

**PROMAXBDA presents:**  
**2016 GLOBAL EXCELLENCE**  
**PROMOTION, MARKETING & DESIGN AWARDS**

The following guidelines are designed to explain the CONTENT & MATERIALS that can be entered into each category. The **PromaxBDA Awards** celebrate the best practices in Promotion, Marketing and Design by way of the enclosed categories.

**Eligibility Period**

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

**January 1, 2015 through December 31, 2015**

**Who Can Enter**

All categories may be entered by all of the following company types or related company as appropriate to the category description including:

- Broadcast Networks
- Cable/Satellite Networks
- On-Line 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 any market.

---

**IMPORTANT FOR YOU TO KNOW:**

- In the event that any individual category attracts fewer than 4 entries or less than 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 award statues to be given for the 2016 award season will be gold and silver only. Bronze winners will receive certificates. 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. 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.**

# 2015 PROMAXBDA GLOBAL EXCELLENCE

## CATEGORIES & DESCRIPTIONS

---

### CINEMATIC SPECIFIC

#### PO 01 - **PROMO|MKTG**

##### **PROMOS AT THE MOVIES**

A single video-based promotion created to promote a program, series, channel or network for television shown exclusively in a movie theater.

**SUBMISSION REQUIREMENTS:** One item per entry. Each individual entry needs to be ninety seconds (:90) or less.

### VOICE OVER

#### VO 01 - **PROMO|MKTG**

##### **BEST 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.

**SUBMISSION REQUIREMENTS:** 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.

### 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, 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.

Work produced by an in-house (station or network creative or on-air promotion department) or out-of-house (agency/creative service company, vendor) is eligible. Please list Submitting Company name (Client) and Submitting Agency in the online entry form as appropriate.

### TELEVISION - VIDEO PRESENTATION: CHANNEL PROMOTION

#### TV 01 - **PROMO|MKTG**

##### **GENERAL CHANNEL IMAGE SPOT**

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 promotion (IDs: see design awards categories)

**SUBMISSION REQUIREMENTS:** One item per entry. Each individual video needs to be ninety seconds (:90) or less.

#### TV 02 - **PROMO|MKTG**

##### **GENERAL CHANNEL IMAGE CAMPAIGN**

A group of thematically-related 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 awards categories).

**SUBMISSION REQUIREMENTS:** 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 - DESIGN

#### **ART DIRECTION & DESIGN: GENERAL CHANNEL IMAGE SPOT**

A single video-based on-air design spot for a network, channel, station or content platform.

**SUBMISSION REQUIREMENTS:** One item per entry. Each individual video needs to be ninety seconds (:90) or less.

### TV 04 - DESIGN

#### **ART DIRECTION & DESIGN: GENERAL CHANNEL IMAGE CAMPAIGN**

A package of on-air design elements to brand a network, channel, station or content platform.

**SUBMISSION REQUIREMENTS:** Minimum three, maximum five, related but different items per entry to be judged as a unified whole (i.e. IDs, bumpers, interstitials, etc.). Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be ninety seconds (:90) or less. Montages and compilations are not acceptable.

### TV 05 - PROMO|MKTG

#### **GENERAL CHANNEL IMAGE SPOT OR CAMPAIGN - LONG FORMAT**

A single or group of long-format video-based promotional materials or webisodes created to promote the brand image of a network, channel, station or content platform to viewers. Does not include content/program promotions.

**SUBMISSION REQUIREMENTS:** Minimum one, maximum five. Each individual video needs to be at least ninety seconds (:90).

### TV 06 - DESIGN

#### **ART DIRECTION & DESIGN: CHANNEL ID**

Any group of related video-based material designed to reinforce a general entertainment channel, network or station identity/brand; EXCLUDING news or sports channels. This should not include specific program information.

**SUBMISSION REQUIREMENTS:** 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 thirty seconds (:30) or less.

### TV 07 - PROMO|MKTG

#### **CHANNEL HOLIDAY/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.

**SUBMISSION REQUIREMENTS:** One item per entry. Each individual video needs to be ninety seconds (:90) or less.

### TV 08 - PROMO|MKTG

#### **CHANNEL HOLIDAY/SPECIAL EVENT CAMPAIGN**

A group of related 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.

**SUBMISSION REQUIREMENTS:** 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 09 - PROMO|MKTG

#### **ON-AIR PROMOTION FOR CHANNEL WEBSITE**

A single or group of related video-based promotional material created to promote a network's or program's website or interactive applications.

**SUBMISSION REQUIREMENTS:** 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

## TELEVISION - VIDEO PRESENTATION: CONTENT PROMOTION

### TV 10 - PROMO | MKTG

#### **PROGRAM PROMOTIONAL SPOT - IN-HOUSE**

Any single video-based promo created to promote any program or series of programs in any category (drama, comedy, holiday, PSA etc) produced by an in-house team at any channel, content platform or distributor.

**SUBMISSION REQUIREMENTS:** One item per entry. Each individual video needs to be ninety seconds (:90) or less

### TV 11 - PROMO | MKTG

#### **PROGRAM PROMOTIONAL CAMPAIGN - IN-HOUSE**

A group of related video-based promotional material created to promote any program or series of programs in any category (drama, comedy, holiday, PSA etc) produced by an in-house team at any channel, content platform or distributor.

**SUBMISSION REQUIREMENTS:** 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 12 - PROMO | MKTG

#### **PROGRAM PROMOTIONAL SPOT - OUT-OF-HOUSE**

Any single video-based promotional material created to promote any program or series of programs in any category (drama, comedy, holiday, PSA etc.) produced out-of-house (by an agency/creative service company, vendor).

**SUBMISSION REQUIREMENTS:** One item per entry. Each individual video needs to be ninety seconds (:90) or less.

### TV 13 - PROMO | MKTG

#### **PROGRAM PROMOTIONAL CAMPAIGN - OUT-OF-HOUSE**

A group of related video-based promotional materials created to promote any program or series of programs in any category (drama, comedy, holiday, PSA etc.) produced out-of-house (by an agency/creative service company, vendor).

**SUBMISSION REQUIREMENTS:** 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 14 - DESIGN

#### **ART DIRECTION & DESIGN: PROGRAM PROMOTIONAL SPOT**

Any single video-based promo using on-air material/element designed specifically to promote a program or series of programs in any category (drama, comedy, holiday, PSA etc.).

**SUBMISSION REQUIREMENTS:** One item per entry. Each individual video needs to be ninety seconds (:90) or less.

### TV 15 - DESIGN

#### **ART DIRECTION & DESIGN: PROGRAM PROMOTIONAL CAMPAIGN**

A package of on-air material/elements designed specifically to promote a program or series of programs in any category (drama, comedy, holiday, PSA etc.).

**SUBMISSION REQUIREMENTS:** 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 piece needs to be ninety seconds (:90) or less. Montages and compilations are not acceptable.

