

2016 PROMAXBDA EUROPE AWARDS

COMPETITION OVERVIEW

DEADLINE: The final deadline for the competition is **7 January, 2016 (Thursday)**

ELIGIBILITY PERIOD

1 January 2015 and 31 December 2015

The following guidelines are designed to explain the CONTENT & MATERIALS that can be entered into each category. The PromaxBDA Europe Awards celebrate the best practices in PROMOTION AND MARKETING by way of the enclosed 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 regarding materials for submission and refer to the eligibility dates and categories for all qualification details.

IMPORTANT FOR YOU TO KNOW:

- 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 2016 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.
- ALL relevant permissions and copyrights are assumed to be cleared by the entrant.
- 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.
- **TRANSLATON:** 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.

2016 PROMAXBDA

EUROPE AWARD CATEGORY LIST

THE GRAND PRIX AWARDS

The following categories are not eligible for entry but will be determined by the overall results of the competition. Please consider this and these categories when determining your entry strategy.

***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.

TELEVISION - VIDEO PRESENTATION CATEGORIES

PROMO | MKTG

01 - GENERAL BRAND CAMPAIGN: CHANNEL, NETWORK or PLATFORM

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. Does not include identification pieces or content/program promotion (IDs: see design awards categories).

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.*

DESIGN

02 - GENERAL BRAND DESIGN PACKAGE: CHANNEL, NETWORK or PLATFORM

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). Compilations and montages showcasing all such qualifying assets may be submitted.

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.*

PROMO | MKTG

03 - GENERAL IMAGE PROGRAMME CAMPAIGN

A group of theme-related spots promoting a show, episode, film on TV, programme, series of programmes, etc. Does not include identification pieces or content/program promotion (IDs: see design awards categories).

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.*

DESIGN

04 - GENERAL IMAGE PROGRAMME DESIGN PACKAGE

A group of theme-related video elements used to brand a programme or series of programmes (i.e. bumpers, strap-lines, pack-shots, idents, etc.). Montages and compilations are not acceptable.

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.*

DESIGN

05 - PROGRAMME-SPECIFIC LOGO

Any logo designed specifically for on-air use for a show, episode, film on TV, programme, series of programmes. Submit as aired. Programmes only.

SUBMISSION REQUIREMENTS: *Video only. One item per entry. Each individual entry must be ninety seconds (:90) or less.*

PROMO|MKTG

06 - HOLIDAY/SEASONAL/SPECIAL EVENT PROGRAM SPOT(S)

A single or group of theme-related on-air spot(s) tied to a seasonal, holiday or creative themed promotion.

SUBMISSION REQUIREMENTS: *Video only. Minimum 1, 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.*

PROMO|MKTG

07 - CHANNEL OR PROGRAMME SPECIAL EVENT SPOT(S)

A single or group of theme-related on-air spot(s) for a one-time special event including telethons, contests, anniversaries, specials, etc., EXCLUDING social responsibility announcements and sporting events.

SUBMISSION REQUIREMENTS: *Video only. Minimum 1, 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.*

PROMO|MKTG

08 - ON-AIR CONSUMER TIE-IN/BRAND INTEGRATED SPOT(S)

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 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.*

PROMO|MKTG

09 - SOCIAL RESPONSIBILITY ANNOUNCEMENT SPOT(S)

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 locally or nationally.

SUBMISSION REQUIREMENTS: *Video only. Minimum 1, 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.*

PROMO|MKTG

10 - DOCUMENTARY OR FACTUAL ENTERTAINMENT PROGRAMME SPOT(S)

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 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.*

PROMO|MKTG

11 - ENTERTAINMENT/MUSIC/VARIETY/COMEDY PROGRAMME SPOT(S)

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 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.*

PROMO | MKTG

12 - LEISURE & LIFESTYLE PROGRAMME SPOT(S)

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 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.*

PROMO | MKTG

13 - REALITY/UNSCRIPTED/NON-FICTION PROGRAMME SPOT(S)

A single or group of theme-related on-air spot(s) created to promote a reality/unscripted entertainment programme or series of programmes.

SUBMISSION REQUIREMENTS: *Video only. Minimum 1, 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.*

PROMO | MKTG

14 - DRAMATIC PROGRAMME SPOT(S)

A single or group of theme-related on-air spot(s) created to promote a dramatic series.

SUBMISSION REQUIREMENTS: *Video only. Minimum 1, 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.*

PROMO | MKTG

15 - CHILDREN'S PROGRAMME SPOT(S)

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 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.*

DESIGN

16 - CHILDREN'S CHANNEL IMAGE SPOT CAMPAIGN DESIGN

A group of theme-related on-air spots created to promote the brand image of a children's channel to viewers. Does not include identification pieces, package elements or content/programme promotions (IDs/Idents: see categories below).

