CTV WINNIPEG- SILOAM MISSION CHAPTERS CAMPAIGN
BELL MEDIA AGENCY

TELEVISION – VIDEO PRESENTATION
SYNDICATED/DISTRIBUTED PROGRAM CATEGORIES

PROGRAM PROMOTION SPOT OR CAMPAIGN: ENTERTAINMENT

GOLD
PAPER DOLLS
WSFL-TV

SILVER
MEDAL MOMENTS
SFL-TV

BRONZE
SPRINGER WILKOS - SHOW TITLES
WCIU

GENERAL BRANDING/IMAGE

GOLD
NY PERSPECTIVE
TRIBUNE CREATIVE GROUP

SILVER
ORIGINAL CHARLIE "WOMEN"
TRIBUNE CREATIVE WEST

BRONZE
CHARLIE LIVES: SALTY & TWISTED
TRIBUNE CREATIVE WEST

TELEVISION – VIDEO PRESENTATION
TRADE OR INTERNAL MARKETING

MARKETING VIDEO/PRESENTATION

GOLD
NEW BUILDING PRESENTATION
KXAS-TV

SILVER
CBS SYNERGY SALES VIDEO
CBS2/KCAL9

BRONZE
PHL17 2012 SIZZLE
WPHL

SALES/DEMO REEL

GOLD
STAGE 9 WITH STRYKER
CBS2/KCAL9

SILVER
LIP DUB SALES SUMMIT
WRAZ FOX 50

BRONZE
X FACTOR SALES SUMMIT
WRAZ FOX 50

TELEVISION – VIDEO PRESENTATION
SPECIAL CATEGORIES

SOMETHING FOR NOTHING

GOLD
HURRICANE SANDY: THE VIEWERS SPEAK
WTNH NEWS 8

SILVER
CTV BC - FAIR WEATHER
BELL MEDIA AGENCY

BEST WORK NEVER SEEN

GOLD
KXAN ONE WEEK
KXAN

SILVER
FATS OILS GREASE
GLOBAL EDMONTON

BRONZE
EARLY BIRD
WRC/NBC4

FUNNIEST PROMO

GOLD
NEWS13 AT 10 ON FOX23 "SLEEP MORE (CAR)" PROMO
WPFO FOX23

SILVER
THE TRUTH ABOUT LYING
WIAT-TV

BRONZE
SNOW DAY
KSDK

EDITING

GOLD
"6,149 DAYS [OFFICIAL TRAILER]"
WRAL-TV

SILVER
CP24 - BUSKERFEST "SEEING IS BELIEVING"
BELL MEDIA AGENCY

BRONZE
CTV BC - CTV MORNING LIVE
BELL MEDIA AGENCY

COPYWRITING

GOLD
CP24 - PRIDE SPOT
BELL MEDIA AGENCY

SILVER
TOOLS OF THE TRADE
KOMO 4 TV

BRONZE
WE ARE ONE
WPIX 11 NEW YORK

DIRECTING

GOLD
CBS 11 NEWS KAREN BORTA EXPERT
KTVT-KTXA

SILVER
CP24 - BUSKERFEST "SEEING IS BELIEVING"
BELL MEDIA AGENCY

BRONZE
METS MEMORIBILA CAMPAIGN
TRIBUNE CREATIVE GROUP

DESIGN

GOLD
MOBILE 13
CBS13

SILVER
WMAR ABC2 PUMP PRICE INVESTIGATION
WMAR ABC2

BRONZE
ARTS AROUND TOWN
NBC OWNED TELEVISION STATIONS: INTEGRATED SALES MARKETING + PRODUCTION

USE OF ORIGINAL MUSIC IN A PROMO

GOLD
@630 TELENOVELA
WOAI-TV

SILVER
LIP DUB
WRAZ FOX 50

BRONZE
CBS2 THATS MY CITY
CBS2/KCAL9

MUSIC OR INSTRUMENTAL THEME WITH OR WITHOUT VOCALS

GOLD
THIS IS THE PLACE
STEPHEN ARNOLD MUSIC

SILVER
LIP DUB
WRAZ FOX 50

BRONZE
STORM CENTER RAP
WCSH 6

SOUND DESIGN

GOLD
"6,149 DAYS [OFFICIAL TRAILER]"
WRAL-TV

SILVER
2012 CLIO AWARDS - SHOW OPEN
PHOENIX MEDIA GROUP

BRONZE
2012 KEY ART AWARDS - SHOW OPEN
PHOENIX MEDIA GROUP

VOICE OVER

BEST VOICE OVER PERFORMANCE

GOLD
WIFI NEWS IMAGE COMMUNITY
WIFI

SILVER
METV
THE PROMO GUYS

BRONZE
WJZCROWNAUTO BREAKING NEWS JAY GARDNER
THE PROMO GUYS

PRINT

OUTDOOR/ENVIRONMENTAL/TRANSIT AD

GOLD
WGN MORNING NEWS MUST WATCH OUTDOOR
WGN-TV

SILVER
CTV WINNIPEG - MY MANITOBA IS CAMPAIGN
BELL MEDIA AGENCY

BRONZE
WMAQ - "WORLD OF CHICAGO" - OUTDOOR MEDIA
WMAQ

DESIGN
INTEGRATED MEDIA

TOTAL PACKAGE DESIGN – STATION/CHANNEL: ON-AIR

GOLD
FORM GRAPHICS PACKAGE
NBC ARTWORKS

SILVER
WISH-TV 2012 GRAPHICS
WISH-TV

BRONZE
WALA - HD GRAPHICS PACKAGE
GIANT OCTOPUS

CAMPAIGN DESIGN: ALL MEDIA

GOLD
TRUE STORIES: STORIES WORTH SHARING
KING 5

SILVER
TARGET 12 CITY SLACKER
WPRI

BRONZE
YOUR Q TO EXPLORE
KQED PUBLIC TELEVISION

DESIGN

TELEVISION/VIDEO PRESENTATION: GENERAL ENTERTAINMENT

ART DIRECTION & DESIGN: PROGRAM/TOPICAL PROMO

GOLD
WRC I-TEAM
NBC ARTWORKS

SILVER
THE PROFESSOR
STAR64 WSTR

BRONZE
MORGAN DELIVERS
WCCB

ART DIRECTION & DESIGN: IMAGE PROMO

GOLD
BUILDING A BETTER NEWS 8
WTNH NEWS 8

SILVER
50TH LOGO MORPH
THIRTEEN

BRONZE
PRISE 2 SE SOUVIENT
GROUPE TVA INC.