### TV 16 - PROMO | MKTG

#### **COMEDY PROGRAM SPOT**

A single video-based promotional material created to promote a comedy program, series, movie, etc.

**SUBMISSION REQUIREMENTS:** One item per entry. Each individual video needs to be ninety seconds (:90) or less.

## **TV 17 - PROMO | MKTG**

### **COMEDY PROGRAM CAMPAIGN**

A group of related video-based promotional material created to promote a comedy program, series, movie, etc.

**SUBMISSION REQUIREMENTS:** 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 18 - PROMO | MKTG**

### **CLIP-BASED COMEDY PROGRAM SPOT**

A single clip-based promotional material created to promote a comedy program, series, movie, etc.

**SUBMISSION REQUIREMENTS:** One item per entry. Each individual video needs to be ninety seconds (:90) or less.

## **TV 19 - PROMO | MKTG**

### **ENTERTAINMENT PROGRAM SPOT**

A single video-based promotional material created to promote an entertainment, music or variety program (e.g. variety, talk show, quiz shows, talent shows, award shows, etc.) or series of programs.

**SUBMISSION REQUIREMENTS:** One item per entry. Each individual video needs to be ninety seconds (:90) or less.

## **TV 20 - PROMO | MKTG**

### **ENTERTAINMENT PROGRAM CAMPAIGN**

A group of related video-based promotional material created to promote an entertainment, music or variety program (e.g. variety, talk show, quiz shows, talent shows, award shows, etc.) or series of programs.

**SUBMISSION REQUIREMENTS:** 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 21 - PROMO | MKTG**

### **CLIP-BASED ENTERTAINMENT PROGRAM SPOT**

A single clip-based promotional material created to promote an entertainment, music or variety program (e.g. variety, talk show, quiz shows, talent shows, award shows, etc.) or series of programs.

**SUBMISSION REQUIREMENTS:** One item per entry. Each individual video needs to be ninety seconds (:90) or less.

## **TV 22 - PROMO | MKTG**

### **LIVE EVENT SPOT**

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.

**SUBMISSION REQUIREMENTS:** One item per entry. Each individual video needs to be ninety seconds (:90) or less.

## **TV 23 - PROMO | MKTG**

### **LIVE EVENT CAMPAIGN**

A group of related 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.

**SUBMISSION REQUIREMENTS:** 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 24 – DESIGN**

### **ART DIRECTION & DESIGN: HOLIDAY/SEASONAL/SPECIAL EVENTS SPOT**

Any single video-based promo using on-air material/element designed specifically to promote a holiday, seasonal, special event program, series or movie.

**SUBMISSION REQUIREMENTS:** One item per entry. Each individual video needs to be ninety seconds (:90) or less.

## **TV 25 - PROMO | MKTG**

### **HOLIDAY/SEASONAL/SPECIAL EVENT PROGRAM SPOT**

A single video-based promotional material created to promote a holiday, seasonal, special event program, series or movie. EXCLUDING news or sports events.

**SUBMISSION REQUIREMENTS:** One item per entry. Each individual video needs to be ninety seconds (:90) or less.

## **TV 26 - PROMO | MKTG**

### **HOLIDAY/SEASONAL/SPECIAL EVENT PROGRAM CAMPAIGN**

A group of related video-based promotional material created to promote a holiday, seasonal, special event program, series or movie. EXCLUDING news or sports events.

**SUBMISSION REQUIREMENTS:** 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 27 - PROMO | MKTG**

### **DRAMATIC PROGRAM SPOT OR CAMPAIGN**

A single or group of video-based promotional material created to promote a dramatic series.

**SUBMISSION REQUIREMENTS:** Minimum one, maximum five items per entry. Each individual video needs to be ninety seconds (:90) or less.

## **TV 28 - PROMO | MKTG**

### **CLIP-BASED DRAMATIC PROGRAM SPOT**

A single clip-based promotional material created to promote a dramatic series.

**SUBMISSION REQUIREMENTS:** One item per entry. Each individual video needs to be ninety seconds (:90) or less.

## **TV 29 - PROMO | MKTG**

### **CHILDREN'S PROGRAMMING SPOT OR CAMPAIGN**

A single or group of video-based promotional material created to promote a children's program.

**SUBMISSION REQUIREMENTS:** Minimum one, maximum five items per entry. Each individual video needs to be ninety seconds (:90) or less.

## **TV 30 - PROMO | MKTG**

### **CLIP-BASED CHILDREN'S PROGRAMMING SPOT**

A single clip-based promotional material created to promote a children's program.

**SUBMISSION REQUIREMENTS:** One item per entry. Each individual video needs to be ninety seconds (:90) or less.

## **TV 31 - PROMO | MKTG**

### **UNSCRIPTED/NON-FICTION/REALITY PROGRAMMING SPOT**

A single video-based promotional material created to promote a non-fiction/reality program, series or movie.

**SUBMISSION REQUIREMENTS:** One item per entry. Each individual video needs to be ninety seconds (:90) or less.

## **TV 32 - PROMO | MKTG**

### **UNSCRIPTED/NON-FICTION/REALITY PROGRAMMING CAMPAIGN**

A group of related video-based promotional material created to promote a non-fiction/reality program, series or movie.

**SUBMISSION REQUIREMENTS:** 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 33 - PROMO | MKTG**

#### **DAYTIME PROGRAM SPOT OR CAMPAIGN**

A single or group of related video-based promotional material created to promote a daytime entertainment program, series or movie.

**SUBMISSION REQUIREMENTS:** Minimum one, maximum five items per entry. Each individual video needs to be ninety seconds (:90) or less.

### **TV 34 - PROMO | MKTG**

#### **MADE-FOR-TELEVISION MOVIE SPOT**

A video-based promotional material created to promote a made-for-television movie.

**SUBMISSION REQUIREMENTS:** One item per entry. Each individual video needs to be ninety seconds (:90) or less.

### **TV 35 - PROMO | MKTG**

#### **THEATRICAL FILMS SHOWN ON TELEVISION SPOT OR CAMPAIGN**

A single or group of related 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.

**SUBMISSION REQUIREMENTS:** Minimum one, maximum five items per entry. Each individual video needs to be ninety seconds (:90) or less.

### **TV 36 - PROMO | MKTG**

#### **DAYPART/BLOCK OF PROGRAMS SPOT OR CAMPAIGN**

A single or group of video-based promotional material created to promote a regularly scheduled, related block of programming.

**SUBMISSION REQUIREMENTS:** Minimum one, maximum five items per entry. Each individual video needs to be ninety seconds (:90) or less.

### **TV 37 - PROMO | MKTG**

#### **PUBLIC SERVICE ANNOUNCEMENT SPOT OR CAMPAIGN**

A single or group of related video-based promotional material created to drive awareness of public service issues, social action or community service announcement.

**SUBMISSION REQUIREMENTS:** 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 38 - DESIGN**

#### **ART DIRECTION & DESIGN: PUBLIC SERVICE ANNOUNCEMENT SPOT OR CAMPAIGN**

Any single or group of related video-based promo using on-air material/element designed specifically to drive awareness of public service issues, social action or community service announcement.