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.*

PROMO | MKTG

17 - NEWS/INFORMATION CHANNEL SPOTS OR PROGRAMME CAMPAIGN

A group of theme-related on-air spots created to promote a news/information channel, news coverage, a news programme or current affairs programme or series of programmes.

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.*

PROMO | MKTG

18 - LIVE SPORTS EVENT/PROGRAMME SPOT(S)

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 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.*

PROMO|MKTG

19 - SPORTS PROGRAMME SPOT(S)

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 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.*

PROMO|MKTG

20 - WEBSITE OR INTERACTIVE SERVICE SPOT

Any on-air spot/call to action for a channel's online or interactive product or service.

SUBMISSION REQUIREMENTS: *Video only. One item per entry. Each individual entry must be ninety seconds (:90) or less.*

TELEVISION - VIDEO PRESENTATION - SPECIAL CATEGORIES

PROMO|MKTG

21 - FUNNIEST PROMO

Every year there is a hilarious spot that just needs to be recognized. The criteria is easy, any on-air promotion that's funny!!

SUBMISSION REQUIREMENTS: *Video only. One item per entry. Each individual entry must be ninety seconds (:90) or less.*

PROMO|MKTG

22 - THEATRICAL FILMS/MOVIES SHOWN ON TELEVISION SPOT(S)

Any single or group of theme-related on-air spot(s) created to promote a theatrical film on television (NOT in current theatrical release). May include Pay Per View and Video on Demand.

SUBMISSION REQUIREMENTS: *Video only. Minimum 1, 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.*

PROMO|MKTG

23 - 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.*

PROMO|MKTG

24 - MARKETING VIDEO/SIZZLE REEL/PRESENTATION

Any video presentation 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.*

PROMO|MKTG

25 - ON DEMAND/CATCH-UP SPOT

Any on-air spot created specifically to promote a channel's online programme on-demand /catch-up platform or service. Not a programme promotion.

SUBMISSION REQUIREMENTS: *Video only. One item per entry. Each individual entry must be ninety seconds (:90) or less.*

DESIGN

26 - INTERSTITIAL/SHORT FORM SPOT DESIGN

Any single on-air material in connection with the channel or programme brand designed specifically to bridge gaps between programming.

SUBMISSION REQUIREMENTS: *Video only. One item per entry. Each individual video must be two minutes (2:00) or less.*

DESIGN

27 - BEST ON-AIR IDENT CAMPAIGN (In-House)

Any graphic presentation, which brands a channel 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.*

DESIGN

28 - BEST ON-AIR IDENT CAMPAIGN (Out-of-House)

Any graphic presentation, which brands a channel or its programmes, produced by an outside agency for hire or other out-of-house source.

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.*

TELEVISION - VIDEO PRESENTATION: CRAFT CATEGORIES

PROMO|MKTG

29 - 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.*

PROMO|MKTG

30 - COPYWRITING

(single entry) 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.*

DESIGN

31 - ANIMATION

Any single video-based promotion that demonstrates creative and effective use of animation, including typography, 2D or 3D manipulation. Any entry containing live footage may be disqualified.

SUBMISSION REQUIREMENTS: *Video only. One item per entry. Each individual entry must be ninety seconds (:90) or less.*

PROMO|MKTG

32 - USE OF AN ORIGINAL MUSIC COMPOSITION

Any on-air spot making creative use of an original music composition. No appropriated music (i.e. Covers).

SUBMISSION REQUIREMENTS: *Video only. One item per entry. Each individual video must be two minutes (2:00) or less.*

PROMO | MKTG

33 - MUSIC OR INSTRUMENTAL THEME WITH OR WITHOUT VOCALS

Any on-air spot making creative use of music packages, post scores or instrumental themes with or without vocals. Original music or library music is permitted. Syndicated packages are allowed only if majority lyrics are custom.

SUBMISSION REQUIREMENTS: *Video only. One item per entry. Each individual video must be two minutes (2:00) or less.*

PROMO | MKTG

34 - 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.*

DESIGN

35 - 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.*

SCENIC AND DISPLAY

DESIGN

36 - SET DESIGN

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. Entry must contain a human/talent element for scale reference in the set and should be taken from an on-air check.

SUBMISSION REQUIREMENTS: *Video only. One item per entry. Each individual entry must be ninety seconds (:90) or less.*

DIGITAL MEDIA

PROMO | MKTG

37 – WEBSITE/CHANNEL/STATION

Any consumer website created to promote the brand/image of a network, channel, station or content platform.

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 entry must be three minutes (3:00) or less.*

DESIGN

38 - WEBSITE DESIGN/CHANNEL/STATION

Any consumer website designed to give information about stations, networks or channels and general programming. Does not include programme specific websites.

