

PROMAXBDA presents: 2016 NORTH AMERICA 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 the United States and Canadian markets 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 the United States and/or Canada.

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 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.
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2016 PROMAXBDA NORTH AMERICA

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 long-format video-based promotional material or webisode 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 genre (drama, comedy, etc) produced in-house at any Channel, Content Platform or Distributor. **NOTE:** To be eligible as “in-house”, 100% of the work must be created by internal staff in at least 4 of these 5 areas: 1.Script or Concept 2.Sound 3.Visuals 4.Design/Graphics 5.Editorial.

SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be ninety seconds (:90) or less. Full credit list must be submitted with all entries.

TV 11 - PROMO|MKTG

PROGRAM PROMOTIONAL CAMPAIGN - IN-HOUSE

A group of related video based promos created to promote any program or series of programs in any genre (drama, comedy, etc) produced in-house at any Channel, Content Platform or Distributor. **NOTE:** To be eligible as “in-house”, 100% of the work must be created by internal staff in at least 4 of these 5 areas: 1.Script or Concept 2.Sound 3.Visuals 4.Design/Graphics 5.Editorial.

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. Full credit list must be submitted with all entries.

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 45A - PROMO|MKTG

ON-AIR CONSUMER TIE-IN/BRAND INTEGRATED SPOT – SHOW PROMOTION

A single video-based promotion that effectively supports the promotion and marketing of any program or series of programs in any category (drama, comedy, holiday, PSA etc) created to enhance the sales department's ability to generate advertising/income based on a promotion or other on-air concept for an advertiser.

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

TV 45B - PROMO|MKTG

ON-AIR CONSUMER TIE-IN/BRAND INTEGRATED SPOT – NETWORK PROMOTION

A single video-based promotion that effectively supports the promotion and marketing of a network, created to enhance the sales department's ability to generate advertising/income based on a promotion or other on-air concept for an advertiser.

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 46A - PROMO|MKTG

ON-AIR CONSUMER TIE-IN/BRAND INTEGRATED CAMPAIGN – SHOW PROMOTION

A campaign video-based promotion that effectively supports the promotion and marketing of a network, created to enhance the sales department's ability to generate advertising/income based on a promotion or other on-air concept for an advertiser.

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 46B - PROMO|MKTG

ON-AIR CONSUMER TIE-IN/BRAND INTEGRATED CAMPAIGN – NETWORK PROMOTION

A video-based campaign that effectively supports the promotion and marketing of a network created to enhance the sales department's ability to generate advertising/income based on a promotion or other on-air concept for an advertiser.

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**

TOTAL PACKAGE ART DIRECTION & DESIGN: NEWS PROGRAM GRAPHICS

Any combination of graphic execution expressly produced to demonstrate or convey information for news or current affairs programs (may include Informational graphics, open/titles, program bumpers).

SUBMISSION REQUIREMENTS: Minimum three, maximum five, related but different items per entry to be judged as a unified whole. Each individual entry needs to be thirty seconds (:30) or less.

TELEVISION - VIDEO PRESENTATION: SPORTS

TV 57 - **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 58 - **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 59 - **PROMO|MKTG**

EDITING: SPORTS

Any spot, presentation, interstitial, etc. that demonstrates creative and effective editing for a specific network or content brand, used across any media (e.g., television, internet, mobile property, in-game experience, etc.).

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

TV 60 - **PROMO|MKTG**

DIRECTING: SPORTS

Any single video-based promotion that demonstrates superior execution of mise-en-scène including direction of actors, camera set-ups, oversight of production design, etc. for a specific network or content brand, used across any media (e.g., television, internet, mobile property, in-game experience, etc.).

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

TV 61 - **PROMO|MKTG**

BEST USE OF MUSIC: SPORTS

Creative and effective use of a music track (previously recorded, sampled, licensed, etc.) or a video-based spot as it relates to or represents a specific network or content brand, used across any media (e.g., television, internet, mobile property, in-game experience, etc.).