**SUBMISSION REQUIREMENTS:** 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 39 - PROMO | MKTG**

#### **"BEHIND THE SCENES" PROMOTION - LONG/SHORT FORM**

A single or group of video-based "behind the scenes" or "making of" promotional material used to promote specific programs, series, movies, etc. and/or the network. If full promotion is longer than allotted time, entry must be edited to fit the time specifications.

**SUBMISSION REQUIREMENTS:** 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 five minutes (5:00) or less with a total running time of 10 minutes (10:00) or less for all videos together.

## TV 40 - PROMO|MKTG

### **STUNT PROMOTION - ON-AIR ONLY**

A single 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, on-air programming event only.

**SUBMISSION REQUIREMENTS:** 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 41 - DESIGN

### **ART DIRECTION & DESIGN: INTERSTITIAL/SHORT FORM SPOT OR CAMPAIGN**

Any single or group of related video-based material designed specifically to, without overt promotion, bridge gaps between general entertainment programming; EXCLUDING news or sports.

**SUBMISSION REQUIREMENTS:** 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 two minutes (2:00) or less.

## TV 42 - PROMO|MKTG

### **INTERSTITIAL/"PROMO-TAINMENT"/GENERAL PROGRAM WRAPS CAMPAIGN**

A group of related non-traditional video-based promotional or informational materials used in conjunction with the content of a program, designed to enhance the brand identity of programs, series and/or the channel with no advertiser involvement.

**SUBMISSION REQUIREMENTS:** 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 three minutes (3:00) or less.

## TV 43 - PROMO|MKTG

### **INTERSTITIAL/"PROMO-TAINMENT"/MOVIE PROGRAM WRAPS CAMPAIGN**

A group of related non-traditional video-based promotional or informational materials used in conjunction with the content of a movie, designed to enhance the brand identity of the movie and/or the channel with no advertiser involvement.

**SUBMISSION REQUIREMENTS:** 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 three minutes (3:00) or less.

## TV 44 - PROMO|MKTG

### **INTERSTITIAL/PROGRAM/BRAND INTEGRATED PROGRAM WRAPS CAMPAIGN**

A group of related non-traditional video-based sponsored promotion material designed to integrate the advertiser with the brand identity of specific program, movie or network.

**SUBMISSION REQUIREMENTS:** 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 three minutes (3:00) or less.

## TV 45 - PROMO|MKTG

### **ON-AIR CONSUMER TIE-IN/BRAND INTEGRATED SPOT**

A single video-based promotional material created to enhance the sales department's ability to generate advertising/income based on a promotion or other on-air concept for an advertiser. For example, a sponsored promo, product placement, special giveaway or contest.

**SUBMISSION REQUIREMENTS:** One item per entry. Each individual video needs to be ninety seconds (:90) or less.

## **TV 46 - PROMO|MKTG**

### **ON-AIR CONSUMER TIE-IN/BRAND INTEGRATED CAMPAIGN**

A group of related non-traditional video-based promotional materials created to enhance the sales department's ability to generate advertising/income based on a promotion or other on-air concept for an advertiser. For example, a sponsored promo, product placement, special giveaway or contest.

**SUBMISSION REQUIREMENTS:** 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 47 - PROMO|MKTG**

### **BRANDED CONTENT PROMOTION**

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.

**SUBMISSION REQUIREMENTS:** One item per entry. Each individual video needs to be three minutes (3:00) or less.

## **TV 48 - PROMO|MKTG**

### **IN-PROGRAM PROMOTIONAL ELEMENT**

Any lower third, on-screen snipe, elevator, violator, glint or any in-program promotional "interrupter" graphic created to air within one program while promoting a different program, series, channel, network or sponsor.

**SUBMISSION REQUIREMENTS:** 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 49 - DESIGN**

### **ART DIRECTION & DESIGN: PROGRAM INFORMATIONAL GRAPHICS**

Any graphic execution expressly produced to demonstrate or convey information for general entertainment programs; EXCLUDING news or sports programs (includes menus, navigational graphics; does not include ID's, promos, etc.).

**SUBMISSION REQUIREMENTS:** 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.

## **TV 50 - DESIGN**

### **ART DIRECTION & DESIGN: PROGRAM OPEN/TITLES**

Any general entertainment program or show opening title sequence designed specifically for a program; EXCLUDING news or sports programs. Submit as aired. Programs only.

**SUBMISSION REQUIREMENTS:** One item per entry. Each individual entry needs to be ninety seconds (:90) or less.

## **TV 51 - DESIGN**

### **ART DIRECTION & DESIGN: PROGRAM BUMPER**

Any transitional design element between a general entertainment program and commercial/promotional break; EXCLUDING news or sports programs. The element needs to be topical to a specific show or group of programs (block) being aired.

**SUBMISSION REQUIREMENTS:** One item per entry. Each individual entry needs to be twenty seconds (:20) or less.

## **TV 52 - DESIGN**

### **ART DIRECTION & DESIGN: PROGRAM-SPECIFIC LOGO**

Any logo designed specifically for use in conjunction with a program. Submit as aired. Programs only.

**SUBMISSION REQUIREMENTS:** One item per entry. Each individual entry needs to be ninety seconds (:90) or less.

## TELEVISION - VIDEO PRESENTATION: NEWS PROGRAM

### TV 53 - **PROMO | MKTG**

#### **NEWS/INFORMATION PROGRAM SPOT**

A single video-based on air or online promotional material created to promote a news, information or current affairs program, etc.

**SUBMISSION REQUIREMENTS:** One item per entry. Each individual video needs to be ninety seconds (:90) or less.

### TV 54 - **PROMO | MKTG**

#### **NEWS/INFORMATION PROGRAM CAMPAIGN**

A group of related video-based on air or online promotional material created to promote a news information or current affairs program, etc.

**SUBMISSION REQUIREMENTS:** 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 55 - **PROMO | MKTG**

#### **SPECIAL NEWS REPORT OR EVENT PROGRAM SPOT OR CAMPAIGN**

A single or group of related video-based promotional materials created to promote a special report/event program relating to news information or current affairs, etc.

**SUBMISSION REQUIREMENTS:** 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 56 - **DESIGN**

#### **ART DIRECTION & DESIGN: NEWS PROGRAM PROMOTION PACKAGE**

Any single or group of related video-based promotional material designed to promote specific news or current affairs program or show (may include promos, bumpers, lower thirds, etc.)

**SUBMISSION REQUIREMENTS:** 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 57 - **DESIGN**

#### **ART DIRECTION & DESIGN: NEWS PROGRAM INFORMATIONAL GRAPHICS**

Any graphic execution expressly produced to demonstrate or convey information for news or current affairs programs (may include menus, over-the-shoulder, stats and full screen graphics, does not include ID's, promos, etc).