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.*

PROMO|MKTG

39 - PROMOTIONAL INTERACTIVE APPLICATION

Any single example of an innovative marketing strategy using digital media such as broadband, mobile phone, VOD, etc. Entry must demonstrate interactivity and effectiveness in achieving results. **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.*

PROMO|MKTG

40 - USE OF SOCIAL MEDIA FOR PROGRAMME OR CHANNEL PROMOTION

An effective use of digital media, social media and/or a community based website that effectively promotes and markets programme or a network, channel, station or platform online or on-air. Please submit video walk-through 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.*

MULTI MEDIA CATEGORIES

DESIGN

41 - LOGO DESIGN: USING MULTIPLE MEDIA

Any logo designed for on-air, print and interactive applications for a network/station or channel. May include Stunt/Theme or Seasonal logo design.

Submit as aired, plus print sample, plus URL for interactive 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.*

PROMO|MKTG

42 - BEST MARKETING CAMPAIGN FOR A PROGRAMME USING MULTIPLE MEDIA

A marketing campaign for a programme using a combination of theme-related elements. Submit as aired, plus print sample, plus URL for interactive 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.*

PROMO|MKTG

43 – GENERAL CHANNEL IMAGE CAMPAIGN USING MULTIPLE MEDIA

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.

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.*

PRINT CATEGORIES

DESIGN

44 - KEY ART/POSTER

Any single key art/poster designed to promote a network, channel, station, content brand, cable or satellite provider, syndicator, studio, production company or entity.

SUBMISSION REQUIREMENTS: *One item per entry. Each piece must be uploaded as a .PDF.*

DESIGN

45 - KEY ART/POSTER CAMPAIGN

Any theme-related group of key art/posters designed to promote a network, channel, station, content brand, 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.*

PROMO|MKTG

46 - CONSUMER OR TRADE PRINT AD - CHANNEL

A single print piece of advertising created and designed to promote the image or brand of a network, channel or content platform and/or services published in a consumer or industry trade publication. Submit name of publication and state print run number within the marketing objective field.

SUBMISSION REQUIREMENTS: *One item per entry. Each piece must be uploaded as a .PDF.*

PROMO|MKTG

47 - CONSUMER OR TRADE PRINT AD - PROGRAM

A single print piece of advertising created to promote a program, series or content brand and published in a consumer or industry trade publication. Submit name of publication and state print run number within the marketing objective field.

SUBMISSION REQUIREMENTS: *One item per entry. Each piece must be uploaded as a .PDF.*

DESIGN

48 - CONSUMER OR TRADE PRINT AD - PROGRAM

Any single printed piece of advertising designed to promote a specific programme in a consumer or industry trade publication. Submit name of publication and state print run number within the marketing objective field.

SUBMISSION REQUIREMENTS: *One item per entry. Each piece must be uploaded as a .PDF.*

SPECIAL CATEGORIES

49 - SOMETHING FOR NOTHING

A simple but effective on-air promotion clearly executed on a small budget. Maximum spent 1500€.

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.*

50 - ROCKET AWARD (NO FEE TO ENTER)

A special award designed to recognize a 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. CV, resume or short bio must be submitted via .pdf.

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. Video entries only. Total maximum duration: three (3:00) minutes or less.*

Glossary:

Video Upload

The term *Video Upload* encompasses all material submitted by way of the PromaxBDA Awards digital upload system. Please refer to the category descriptions for more information regarding the types of media required for each category.

Printed Material

The term *Printed Material* encompasses all material digitally uploaded as a .pdf file in the awards system.