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

TV 62 - PROMO | MKTG

BEST USE OF AN ATHLETE

Creative and effective use of an athlete in a spot to represent or brand a specific media channel, network or content brand, used across any media (e.g., television, internet, mobile property, in-game experience, etc.).

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

TV 63 - PROMO | MKTG

BEST BRANDED/SPONSOR INTEGRATION PROMO: SPORTS

Best integration of a sponsor or brand in a television spot or promotion to market or promote a network or content brand, program, game or show, used across any media (e.g., television, internet, mobile property, in-game experience, theatrical, etc.).

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

TV 64 - 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 65 - 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 66 - DESIGN

ART DIRECTION & DESIGN: SPORTS GENERAL IMAGE SPOT

A single or 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.

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 67 - 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 68 - 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 69 - 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 - VIDEO PRESENTATION: PROGRAM SYNDICATOR/DISTRIBUTOR CATEGORIES

TV 70 - **PROMO|MKTG**

ENTERTAINMENT PROGRAM SPOT OR CAMPAIGN: PROGRAM SYNDICATOR/DISTRIBUTOR

A single or group of related video-based promotional material created to promote a syndicated/distributed entertainment program to local audiences, stations or other program buyers.

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 71 - **PROMO|MKTG**

PROGRAM SPOT OR CAMPAIGN: SYNDICATOR/DISTRIBUTOR

A single or group of related video-based promotional material created to promote a syndicated/distributed program or series of programs in any category (drama, comedy, holiday, etc.) to local audiences, stations or other program buyers.

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**

GENERAL IMAGE SPOT: PROGRAM SYNDICATOR/DISTRIBUTOR

A single video-based promotional material created to promote the brand image of a network, channel station or content platform for a syndicator or program distributor. Does not include identification pieces or content promotions (IDs: see design awards categories)

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

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

TV 73 - **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 74 - **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 75 - **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 76 - **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 77 - **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 78 - **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 79 - **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 80 - **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).

TV 81 - **DESIGN**

ART DIRECTION & DESIGN: LONG FORM/WEBISODE OR VIRAL VIDEO

Any long form video or webisode that promotes a program, platform, channel or service virally or directly but not via broadcast.

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 82 - **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 83 - 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 84 - 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 85 - 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 86 - 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 87 - 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 88 - 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 89 - 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 90 - 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.

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

WEBSITE FOR A CHANNEL/STATION/PLATFORM

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 - 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 03 - 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 04 - 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 05 - 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 06 - 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 07 - 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 08 - 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 09 - 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 10 - 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. Entry must demonstrate interactivity and effectiveness in achieving results.

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

IT 11 - 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.

USE OF INTERACTIVE MEDIA: CRAFT CATEGORY

IT 12 - 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.

USE OF SOCIAL MEDIA

SM 01 - PROMO |MKTG

BEST USE OF SOCIAL MEDIA TO PROMOTE A PROGRAM OR SERIES

An innovative and effective use of social media, paid or owned channels, that effectively supports the promotion and marketing of any program or series of programs in any category (drama, comedy, holiday, PSA etc). Paid social media includes online advertising, community marketing, applications, etc. Owned channels may include a specific product and/or company's Twitter, Facebook, Instagram, etc.

SUBMISSION REQUIREMENTS: Submit live URL. All media may be submitted to demonstrate success. (A write up of action and results may be submitted by PDF.)

SM 02 - PROMO |MKTG

BEST TALENT INTEGRATION USING SOCIAL MEDIA

Best integration of a celebrity/talent as a part of a social media campaign that supports the promotion and marketing of a any program or series of programs in any category (drama, comedy, holiday, PSA etc)

SUBMISSION REQUIREMENTS: Submit live URL. All media may be submitted to demonstrate success. (A write up of action and results may be submitted by PDF.)

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/SPECIALTY ITEMS

A single or combination promotional, premium or specialty item such as: a T-shirt, premium, novelty item, printed or specialty items, 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/SPECIALTY 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 five 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

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.