**SUBMISSION REQUIREMENTS:** One item per entry. Informational graphics can be compiled together to be judged as a single entry. Each individual entry needs to be thirty seconds (:30) or less.

### TV 58 - **DESIGN**

#### **ART DIRECTION & DESIGN: NEWS PROGRAM OPEN/TITLES**

Any news or current affairs program or show opening title sequence designed specifically for a program. Submit as aired. Programs only.

**SUBMISSION REQUIREMENTS:** One item per entry. Each individual entry needs to be thirty seconds (:30) or less.

### TV 59 - **DESIGN**

#### **ART DIRECTION & DESIGN: NEWS PROGRAM BUMPER**

Any transitional design element between a news or current affairs program and commercial/promotional break. The element needs to be topical to a specific show or group of programs (block) being aired.

**SUBMISSION REQUIREMENTS:** One item per entry. Each individual entry needs to be twenty seconds (:20) or less.

## TELEVISION - VIDEO PRESENTATION: SPORTS

### TV 60 - **PROMO|MKTG**

#### **SPORTS PROGRAM SPOT OR CAMPAIGN**

A single or group of related video-based promotional materials created to promote a sports program, series or sports news program, etc. EXCLUDING a live event or game.

**SUBMISSION REQUIREMENTS:** 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 61 - **PROMO|MKTG**

#### **CLIP-BASED SPORTS PROGRAM SPOT**

A single clip-based promotional material created to promote a specific sports program, series or sports news program, etc. EXCLUDING a live event or game.

**SUBMISSION REQUIREMENTS:** One item per entry. Each individual video needs to be ninety seconds (:90) or less.

### TV 62 - **DESIGN**

#### **ART DIRECTION & DESIGN: SPORTS PROGRAM SPOT**

Any single video-based promotional on-air material /elements designed to promote a specific sports program or show.

**SUBMISSION REQUIREMENTS:** One item per entry. Each individual video needs to be ninety seconds (:90) or less.

### TV 63 - **DESIGN**

#### **ART DIRECTION & DESIGN: SPORTS PROGRAM CAMPAIGN**

Any group of related video-based promotional on-air material/elements designed to promote a specific sports program or show (may include: promos, bumpers, lower thirds, etc.).

**SUBMISSION REQUIREMENTS:** 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 64 - **DESIGN**

#### **ART DIRECTION & DESIGN: SPORTS GENERAL IMAGE SPOT**

Any single video-based promotional on-air material/elements designed to promote the image or brand identity of a sports network, channel or station.

**SUBMISSION REQUIREMENTS:** One item per entry. Each individual video needs to be ninety seconds (:90) or less.

### TV 65 - **DESIGN**

#### **ART DIRECTION & DESIGN: SPORTS GENERAL IMAGE CAMPAIGN**

Any group of related video-based promotional on-air material/elements designed to promote the image or brand identity of a sports network, channel or station (may include IDs, interstitials, full-screen graphics, etc.).

**SUBMISSION REQUIREMENTS:** 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 66 - **DESIGN**

#### **ART DIRECTION & DESIGN: SPORTS PROGRAM SPECIAL EVENTS SPOT**

Any single video-based promotional material designed to promote a one-time sports special event including contest, anniversary, variety show, holiday, etc.

**SUBMISSION REQUIREMENTS:** One item per entry. Each individual video needs to be ninety seconds (:90) or less.

## TV 67 - DESIGN

### **ART DIRECTION & DESIGN: SPORTS PROGRAM OPEN/TITLES**

Any sports program or show opening title sequence designed specifically for a program. Submit as aired. Programs only.

**SUBMISSION REQUIREMENTS:** One item per entry. Each individual entry needs to be thirty seconds (:30) or less.

## TV 68 - DESIGN

### **ART DIRECTION & DESIGN: SPORTS PROGRAM BUMPER**

Any transitional design element between a sports program and commercial/promotional break. The element needs to be topical to a specific show or group of programs (block) being aired.

**SUBMISSION REQUIREMENTS:** One item per entry. Each individual entry needs to be twenty seconds (:20) or less.

## TELEVISION - HOME ENTERTAINMENT CATEGORIES

### TV 69 - PROMO|MKTG

#### **MOVIE PROMOTION**

Any video-based promotional material created to promote a movie released on DVD or digital media. (Includes: action/adventure, comedy, sci-fi, children's and drama themed films.)

**SUBMISSION REQUIREMENTS:** 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 70 - PROMO|MKTG

#### **TELEVISION SERIES PROMOTION**

Any single video-based promotional material created to promote a television series released on DVD or digital media.

**SUBMISSION REQUIREMENTS:** One item per entry. Each individual video needs to be three minutes (3:00) or less.

## TELEVISION - VIDEO PRESENTATION: CABLE, SATELLITE AND ONLINE CONTENT PLATFORMS

### TV 71 - PROMO|MKTG

#### **GENERAL IMAGE SPOT OR CAMPAIGN: CABLE, SATELLITE AND ONLINE CONTENT PLATFORMS**

A single or group of related video-based promotional material created to promote the brand or image of the cable, satellite or online content platform system.

**SUBMISSION REQUIREMENTS:** 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 72 - PROMO|MKTG

#### **ON-SCREEN SERVICES PROMOTION SPOT OR CAMPAIGN: CABLE, SATELLITE AND ONLINE CONTENT PLATFORMS**

A single or group of related video-based promotional material designed to enhance the brand identity of specific platform offerings including: PPV, VOD or interactive TV or the system.

**SUBMISSION REQUIREMENTS:** 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.

## TELEVISION - VIDEO PRESENTATION: TRADE OR INTERNAL MARKETING

### TV 73 - PROMO | MKTG

#### **MARKETING VIDEO/SIZZLE REEL/PRESENTATION - INTERNAL USE**

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.

**SUBMISSION REQUIREMENTS:** One item per entry. Each individual video needs to be three minutes (3:00) or less.

### TV 74 - PROMO | MKTG

#### **MARKETING VIDEO/SIZZLE REEL/PRESENTATION - EXTERNAL USE**

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, up-fronts, industry events, etc.

**SUBMISSION REQUIREMENTS:** One item per entry. Each individual video needs to be three minutes (3:00) or less.

### TV 75 - DESIGN

#### **ART DIRECTION & DESIGN: SALES OR INTERNAL MARKETING PRESENTATION**

Any not-for-broadcast video-based promotion for a program, platform, channel or service, including trade shows, sales tapes, up-front and attract loops, internal sales and marketing and/or animation and post-production accomplished for corporate programming, not commercial.

**SUBMISSION REQUIREMENTS:** One item per entry. Each individual video needs to be no longer than five minutes (5:00).

### TV 76 - DESIGN

#### **ART DIRECTION & DESIGN: SELF PROMOTION/SHOW REEL/COMPANY IMAGE REEL**

Any single show reel or promotional presentation designed to promote the work of a designer, agency or company. Must be an integrated presentation demonstrating the capabilities of the person, agency or company.