Please go to promaxbda.org for ALL technical specifications

CATEGORY SUMMARY

TELEVISION – VIDEO PRESENTATION

01	PROMO MKTG	GENERAL BRAND CAMPAIGN: CHANNEL, NETWORK OR PLATFORM - (multiple)
02	DESIGN	GENERAL BRAND DESIGN PACKAGE: CHANNEL, NETWORK OR PLATFORM - (multiple)
03	PROMO MKTG	GENERAL IMAGE PROGRAMME CAMPAIGN - (multiple)
04	DESIGN	GENERAL IMAGE PROGRAMME DESIGN PACKAGE - (multiple)
05	DESIGN	PROGRAMME-SPECIFIC LOGO - (single)
06	PROMO MKTG	HOLIDAY/SEASONAL/SPECIAL EVENT PROGRAM SPOT(S) - (single or multiple)
07	PROMO MKTG	CHANNEL OR PROGRAMME SPECIAL EVENT SPOT(S) - (single or multiple)
08	PROMO MKTG	ON-AIR CONSUMER TIE-IN/BRAND INTEGRATED SPOT(S) - (single or multiple)
09	PROMO MKTG	SOCIAL RESPONSIBILITY ANNOUNCEMENT SPOT(S) - (single or multiple)
10	PROMO MKTG	DOCUMENTARY OR FACTUAL ENTERTAINMENT PROGRAMME SPOT(S) - (single or multiple)
11	PROMO MKTG	ENTERTAINMENT/MUSIC/VARIETY/COMEDY PROGRAMME SPOT(S) - (single or multiple)
12	PROMO MKTG	LEISURE & LIFESTYLE PROGRAMME SPOT(S) - (single or multiple)
13	PROMO MKTG	REALITY/UNSCRIPTED/NON-FICTION PROGRAMME SPOT(S) - (single or multiple)
14	PROMO MKTG	DRAMATIC PROGRAMME SPOT(S) - (single or multiple)
15	PROMO MKTG	CHILDREN'S PROGRAMME SPOT(S) - (single or multiple)
16	DESIGN	CHILDREN'S CHANNEL IMAGE SPOT CAMPAIGN DESIGN - (single or multiple)
17	PROMO MKTG	NEWS/INFORMATION CHANNEL SPOTS OR PROGRAMME CAMPAIGN - (multiple)
18	PROMO MKTG	LIVE SPORTS EVENT/PROGRAMME SPOT(S) - (single or multiple)
19	PROMO MKTG	SPORTS PROGRAMME SPOT(S) - (single or multiple)
20	PROMO MKTG	WEBSITE OR INTERACTIVE SERVICE SPOT - (single)

TELEVISION – VIDEO PRESENTATION: SPECIAL CATEGORIES

21	PROMO MKTG	FUNNIEST PROMO - (single)
22	PROMO MKTG	THEATRICAL FILMS/MOVIES SHOWN ON TELEVISION SPOT(S) - (single or multiple)
23	PROMO MKTG	PROGRAMME SPOT NOT USING PROGRAMME FOOTAGE - (single)
24	PROMO MKTG	MARKETING VIDEO/SIZZLE REEL/PRESENTATION - (single)
25	PROMO MKTG	ON DEMAND/CATCH-UP SPOT - (single)
26	DESIGN	INTERSTITIAL/SHORT FORM SPOT DESIGN - (single)
27	DESIGN	BEST ON-AIR IDENT CAMPAIGN (IN-HOUSE) - (multiple)
28	DESIGN	BEST ON-AIR IDENT CAMPAIGN (OUT-OF-HOUSE) - (multiple)

TELEVISION – VIDEO PRESENTATION: CRAFT CATEGORIES

29	PROMO MKTG	EDITING - (single)
30	PROMO MKTG	COPYWRITING - (single)

31	DESIGN	ANIMATION - (single)
32	PROMO MKTG	USE OF AN ORIGINAL MUSIC COMPOSITION - (single)
33	PROMO MKTG	MUSIC OR INSTRUMENTAL THEME WITH OR WITHOUT VOCALS - (single)
34	PROMO MKTG	SOUND DESIGN - (single)
35	DESIGN	ON-AIR TYPOGRAPHY - (single)

SCENIC AND DISPLAY

36	DESIGN	SET DESIGN - (single)
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DIGITAL MEDIA

37	PROMO MKTG	WEBSITE/CHANNEL/STATION - (single)
38	DESIGN	WEBSITE DESIGN/CHANNEL/STATION - (single)
39	PROMO MKTG	PROMOTIONAL INTERACTIVE APPLICATION - (single)
40	PROMO MKTG	USE OF SOCIAL MEDIA FOR PROGRAMME OR CHANNEL PROMOTION - (single)

MULTIPLE MEDIA

41	DESIGN	LOGO DESIGN: USING MULTIPLE MEDIA - (multiple)
42	PROMO MKTG	BEST MARKETING CAMPAIGN FOR A PROGRAMME USING MULTIPLE MEDIA - (multiple)
43	PROMO MKTG	GENERAL CHANNEL IMAGE CAMPAIGN USING MULTIPLE MEDIA - (multiple)

PRINT CATEGORIES

44	DESIGN	KEY ART/POSTER - (single)
45	DESIGN	KEY ART/POSTER CAMPAIGN - (multiple)
46	PROMO MKTG	CONSUMER OR TRADE PRINT AD - CHANNEL - (single)
47	PROMO MKTG	CONSUMER OR TRADE PRINT AD - PROGRAM - (single)
48	DESIGN	CONSUMER OR TRADE PRINT AD - PROGRAM - (single)

SPECIAL CATEGORIES

49	SOMETHING FOR NOTHING - (single)	
50	ROCKET AWARD - (single or multiple) <i>*No Entry Fee Required</i>	