C 05 - DESIGN

VIRTUAL REALITY or 360 CAMERA IMPLEMENTATION

Most creative and effective use of Virtual Reality or 360 camera implementation that supports the promotion and marketing of any program or series of programs in any category (drama, comedy, holiday, PSA etc) offering an immersive, impactful and memorable experience.

SUBMISSION REQUIREMENTS: One item per entry. Video must convey experience, needs to be 2:00 minutes or less.

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.

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

S 05 - BEST EXPERIENTIAL OR STUNT PROMOTION FOR A CONSUMER EVENT

Best Trade or consumer event display booth, room or space that promotes company, program or series. Inclusive of consumer and trade events national or international. (i.e. ComiCon, Sundance, NAB, SXSW, etc.)

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

*Questions? Please contact the PromaxBDA Awards Department
+1 310 789-1506 or awards@promaxbda.org*

CATEGORY SUMMARY

Please refer to category descriptions above for specific eligibility requirements for each category

CINEMATIC SPECIFIC

PO 01	PROMO MKTG	PROMOS AT THE MOVIES
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VOICE OVER

VO 01	PROMO MKTG	BEST VOICE OVER PERFORMANCE
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TELEVISION - VIDEO PRESENTATION: CHANNEL PROMOTION

TV 01	PROMO MKTG	GENERAL CHANNEL IMAGE SPOT
TV 02	PROMO MKTG	GENERAL CHANNEL IMAGE CAMPAIGN
TV 03	DESIGN	ART DIRECTION & DESIGN: GENERAL CHANNEL IMAGE SPOT
TV 04	DESIGN	ART DIRECTION & DESIGN: GENERAL CHANNEL IMAGE CAMPAIGN
TV 05	PROMO MKTG	GENERAL CHANNEL IMAGE SPOT OR CAMPAIGN - LONG FORMAT
TV 06	DESIGN	ART DIRECTION & DESIGN: CHANNEL ID
TV 07	PROMO MKTG	CHANNEL HOLIDAY/SPECIAL EVENT SPOT
TV 08	PROMO MKTG	CHANNEL HOLIDAY/SPECIAL EVENT CAMPAIGN
TV 09	PROMO MKTG	ON-AIR PROMOTION FOR CHANNEL WEBSITE