**SUBMISSION REQUIREMENTS:** One item per entry. Each individual video needs to be no longer than six minutes (6:00).

## TELEVISION - VIDEO PRESENTATION: SPECIAL CATEGORIES

### TV 77 - PROMO | MKTG

#### **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!

**SUBMISSION REQUIREMENTS:** One item per entry. Each individual video needs to be ninety seconds (:90) or less.

### TV 78 - DESIGN

#### **ART DIRECTION & DESIGN: MUSIC VIDEO OR SHORT SUBJECT VIDEO**

Any single music video or short subject film.

**SUBMISSION REQUIREMENTS:** One item per entry. Each individual video needs to be no longer than five minutes (5:00).

## TELEVISION - VIDEO PRESENTATION: CRAFT CATEGORIES

### TV 79 - PROMO | MKTG

#### **EDITING**

Any single video-based promotion, presentation, interstitial etc. that demonstrates creative and effective promo editing.

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

## **TV 80 - PROMO | MKTG**

### **COPYWRITING**

Any single video-based promotion, presentation, interstitial, etc. that demonstrates creative and effective copywriting.

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

## **TV 81 - PROMO | MKTG**

### **DIRECTING**

Any single video-based promotion that demonstrates superior directing skills and execution of mise-en-scène including direction of actors, camera set-ups, oversight of production design, etc.

**SUBMISSION REQUIREMENTS:** One item per entry. Each individual video needs to be ninety seconds (:90) or less.

## **TV 82 - PROMO | MKTG**

### **USE OF ORIGINAL MUSIC/SCORE**

Any single video-based promotion that makes creative use of original music. No appropriated music (i.e. Covers).

**SUBMISSION REQUIREMENTS:** One item per entry. Each individual video needs to be ninety seconds (:90) or less.

## **TV 83 - PROMO | MKTG**

### **BEST USE OF MUSIC**

Creative and effective use of music that supports the creative direction of a video-based spot as it relates to or represents network or content brand, used across any media. This category is meant to acknowledge the best creative use of a song, with or without lyrics, from a commercially released or independent artist, in broadcast promotion. (Not to include the use of library music, score or custom composition work). The song must be prevalent in the majority of the entry.

**SUBMISSION REQUIREMENTS:** One item per entry. Each individual video needs to be ninety seconds (:90) or less.

## **TV 84 - PROMO | MKTG**

### **SOUND DESIGN**

Any single video-based promotion that demonstrates creative and effective use of sound components including music, sound effects, voice talent, etc.

**SUBMISSION REQUIREMENTS:** One item per entry. Each individual video needs to be ninety seconds (:90) or less.

## **TV 85 - DESIGN**

### **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:** One item per entry. Each individual video needs to be ninety seconds (:90) or less.

## **TV 86 - DESIGN**

### **ON-AIR ILLUSTRATION**

A craft category highlighting illustration created for use on-air as a part of a video-based promotional effort for a channel, network, station, program, special or show. Submit as aired.

**SUBMISSION REQUIREMENTS:** One item per entry. On-air illustrations can be compiled together to be judged as a single entry. Each individual entry needs to be ninety seconds (:90) or less.

## **TV 87 - DESIGN**

### **ON-AIR TYPOGRAPHY**

Any single example of best use of typography in a video-based promotional piece (including but not limited to on-air promotion, IDs, interstitials, etc).

**SUBMISSION REQUIREMENTS:** One item per entry. Submit as aired. Each individual video needs to be ninety seconds (:90) or less.

## **RADIO - AUDIO ONLY CATEGORIES**

This group of categories is broadly open to any radio-based marketing or promotional content 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 specification details.

### **RD 01 - PROMO | MKTG**

#### **PROGRAM PROMOTION RADIO SPOT**

A single radio spot created to promote any category of broadcast content. (drama, entertainment, sports, comedy program, comedy series or unscripted/non-fiction/reality).

**SUBMISSION REQUIREMENTS:** One item per entry. Each individual entry needs to be ninety seconds (:90) or less. Upload as .mov. Only audio required.

### **RD 02 - PROMO | MKTG**

#### **COPYWRITING FOR A RADIO SPOT**

A single audio-based promotional material that demonstrates creative and effective copywriting/scriptwriting.

**SUBMISSION REQUIREMENTS:** One item per entry. Each individual entry needs to be ninety seconds (:90) or less. Upload as .mov. Only audio required.

### **RD 03 - PROMO | MKTG**

#### **MUSIC OR SOUND DESIGN FOR A RADIO SPOT**

A single radio-based promotional material that demonstrates creative and effective use of music. Original score or library music permitted or an effective use of sound design.

**SUBMISSION REQUIREMENTS:** One item per entry. Each individual entry needs to be ninety seconds (:90) or less. Upload as .mov. Only audio required.

## **USE OF INTERACTIVE MEDIA**

This group of categories is broadly open to any marketing, promotional or content produced in part or in full for any interactive platform, medium or technology including (but not limited to) web-sites, micro-sites, walled gardens, mobile, kiosk, CD, DVD, Enhanced or Interactive Programming Guide (EPG/IPG), digital advertising unit or email communication 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 specification details.

*\*NOTE: all work entered into the IT (interactive) categories are for single entry only. It is the entrant's responsibility to provide a working site for the judges to review. Any missing usernames or passwords or non-working/active URLs submitted will not be refunded.*

### **IT 01 - PROMO | MKTG**

#### **CHANNEL/STATION/PLATFORM WEBSITE**

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

**SUBMISSION REQUIREMENTS:** One item per entry. Submit live URL with any user name and password needed or archived interactive material via video upload.

### **IT 02 - DESIGN**

#### **ART DIRECTION & DESIGN: CHANNEL/STATION/PLATFORM WEBSITE**

Any consumer website designed to give information about stations, networks or channels and general programming - not program specific.

**SUBMISSION REQUIREMENTS:** One item per entry. Submit live URL with any user name and password needed or archived interactive material via video upload.

### **IT 03 - PROMO | MKTG**

#### **PROGRAM PROMOTION WEBSITE**

Any consumer website created to promote a program or series of programs in any content category (news, sports, general entertainment, non-fiction, drama, holiday event etc.)

**SUBMISSION REQUIREMENTS:** One item per entry. Submit live URL with any user name and password needed or archived interactive material via video upload.

### **IT 04 - DESIGN**

#### **ART DIRECTION & DESIGN: PROGRAM PROMOTION WEBSITE**

Any consumer website designed to give information about a program to promote programming and/or special event.

**SUBMISSION REQUIREMENTS:** One item per entry. Submit live URL with any user name and password needed or archived interactive material via video upload.

### **IT 05 - PROMO | MKTG**

#### **INTERACTIVE PROMOTION**

Any innovative marketing strategy using interactive media such as broadband, mobile phone, 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.