ART DIRECTION & DESIGN: SPECIAL EVENTS PROMO

GOLD
"RECYCLE & WIN"
WRAL-TV

SILVER
1962 SEATTLE WORLD'S FAIR
KOMO TV SEATTLE

ART DIRECTION & DESIGN: ID

GOLD
THIRTEEN 50TH IDS
THIRTEEN

SILVER
PHL17.COM
WPHL

BRONZE
SYNDICATION BRANDING
TRIBUNE CREATIVE WEST/KTLA

GENERAL ENTERTAINMENT: PROGRAM PACKAGE

GOLD
TREASURES OF NEW YORK
THIRTEEN

SILVER
PIONEERS OF THIRTEEN SERIES OPEN
THIRTEEN

BRONZE
1ST LOOK LIVE: ON THE RED CARPET
NBC ARTWORKS

WEBSITE PROMOTION: VIDEO-BASED

GOLD
FACEBOOK CONVERSATIONS
NBC4

SILVER
KXAN ONE ADDRESS
KXAN

BRONZE
TVOPARENTS.COM
TVO

DESIGN
TELEVISION/VIDEO PRESENTATION: NEWS

ART DIRECTION & DESIGN: PROGRAM SPECIFIC PROMO – NEWS

GOLD
NEWS13 AT 10 ON FOX23 "SLEEP MORE (DREAM MORE) PROMO"
WPFO FOX23

SILVER
THERE IS ONLY WE
PHOENIX MEDIA GROUP

BRONZE
NY1_LIVING_REPORTS_PROMOS
NY1 NEWS

ART DIRECTION & DESIGN: IMAGE PROMO – NEWS

GOLD
WMAQ - "UNIT 5 INVESTIGATES" ART DIRECTION/DESIGN
WMAQ

SILVER
NY1_NOTHING IS MORE CONVENIENT
NY1 NEWS

BRONZE
BEAT OF SOUTHERN CALIFORNIA CAMPAIGN
TRIBUNE CREATIVE WEST/KTLA

ART DIRECTION & DESIGN: INFORMATIONAL GRAPHICS – NEWS

GOLD
"2012 HURRICANE SEASON"
WRAL-TV

SILVER
JESSIE ECK COMPOSITE
GANNETT GRAPHICS GROUP

BRONZE
WANE OTS
FX DESIGN GROUP

NEWS: OPEN/TITLES/BUMPERS

GOLD
WGRZ SABRES SPECIAL OPEN
WGRZ

SILVER
ART PRIZE OPEN
LIN MEDIA (WOOD TV)

BRONZE
REVISTA DNC CONVENTION OPEN
INFOMAS

DESIGN
TELEVISION/VIDEO PRESENTATION: SPORTS

ART DIRECTION & DESIGN: PROMO – SPORTS

GOLD
SPORTS CENTRAL
KPNX

SILVER
HIGH SCHOOL BASKETBALL GAME OF THE WEEK PROMO
WKBN - MY VALLEY SPORTS

ART DIRECTION & DESIGN: INFORMATIONAL GRAPHICS – SPORTS

GOLD
SEAHAWKS GRAPHICS PACKAGE
TRIBUNE CREATIVE WEST/KCPQ

SILVER
KCAL9 SPORTS CENTRAL
CBS2/KCAL9

SPORTS: OPEN/TITLES/BUMPERS

GOLD
COMCAST SPORTSNET LIVE EVENT ANIMATIONS
NBC SPORTS REGIONAL NETWORKS

SILVER
SEAHAWKS OPEN
TRIBUNE CREATIVE WEST/KCPQ

BRONZE
VARSITY TV
BRIGHT HOUSE SPORTS NETWORK

DESIGN
PRINT

OFF AIR DESIGN

GOLD
CTV WINNIPEG - MY MANITOBA IS
BELL MEDIA AGENCY

SILVER
MPT JANUARY PROGRAM GUIDE
MPT & NOVAK BIRCH

DESIGN
SCENIC

SET DESIGN

GOLD
WCCO-TV STUDIO SET
FX DESIGN GROUP AND WCCO-TV

SILVER
WMAQ - TOWER STUDIO SET DESIGN
WMAQ / CLICKSPRING

BRONZE
2 NEWS HD SET DESIGN
WDTN-TV

DESIGN
APPLICATION CATEGORIES

ON-AIR COMMERCIAL ADVERTISEMENT

GOLD
WMAQ - "FIELD MUSEUM - EXTREME MAMMALS"
WMAQ

SILVER
EAGLE CAR WASH
KSNT KTKA KTMJ NORTHEAST KANSAS CW (TOPEKA)

2013 JUST CAUSE AWARD WINNERS

THE NBC2 GIVING TREE
WATERMAN BROADCASTING

SAVE THE AUGUSTA WARRIOR PROJECT
WJBF & WAGT

"STAND UP FOR SOMEONE" CAMPAIGN
CW50 (WKBD-TV)