TELEVISION - VIDEO PRESENTATION: CONTENT PROMOTION

TV 10	PROMO MKTG	PROGRAM PROMOTIONAL SPOT - IN-HOUSE
TV 11	PROMO MKTG	PROGRAM PROMOTIONAL CAMPAIGN - IN-HOUSE
TV 12	PROMO MKTG	PROGRAM PROMOTIONAL SPOT - OUT-OF-HOUSE
TV 13	PROMO MKTG	PROGRAM PROMOTIONAL CAMPAIGN - OUT-OF-HOUSE
TV 14	DESIGN	ART DIRECTION & DESIGN: PROGRAM PROMOTIONAL SPOT
TV 15	DESIGN	ART DIRECTION & DESIGN: PROGRAM PROMOTIONAL CAMPAIGN
TV 16	PROMO MKTG	COMEDY PROGRAM SPOT
TV 17	PROMO MKTG	COMEDY PROGRAM CAMPAIGN
TV 18	PROMO MKTG	CLIP-BASED COMEDY PROGRAM SPOT
TV 19	PROMO MKTG	ENTERTAINMENT PROGRAM SPOT
TV 20	PROMO MKTG	ENTERTAINMENT PROGRAM CAMPAIGN
TV 21	PROMO MKTG	CLIP-BASED ENTERTAINMENT PROGRAM SPOT
TV 22	PROMO MKTG	LIVE EVENT SPOT
TV 23	PROMO MKTG	LIVE EVENT CAMPAIGN
TV 24	DESIGN	ART DIRECTION & DESIGN: HOLIDAY/SEASONAL/SPECIAL EVENTS SPOT
TV 25	PROMO MKTG	HOLIDAY/SEASONAL/SPECIAL EVENT PROGRAM SPOT
TV 26	PROMO MKTG	HOLIDAY/SEASONAL/SPECIAL EVENT PROGRAM CAMPAIGN
TV 27	PROMO MKTG	DRAMATIC PROGRAM SPOT OR CAMPAIGN
TV 28	PROMO MKTG	CLIP-BASED DRAMATIC PROGRAM SPOT
TV 29	PROMO MKTG	CHILDREN'S PROGRAMMING SPOT OR CAMPAIGN
TV 30	PROMO MKTG	CLIP-BASED CHILDREN'S PROGRAMMING SPOT
TV 31	PROMO MKTG	UNSCRIPTED/NON-FICTION/REALITY PROGRAMMING SPOT
TV 32	PROMO MKTG	UNSCRIPTED/NON-FICTION/REALITY PROGRAMMING CAMPAIGN
TV 33	PROMO MKTG	DAYTIME PROGRAM SPOT OR CAMPAIGN
TV 34	PROMO MKTG	MADE-FOR-TELEVISION MOVIE SPOT
TV 35	PROMO MKTG	THEATRICAL FILMS SHOWN ON TELEVISION SPOT OR CAMPAIGN
TV 36	PROMO MKTG	DAYPART/BLOCK OF PROGRAMS SPOT OR CAMPAIGN
TV 37	PROMO MKTG	PUBLIC SERVICE ANNOUNCEMENT SPOT OR CAMPAIGN
TV 38	DESIGN	ART DIRECTION & DESIGN: PUBLIC SERVICE ANNOUNCEMENT SPOT OR CAMPAIGN
TV 39	PROMO MKTG	"BEHIND THE SCENES" PROMOTION - LONG/SHORT FORM
TV 40	PROMO MKTG	STUNT PROMOTION - ON-AIR ONLY
TV 41	DESIGN	ART DIRECTION & DESIGN: INTERSTITIAL/SHORT FORM SPOT OR CAMPAIGN
TV 42	PROMO MKTG	INTERSTITIAL/"PROMO-TAINMENT"/GENERAL PROGRAM WRAPS CAMPAIGN

TV 43	PROMO MKTG	INTERSTITIAL/"PROMO-TAINMENT"/MOVIE PROGRAM WRAPS CAMPAIGN
TV 44	PROMO MKTG	INTERSTITIAL/PROGRAM/BRAND INTEGRATED PROGRAM WRAPS CAMPAIGN
TV 45	PROMO MKTG	BEST ON-AIR CONSUMER TIE-IN/BRAND INTEGRATED SPOT
TV 45A	PROMO MKTG	ON-AIR CONSUMER TIE-IN/BRAND INTEGRATED SPOT – SHOW PROMOTION
TV 45B	PROMO MKTG	ON-AIR CONSUMER TIE-IN/BRAND INTEGRATED SPOT – NETWORK PROMOTION
TV 46	PROMO MKTG	BEST ON-AIR CONSUMER TIE-IN/BRAND INTEGRATED CAMPAIGN
TV 46A	PROMO MKTG	ON-AIR CONSUMER TIE-IN/BRAND INTEGRATED CAMPAIGN – SHOW PROMOTION
TV 46B	PROMO MKTG	ON-AIR CONSUMER TIE-IN/BRAND INTEGRATED CAMPAIGN – NETWORK PROMOTION
TV 47	PROMO MKTG	BRANDED CONTENT PROMOTION
TV 48	PROMO MKTG	IN-PROGRAM PROMOTIONAL ELEMENT
TV 49	DESIGN	ART DIRECTION & DESIGN: PROGRAM INFORMATIONAL GRAPHICS
TV 50	DESIGN	ART DIRECTION & DESIGN: PROGRAM OPEN/TITLES
TV 51	DESIGN	ART DIRECTION & DESIGN: PROGRAM BUMPER
TV 52	DESIGN	ART DIRECTION & DESIGN: PROGRAM-SPECIFIC LOGO