**SUBMISSION REQUIREMENTS:** One item per entry. Each individual video needs to be ninety seconds (:90) or less.

### **IT 06 - DESIGN**

#### **ART DIRECTION & DESIGN: ONLINE ADVERTISING - BANNERS/SKYSCRAPERS**

Any online advertising banner or skyscraper (vertical banners) designed to promote a channel/network or programming (may include animated or flash banners).

**SUBMISSION REQUIREMENTS:** One item per entry. Submit live URL with any user name and password needed or archived interactive material via video upload.

### **IT 07 - DESIGN**

#### **ART DIRECTION & DESIGN: ONLINE ADVERTISING**

Any online advertising material designed to promote a channel/network or programming within the web medium.

May include pop-ups, flash movies, splash page, etc.

**SUBMISSION REQUIREMENTS:** One item per entry. Submit live URL with any user name and password needed or archived interactive material via video upload.

### **IT 08 - PROMO | MKTG**

#### **CHANNEL/CONTENT ONLINE MARKETING/ADVERTISING**

Any 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.

**SUBMISSION REQUIREMENTS:** One item per entry. Submit live URL with any user name and password needed or archived interactive material via video upload.

### **IT 09 - PROMO | MKTG**

#### **CHANNEL/CONTENT ONLINE TAKE-OVER PROMOTION/ROAD BLOCKS**

Any online take-over promotion or road block use to promote a program or a network, channel, station or system via the Internet. Work will be judged on creativity and quality of design.

**SUBMISSION REQUIREMENTS:** One item per entry. Submit live URL with any user name and password needed or archived interactive material via video upload.

## USE OF INTERACTIVE TV, MOBILE, EMERGING PLATFORMS

### IT 10 - DESIGN

#### **ART DIRECTION & DESIGN: MOBILE APPLICATION DESIGN**

Any graphic material designed specifically for handheld devices, including smart-phones, PDAs, etc.

**SUBMISSION REQUIREMENTS:** One item per entry. Must submit as archived interactive material via video upload.

### IT 11 - PROMO | MKTG

#### **PROMOTIONAL MOBILE APPLICATION**

Any mobile application developed specifically for handheld devices, including smart-phones, PDAs, etc. to promote/enhance the channel or channel programming.

**SUBMISSION REQUIREMENTS:** One item per entry. Must submit as archived interactive material via video upload.

### IT 12 - PROMO | MKTG

#### **PROMOTIONAL VIRAL/WEB/MOBILE CONTENT**

Any 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.

**SUBMISSION REQUIREMENTS:** One item per entry. One item per entry. Must submit as archived interactive material via video upload.

### IT 13 - PROMO | MKTG

#### **PROMOTIONAL INTERACTIVE APPLICATIONS**

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

**SUBMISSION REQUIREMENTS:** One item per entry. One item per entry. Must submit as archived interactive material via video upload.

## USE OF INTERACTIVE MEDIA: CRAFT CATEGORY

### IT 14 - PROMO | MKTG

#### **TECHNICAL INNOVATIONS**

Any website, interactive or mobile application that demonstrates creative and innovative technology applications as it relates to the promotion objectives.

**SUBMISSION REQUIREMENTS:** One item per entry. Submit live URL with any user name and password needed or archived interactive material via video upload.

## CROSS MEDIA PROMOTION: CHANNEL PROMOTION

This group of categories is broadly open to any promotional material in two or more media (i.e. video, print, interactive, audio, etc.) 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.

*\*NOTE: all work entered into the MM (multimedia) categories must be using two or more media.*

### MM 01 - PROMO | MKTG

#### **GENERAL IMAGE CAMPAIGN USING MULTIPLE MEDIA**

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 medias for one network/channel/station or content platform. EXCLUDES sports.

**SUBMISSION REQUIREMENTS:** 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 (:90) seconds or less. For any print material, each piece must be uploaded as a .pdf. For any collateral/premium items, submit digital photo and upload as a .pdf. For any web materials, submit URL of live website including any login information or submit archived website material via video upload.

## **CROSS MEDIA PROMOTION: CONTENT PROMOTION**

### **MM 02 - PROMO | MKTG**

#### **PROGRAM/MOVIE PROMOTION PACKAGE CAMPAIGN USING MULTIPLE MEDIA**

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 medias for a program, series, movie, public service announcement, etc.

**SUBMISSION REQUIREMENTS:** 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 (:90) seconds or less. For any print material, 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.

### **MM 03 - PROMO | MKTG**

#### **COMEDY PROGRAM PROMOTION CAMPAIGN USING MULTIPLE MEDIA**

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 medias for a comedy program. Elements should highlight advertising campaigns that showcase through multiple media platforms (i.e. TV, online, print, etc.).

**SUBMISSION REQUIREMENTS:** 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 (:90) seconds or less. For any print material, 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.

### **MM 04 - PROMO | MKTG**

#### **HOLIDAY/SEASONAL/SPECIAL EVENT PROGRAM CAMPAIGN USING MULTIPLE MEDIA**

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 medias for a special event program. Elements should highlight advertising campaigns that showcase through multiple media platforms (i.e. TV, online, print, etc.).

**SUBMISSION REQUIREMENTS:** 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 (:90) seconds or less. For any print material, 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.

### **MM 05 - PROMO | MKTG**

#### **DRAMATIC PROGRAM CAMPAIGN USING MULTIPLE MEDIA**

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 medias for a dramatic program. Elements should highlight advertising campaigns that showcase through multiple media platforms (i.e. TV, online, print, etc.).

**SUBMISSION REQUIREMENTS:** 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 (:90) seconds or less. For any print material, 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.

## **MM 06 - PROMO | MKTG**

### **CHILDREN'S PROGRAM CAMPAIGN USING MULTIPLE MEDIA**

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 medias for a children's program. Elements should highlight advertising campaigns that showcase through multiple media platforms (i.e. TV, online, print, etc.).

**SUBMISSION REQUIREMENTS:** 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 (:90) seconds or less. For any print material, 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.

## **MM 07 - PROMO | MKTG**

### **UNSCRIPTED/NON-FICTION/REALITY PROGRAM CAMPAIGN USING MULTIPLE MEDIA**

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 medias for a non-fiction/reality program. Elements should highlight advertising campaigns that showcase through multiple media platforms (i.e. TV, online, print, etc.)

**SUBMISSION REQUIREMENTS:** 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 (:90) seconds or less. For any print material, each piece must be uploaded as a .pdf. For any collateral/premium items, submit digital photo and upload 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 - PROMO | MKTG**

### **CONSUMER TIE-IN/BRAND INTEGRATED CAMPAIGN USING MULTIPLE MEDIA**

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 medias for a program with a consumer tie-in message.

**SUBMISSION REQUIREMENTS:** 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 (:90) seconds or less. For any print material, each piece must be uploaded as a .pdf. For any collateral/premium items, submit digital photo and upload 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 09 - PROMO | MKTG**

### **STUNT PROMOTION PACKAGE USING MULTIPLE MEDIA**

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 medias 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!

**SUBMISSION REQUIREMENTS:** 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 (:90) seconds or less. For any print material, each piece must be uploaded as a .pdf. For any collateral/premium items, submit digital photo and upload 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 10 - DESIGN**

### **TOTAL PACKAGE ART DIRECTION & DESIGN: CHANNEL IMAGE - ON-AIR ONLY**

A package of on-air design elements for network/channel branding.

**SUBMISSION REQUIREMENTS:** Minimum three, maximum five, related but different items per entry to be judged as a unified whole (i.e. IDs, bumpers, interstitials, etc.). Entries containing more than five pieces of material may be disqualified. Montages and compilations are not acceptable.

## **MM 11 - DESIGN**

### **TOTAL PACKAGE ART DIRECTION & DESIGN: CHANNEL IMAGE - USING MULTIPLE MEDIA**

Any combination of on-air, print, collateral, premium and web material designed for the branding, launch or re-launch of a network/station or channel image.

**SUBMISSION REQUIREMENTS:** 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 piece needs to be ninety (:90) seconds or less. For any print material, each piece must be uploaded as a .pdf. For any collateral/premium items, submit digital photo and upload 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 12 - DESIGN**

### **TOTAL PACKAGE ART DIRECTION & DESIGN: PROGRAM - USING MULTIPLE MEDIA**

Any combination of on-air, print, collateral, premium and web material designed to promote a program or show.

**SUBMISSION REQUIREMENTS:** 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 piece needs to be ninety (:90) seconds or less. For any print material, each piece must be uploaded as a .pdf. For any collateral/premium items, submit digital photo and upload 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 13 - DESIGN**

### **TOTAL PACKAGE ART DIRECTION & DESIGN: PROGRAM - ON-AIR ONLY**

A package of on-air material/elements designed specifically to promote a program or show.

**SUBMISSION REQUIREMENTS:** Minimum three, maximum five, related but different items per entry to be judged as a unified whole (i.e. opens, promos, etc.). Entries containing more than five pieces of material may be disqualified. Montages and compilations are not acceptable. Each individual entry piece needs to be ninety seconds (:90) or less.

## **MM 14 - DESIGN**

### **LOGO DESIGN: CHANNEL SPECIFIC - USING MULTIPLE MEDIA**

Any logo designed for on-air, print and interactive applications for a network/station or channel. Submit as aired by video, plus print sample, plus URL for interactive sample.

**SUBMISSION REQUIREMENTS:** Minimum two, 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 piece needs to be ninety (:90) seconds or less. For any print material, 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.

## **CROSS MEDIA PROMOTION: SPORTS PROMOTION**

## **MM 15 - PROMO|MKTG**

### **OVERALL INTEGRATED SPORTS MARKETING CAMPAIGN**

A series of thematically-related elements developed to promote, market or enhance a national or international network or content brand experience, program, game or show, used across any media (e.g., television, internet, mobile property, in-game experience, etc.) to market a sporting event, series or game, linear or long-form programming, or sports-based news, analysis or commentary.

**SUBMISSION REQUIREMENTS:** Minimum two, 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 piece needs to be ninety (:90) seconds or less. For any print material, each piece must be uploaded as a .pdf. For any collateral/premium items, submit digital photo and upload as a .pdf. For any web materials, submit URL of live website including any login information or submit archived website material via video upload.

## PRINT CATEGORIES

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.

Work produced by an in-house (station or network creative or off-air promotion department) or out-of-house (agency/creative service company, vendor) is eligible. The entry must be utilized by a broadcast/electronic media-related entity such as a broadcast or cable station, a video post-production facility, a design firm specializing in broadcast media or an Internet broadcaster (Web) as appropriate to the category. Please list Submitting Company name (Client) and Submitting Agency in the online entry form as appropriate.

## PRINT

### PR 01 - PROMO|MKTG

#### **CONSUMER OR TRADE PRINT AD - CHANNEL**

Any single or group of printed pieces of advertising created to advertise a network or channel, published in a consumer or trade publication. State print run number within the Marketing Objective field of the online entry form.

**SUBMISSION REQUIREMENTS:** 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. For all print material, each piece must be uploaded as a .pdf.

### PR 02 - DESIGN

#### **ART DIRECTION & DESIGN: CONSUMER OR TRADE PRINT AD - CHANNEL**

Any single or group of printed pieces of advertising designed to promote the image or brand identity of a channel, network or station in a consumer or trade publication. State print run number within the Marketing Objective field of the online entry form.

**SUBMISSION REQUIREMENTS:** 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. For all print material, each piece must be uploaded as a .pdf.

### PR 03 - PROMO|MKTG

#### **CONSUMER OR TRADE PRINT AD - PROGRAM**

Any single or group of printed pieces of advertising created to promote a 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.

**SUBMISSION REQUIREMENTS:** 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. For all print material, each piece must be uploaded as a .pdf.

### PR 04 - DESIGN

#### **ART DIRECTION & DESIGN: CONSUMER OR TRADE AD - PROGRAM**

Any single printed piece 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.

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

## **PR 05 - DESIGN**

### **ART DIRECTION & DESIGN: CONSUMER OR TRADE CAMPAIGN - PROGRAM**

Any 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.

**SUBMISSION REQUIREMENTS:** 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.

## **PR 06 - DESIGN**

### **ART DIRECTION & DESIGN: KEY ART/POSTER**

Any 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.

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

## **PR 07 - DESIGN**

### **ART DIRECTION & DESIGN: KEY ART/POSTER CAMPAIGN**

Any 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.

**SUBMISSION REQUIREMENTS:** 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.

## **PR 08 - DESIGN**

### **ART DIRECTION & DESIGN: CARD, FOLDED OR BOUND PIECE**

Any single promotional piece, invitation or card designed for a broadcast or cable network, channel, station, content brand, cable or satellite provider, syndicator, studio, a production company, individual or entity (may include unbound brochures, folders, flyers, books, booklets, magazines, manuals, viewer guides, etc.).

**SUBMISSION REQUIREMENTS:** One item per entry. Each piece may be mounted and must be labeled. Submit original sample. No digital entry available.

## **PR 09 - DESIGN**

### **ART DIRECTION & DESIGN: PRESS KIT**

Any 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).

**SUBMISSION REQUIREMENTS:** One item per entry. Each piece may be mounted and must be labeled. Submit original sample. No digital entry available.

## **PR 10 - DESIGN**

### **ART DIRECTION & DESIGN: 3-D PROMOTIONAL OR SALES KIT**

Any 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.

**SUBMISSION REQUIREMENTS:** One item per entry. Each piece may be mounted and must be labeled. Submit original sample. No digital entry available.

## **PR 11 - PROMO|MKTG**

### **PROMOTIONAL/PREMIUM ITEMS**

A single or combination promotional item such as: a T-shirt, premium, novelty item, etc., created to promote a broadcast or cable network, channel, station, content brand, cable or satellite provider, syndicator or studio, specifically.