TELEVISION - VIDEO PRESENTATION: NEWS PROGRAM

TV 53	PROMO MKTG	NEWS/INFORMATION PROGRAM SPOT
TV 54	PROMO MKTG	NEWS/INFORMATION PROGRAM CAMPAIGN
TV 55	PROMO MKTG	SPECIAL NEWS REPORT OR EVENT PROGRAM SPOT OR CAMPAIGN
TV 56	DESIGN	TOTAL PACKAGE ART DIRECTION & DESIGN: NEWS PROGRAM GRAPHICS

TELEVISION - VIDEO PRESENTATION: SPORTS

TV 57	PROMO MKTG	SPORTS PROGRAM SPOT OR CAMPAIGN
TV 58	PROMO MKTG	CLIP-BASED SPORTS PROGRAM SPOT
TV 59	PROMO MKTG	EDITING: SPORTS
TV 60	PROMO MKTG	DIRECTING: SPORTS
TV 61	PROMO MKTG	BEST USE OF MUSIC: SPORTS
TV 62	PROMO MKTG	BEST USE OF AN ATHLETE
TV 63	PROMO MKTG	BEST BRANDED/SPONSOR INTEGRATION PROMO: SPORTS
TV 64	DESIGN	ART DIRECTION & DESIGN: SPORTS PROGRAM SPOT
TV 65	DESIGN	ART DIRECTION & DESIGN: SPORTS PROGRAM CAMPAIGN
TV 66	DESIGN	ART DIRECTION & DESIGN: SPORTS PROGRAM GENERAL IMAGE SPOT
TV 67	DESIGN	ART DIRECTION & DESIGN: SPORTS PROGRAM SPECIAL EVENTS SPOT
TV 68	DESIGN	ART DIRECTION & DESIGN: SPORTS PROGRAM OPEN/TITLES
TV 69	DESIGN	ART DIRECTION & DESIGN: SPORTS PROGRAM BUMPER

TELEVISION - VIDEO PRESENTATION: PROGRAM SYNDICATOR/DISTRIBUTOR CATEGORIES

TV 70	PROMO MKTG	ENTERTAINMENT PROGRAM SPOT OR CAMPAIGN: PROGRAM SYNDICATOR/DISTRIBUTOR
TV 71	PROMO MKTG	PROGRAM SPOT OR CAMPAIGN: PROGRAM SYNDICATOR/DISTRIBUTOR
TV 72	PROMO MKTG	GENERAL IMAGE SPOT: PROGRAM SYNDICATOR/DISTRIBUTOR

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

TV 73	PROMO MKTG	GENERAL IMAGE SPOT OR CAMPAIGN: CABLE, SATELLITE AND ONLINE CONTENT PLATFORMS
TV 74	PROMO MKTG	ON-SCREEN SERVICES PROMOTION SPOT OR CAMPAIGN: CABLE, SATELLITE AND ONLINE CONTENT PLATFORMS

TELEVISION - VIDEO PRESENTATION: TRADE OR INTERNAL MARKETING

TV 75	PROMO MKTG	MARKETING VIDEO/SIZZLE REEL/PRESENTATION - INTERNAL USE
TV 76	PROMO MKTG	MARKETING VIDEO/SIZZLE REEL/PRESENTATION - EXTERNAL USE
TV 77	DESIGN	ART DIRECTION & DESIGN: SALES OR INTERNAL MARKETING PRESENTATION
TV 78	DESIGN	ART DIRECTION & DESIGN: SELF PROMOTION/SHOW REEL/COMPANY IMAGE REEL

TELEVISION - VIDEO PRESENTATION: SPECIAL CATEGORIES

TV 79	PROMO MKTG	FUNNIEST PROMO
TV 80	DESIGN	ART DIRECTION & DESIGN: MUSIC VIDEO OR SHORT SUBJECT VIDEO
TV 81	DESIGN	ART DIRECTION & DESIGN: LONG FORM/WEBISODE OR VIRAL VIDEO