**SUBMISSION REQUIREMENTS:** 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.

## **PR 12 - DESIGN**

### **ART DIRECTION & DESIGN: PROMOTIONAL/PREMIUM ITEMS**

Any promotional item(s) designed for a broadcast or cable network, channel, station, content brand, cable or satellite provider, syndicator, studio, a production company, individual or entity (includes caps, T-shirts, premium, novelty items, etc.).

**SUBMISSION REQUIREMENTS:** 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.

## **PR 13 - DESIGN**

### **LOGO DESIGN**

Any single logo designed to promote a channel/network or program in print (includes station, corporate, show, etc.).

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

## **PR 14 - DESIGN**

### **TOTAL PACKAGE DESIGN: PRINT ONLY - 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.).

**SUBMISSION REQUIREMENTS:** Minimum three, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than six pieces of material may be disqualified. Print material must be mounted and labeled. No digital entry available.

## **PR 15 - PROMO|MKTG**

### **OUTDOOR/ENVIRONMENTAL/TRANSIT AD: CHANNEL**

A single or group of related print advertisements (i.e. billboard, bus side, electronic signage, building sides or 3D outdoor) created to promote a network or channel. Submit photo showing relationship to environment; for electronic/animated ad please submit video of ad and its relationship to environment.

**SUBMISSION REQUIREMENTS:** Minimum one, maximum five pieces, 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.

## **PR 16 - PROMO|MKTG**

### **OUTDOOR/ENVIRONMENTAL/TRANSIT AD: PROGRAM**

A single promotional ad (i.e. billboard, bus side, electronic signage, building sides or 3D outdoor, etc) created to 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.

**SUBMISSION REQUIREMENTS:** One item per entry. Each image must be uploaded as a .pdf; any video piece must be thirty seconds (:30) or less.

## **PR 17 - PROMO|MKTG**

### **OUTDOOR/ENVIRONMENTAL/TRANSIT AD CAMPAIGN: PROGRAM**

A combination of related print promotion ads (i.e. billboard, bus side, electronic signage, building sides or 3D outdoor) created to 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.

**SUBMISSION REQUIREMENTS:** Minimum three, maximum five pieces, 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.

## **PR 18 - DESIGN**

### **ART DIRECTION & DESIGN: OUTDOOR/ENVIRONMENTAL/TRANSIT STATIC AD**

Any single static outdoor advertising designed to promote a channel/network or program. Includes billboard, building sides, bus shelters, 3-D, etc. Submit photo of outdoor ad and include how it is placed in its environment.

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

## **PR 19 - DESIGN**

### **ART DIRECTION & DESIGN: OUTDOOR/ENVIRONMENTAL/TRANSIT STATIC CAMPAIGN**

Any group of related static outdoor advertising designed to promote a channel/networks or program. Includes billboards, building sides, bus shelters, 3-D, etc. Submit photos of outdoor ads and include how they are placed in their environment.

**SUBMISSION REQUIREMENTS:** 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.

## **PR 20 - PROMO|MKTG**

### **MARKETING PRESENTATION - PRINT OR SPECIALTY**

A single or combination of printed material or specialty items created to promote programming or facilities to affiliates, vendor capabilities, systems, advertisers, agencies or funders, etc. Open to broadcast or cable network, channel, station, content brand, cable or satellite provider, syndicator, studio, production company, individual or entity.

**SUBMISSION REQUIREMENTS:** Minimum one, maximum three, related but different items per entry to be judged as a unified whole. Submit original material only. Printed materials must be mounted and labeled. No digital entry available.

## **PR 21 - PROMO|MKTG**

### **HOLIDAY/SPECIAL EVENT/PRINT/ PROMOTIONAL ITEMS**

A single or combination of printed materials or specialty items created to promote a holiday or special event for a broadcast or cable network, channel, station, content brand, cable or satellite provider, syndicator or studio, specifically.

**SUBMISSION REQUIREMENTS:** Minimum one, maximum five, related but different items per entry to be judged as a unified whole. Submit original material only. Each piece must be labeled. No digital entry available.

## **PR 22 - PROMO|MKTG**

### **STUNT PROMOTION: SPECIAL EVENT**

A single advertisement or series of advertisements that use a surprising, out-of-the-ordinary creative approach to the promotion of a one-time programming or network/channel or station event.

**SUBMISSION REQUIREMENTS:** Minimum one, maximum five, related but different items per entry to be judged as a unified whole. Submit original material only. Printed material must be mounted and labeled. No digital entry available.

## **CRAFT CATEGORIES**

### **C 01 - DESIGN**

#### **ILLUSTRATION FOR PRINT**

A craft category highlighting any traditional or digital illustration for 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 & white or color image.

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

### **C 02 - DESIGN**

#### **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 & white or color photo.

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

### **C 03 - DESIGN**

#### **RETOUCHING AND PRODUCTION ART**

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.

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

## **C 04 - DESIGN**

### **CREATIVE COPYWRITING - 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.

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

## **SCENIC AND DISPLAY**

### **SD 01 - DESIGN**

#### **SET DESIGN**

Any set design for talk, children's, sports, variety, news programs, etc. May include single and/or short-lived program. Entry can be shown by using a compilation of video material showing no more than ten seconds (:10) of show graphics, 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 only.

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

---

## **PROMOTION, MARKETING & DESIGN SPECIAL CROSS-OVER CATEGORIES**

### **SPECIAL CATEGORIES**

#### **S 01 - SALON DE REFUS**

Any work created that was pitched but never aired or published but was well worth the creative effort! Please indicate in the marketing objective the reasons why it was not used. Submit video or print at stage of cancellation.

**SUBMISSION REQUIREMENTS:** Single entry. For any video materials, each video piece needs to be ninety (:90) seconds or less. For any print material, each piece must be uploaded as a .pdf. For any web materials, submit live URL with any user name and password needed or archived interactive material via video upload.

#### **S 02 - 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 (max. \$5,000 US). Entries must include a breakdown of all costs and time used to produce (including any in-house resources) in the Marketing Objective field.

**SUBMISSION REQUIREMENTS:** One item per entry. Each individual video needs to be ninety seconds (:90) or less.

#### **S 03 - BEST WORK NEVER SEEN**

Now's the time for everyone to see that brilliant work that your boss or your client just didn't get! Any promotional material which was produced but never made it to air. Please indicate in the marketing objective field the reasons why it was not used.

**SUBMISSION REQUIREMENTS:** One item per entry. Each individual video needs to be ninety seconds (:90) or less.

#### **S 04 - SPECIAL PROJECT AWARD**

Any 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.

**SUBMISSION REQUIREMENTS:** One item per entry. Each individual entry needs to be five minutes (5:00) or less

---

*Questions? Please contact the PromaxBDA Awards Department  
+1 310 789-1502 or [awards@promaxbda.org](mailto:awards@promaxbda.org)*