TELEVISION - VIDEO PRESENTATION: CRAFT CATEGORIES

TV 82	PROMO MKTG	EDITING
TV 83	PROMO MKTG	COPYWRITING
TV 84	PROMO MKTG	DIRECTING
TV 85	PROMO MKTG	USE OF ORIGINAL MUSIC/SCORE
TV 86	PROMO MKTG	BEST USE OF MUSIC
TV 87	PROMO MKTG	SOUND DESIGN
TV 88	DESIGN	ANIMATION
TV 89	DESIGN	ON-AIR ILLUSTRATION
TV 90	DESIGN	ON-AIR TYPOGRAPHY

RADIO - AUDIO ONLY CATEGORIES

RD 01	PROMO MKTG	PROGRAM PROMOTION RADIO SPOT
RD 02	PROMO MKTG	COPYWRITING FOR A RADIO SPOT

USE OF INTERACTIVE MEDIA

IT 01	PROMO MKTG	WEBSITE FOR A CHANNEL/STATION/PLATFORM
IT 02	PROMO MKTG	PROGRAM PROMOTION WEBSITE
IT 03	DESIGN	ART DIRECTION & DESIGN: PROGRAM PROMOTION WEBSITE
IT 04	PROMO MKTG	INTERACTIVE PROMOTION
IT 05	DESIGN	ART DIRECTION & DESIGN: ONLINE ADVERTISING - BANNERS/SKYSCRAPERS
IT 06	DESIGN	ART DIRECTION & DESIGN: ONLINE ADVERTISING
IT 07	PROMO MKTG	CHANNEL/CONTENT ONLINE MARKETING/ADVERTISING
IT 08	PROMO MKTG	CHANNEL/CONTENT ONLINE TAKE-OVER PROMOTION/ROAD BLOCKS

USE OF INTERACTIVE TV, MOBILE, EMERGING PLATFORMS

IT 09	DESIGN	ART DIRECTION & DESIGN: MOBILE APPLICATION DESIGN
IT 10	PROMO MKTG	PROMOTIONAL MOBILE APPLICATION
IT 11	PROMO MKTG	PROMOTIONAL VIRAL/WEB/MOBILE CONTENT

USE OF INTERACTIVE MEDIA: CRAFT CATEGORY

IT 12	PROMO MKTG	TECHNICAL INNOVATIONS
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SOCIAL MEDIA

SM 01	PROMO MKTG	BEST USE OF SOCIAL MEDIA TO PROMOTE A PROGRAM OR SERIES
SM 02	PROMO MKTG	BEST TALENT INTEGRATION USING SOCIAL MEDIA

CROSS MEDIA PROMOTION: CHANNEL PROMOTION

MM 01	PROMO MKTG	GENERAL IMAGE CAMPAIGN USING MULTIPLE MEDIA
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CROSS MEDIA PROMOTION: CONTENT PROMOTION

MM 02	PROMO MKTG	PROGRAM/MOVIE PROMOTION PACKAGE CAMPAIGN USING MULTIPLE MEDIA
MM 03	PROMO MKTG	COMEDY PROGRAM PROMOTION CAMPAIGN USING MULTIPLE MEDIA
MM 04	PROMO MKTG	HOLIDAY/SEASONAL/SPECIAL EVENT PROGRAM CAMPAIGN USING MULTIPLE MEDIA
MM 05	PROMO MKTG	DRAMATIC PROGRAM CAMPAIGN USING MULTIPLE MEDIA
MM 06	PROMO MKTG	CHILDREN'S PROGRAM CAMPAIGN USING MULTIPLE MEDIA
MM 07	PROMO MKTG	UNSCRIPTED/NON-FICTION/REALITY PROGRAM CAMPAIGN USING MULTIPLE MEDIA
MM 08	PROMO MKTG	CONSUMER TIE-IN/BRAND INTEGRATED CAMPAIGN USING MULTIPLE MEDIA
MM 09	PROMO MKTG	STUNT PROMOTION PACKAGE USING MULTIPLE MEDIA
MM 10	DESIGN	TOTAL PACKAGE ART DIRECTION & DESIGN: CHANNEL IMAGE - ON-AIR ONLY

MM 11	DESIGN	TOTAL PACKAGE ART DIRECTION & DESIGN: CHANNEL IMAGE USING MULTIPLE MEDIA
MM 12	DESIGN	TOTAL PACKAGE ART DIRECTION & DESIGN: PROGRAM - USING MULTIPLE MEDIA
MM 13	DESIGN	TOTAL PACKAGE ART DIRECTION & DESIGN: PROGRAM - ON-AIR ONLY
MM 14	DESIGN	LOGO DESIGN: CHANNEL SPECIFIC USING MULTIPLE MEDIA

CROSS MEDIA PROMOTION: SPORTS PROMOTION

MM 15	PROMO MKTG	OVERALL INTEGRATED SPORTS MARKETING CAMPAIGN
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PRINT

PR 01	PROMO MKTG	CONSUMER OR TRADE PRINT AD - CHANNEL
PR 02	DESIGN	ART DIRECTION & DESIGN: CONSUMER OR TRADE PRINT AD - CHANNEL
PR 03	PROMO MKTG	CONSUMER OR TRADE PRINT AD - PROGRAM
PR 04	DESIGN	ART DIRECTION & DESIGN: CONSUMER OR TRADE AD - PROGRAM
PR 05	DESIGN	ART DIRECTION & DESIGN: CONSUMER OR TRADE CAMPAIGN - PROGRAM
PR 06	DESIGN	ART DIRECTION & DESIGN: KEY ART/POSTER
PR 07	DESIGN	ART DIRECTION & DESIGN: KEY ART/POSTER CAMPAIGN
PR 08	DESIGN	ART DIRECTION & DESIGN: CARD, FOLDED OR BOUND PIECE
PR 09	DESIGN	ART DIRECTION & DESIGN: PRESS KIT
PR 10	DESIGN	ART DIRECTION & DESIGN: 3-D PROMOTIONAL OR SALES KIT
PR 11	PROMO MKTG	PROMOTIONAL/PREMIUM/SPECIALTY ITEMS
PR 12	DESIGN	ART DIRECTION & DESIGN: PROMOTIONAL/PREMIUM/SPECIALTY ITEMS
PR 13	DESIGN	LOGO DESIGN
PR 14	DESIGN	TOTAL PACKAGE DESIGN: PRINT ONLY - CHANNEL OR PROGRAM
PR 15	PROMO MKTG	OUTDOOR/ENVIRONMENTAL/TRANSIT AD: CHANNEL
PR 16	PROMO MKTG	OUTDOOR/ENVIRONMENTAL/TRANSIT AD: PROGRAM
PR 17	PROMO MKTG	OUTDOOR/ENVIRONMENTAL/TRANSIT AD CAMPAIGN: PROGRAM
PR 18	DESIGN	ART DIRECTION & DESIGN: OUTDOOR/ENVIRONMENTAL/TRANSIT STATIC AD
PR 19	DESIGN	ART DIRECTION & DESIGN: OUTDOOR/ENVIRONMENTAL/TRANSIT STATIC CAMPAIGN
PR 20	PROMO MKTG	STUNT PROMOTION: SPECIAL EVENT

CRAFT CATEGORIES

C 01	DESIGN	ILLUSTRATION FOR PRINT
C 02	DESIGN	PHOTOGRAPHY FOR PRINT
C 03	DESIGN	RETOUCHING AND PRODUCTION ART
C 04	DESIGN	CREATIVE COPYWRITING – PRINT
C 05	DESIGN	VIRTUAL REALITY OR 360 CAMERA IMPLEMENTATION

SCENIC AND DISPLAY

SD 01	DESIGN	SET DESIGN
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PROMOTION, MARKETING & DESIGN SPECIAL CROSS-OVER CATEGORIES

SPECIAL CATEGORIES

S 01	SALON DE REFUS
S 02	SOMETHING FOR NOTHING
S 03	BEST WORK NEVER SEEN
S 04	SPECIAL PROJECT AWARD
S 05	BEST EXPERIENTIAL OR STUNT PROMOTION FOR A CONSUMER EVENT