

2016 PROMAXBDA LATIN AMERICA AWARDS

Honoring the finest work in television promotion, marketing and design, the annual PromaxBDA Latin America Awards is the only awards competition of its kind in the Latin America market and an essential opportunity to get the recognition you and your work so richly deserve. PromaxBDA, the global association of marketers, promoters and designers, represents virtually every significant broadcaster in the world and hosts awards competitions that collectively draw more than 17,000 annual entries. The globally recognized awards statues stand as pinnacles of achievement within the industry.

PLEASE NOTE: ONLY WORK CREATED FOR LATIN AMERICA AND AIRING IN LATIN AMERICA WILL QUALIFY. (REGARDLESS OF THE COUNTRY IT WAS PRODUCED IN)

TRANSLATION REQUIREMENTS: DUE TO THE INTERNATIONAL COMPOSITION OF OUR JUDGING PANELS, WE MUST REQUEST THAT ALL NON- ENGLISH LANGUAGE ENTRIES PROVIDE ENGLISH TRANSLATIONS/SUBTITLES FOR JUDGING PURPOSES. THIS INCLUDES ALL VIDEOS AND PRINTED MATERIALS.

WHO Can Enter? Anyone can enter this competition so long as the work being submitted was for air, broadcast, publishing or release in any qualifying Latin American Region (Mexico, Central America, South America). This is not a language-based competition, if work is submitted in English, entrant must specify within the marketing objective why the work was created in English.

WHAT Can Be Entered? Please refer to the technical specifications within this document and at promaxbda.org regarding physical and digital materials for submission and refer to the eligibility dates and categories for all qualification details.

ELIGIBILITY PERIOD

Work being submitted was for air, broadcast, publishing or release during the following dates:

Eligibility period is from July 1, 2015 – July 31, 2016

GLOSSARY:

Video Upload:

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

Printed Material:

The term *Printed Material* encompasses all material digitally uploaded as a pdf. or mailed including posters, trade ads and outdoor print media.

Premium Items:

The term *Premium Items* encompasses all promotional items such as t-shirts, mugs, calendars, pens, notepads, games, etc. Please refer to the category descriptions for more information regarding the types of items required for each category and how to submit them and note that this media will not be returned.

Collateral Items:

The term *Collateral Items* encompasses all collateral items that are essential elements created to support a promotional campaign such as pamphlets, flyers, brochures, displays, press kits, etc. Please refer to the category descriptions for more information regarding the types of items required for each category and how to submit them and note this media will not be returned.

Please go to promaxbda.org for ALL technical specifications

IMPORTANT FOR YOU TO KNOW:

In the event that any individual category attracts fewer than 5 entries, the organizer reserves the right to withdraw that category from the competition. In this event, the participating companies will receive a credit towards future entry fees. No cash refund will be given.

The award statues to be given for the 2016 award season will be gold and silver only. 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.

2016 PROMAXBDA LATIN AMERICA AWARDS

CATEGORY LIST

TELEVISION – VIDEO PRESENTATION

TELEVISION/VIDEO PRESENTATION CATEGORIES

This group 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 provider, cable or satellite provider, syndicator, studio, production company, individual or entity.

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.

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NETWORK, CHANNEL, STATION, PLATFORM BRANDING/IMAGE PROMOTION

TV 01 - GENERAL BRANDING/IMAGE

Any single video-based spot created to promote the brand image of a network, channel, station or content platform, cable or satellite provider. Does not include identification (IDs).

One item per entry. Individual entry must to be ninety (:90) seconds or less.

TV 02 - GENERAL BRANDING/IMAGE CAMPAIGN

Any series of related video-based spots created to promote the brand image of a network, channel, station or content platform, cable or satellite provider. Does not include identification (IDs). *Minimum two, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five video entries may be disqualified. Each video must to be ninety (:90) seconds or less.*

CONTENT PROMOTION

TV 03 - HOLIDAY/SEASONAL/ SPECIAL EVENT SPOT

Any single video-based spot created to promote a holiday, seasonal, special event program, series, movie, telethon, anniversary, variety special, etc. *One item per entry. Individual entry must be ninety (:90) seconds or less.*

TV 04 - HOLIDAY/SEASONAL/SPECIAL EVENT CAMPAIGN

Any series of related video-based spots created to promote a holiday, seasonal, special event program, series, movie, telethon, anniversary, variety special, etc. *Minimum two, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces video entries may be disqualified. Each video must be ninety (:90) seconds or less.*

TV 05 - PROGRAM PROMOTIONAL SPOT - IN-HOUSE

Any single video-based spot created to promote any program or series of programs in any category (drama, comedy, holiday, PSA etc.) produced by an in-house team at any channel, content platform or distributor. *One item per entry. Individual entry must be ninety (:90) seconds or less.*

TV 06 - PROGRAM PROMOTIONAL CAMPAIGN - IN- HOUSE

Any series of related video-based spots created to promote any program or series of programs in any category (drama, comedy, holiday, PSA, etc.) produced by an in-house team at any channel, content platform or distributor. *Minimum two, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces video entries may be disqualified. Each video must be ninety (:90) seconds or less.*

TV 07 - PUBLIC SERVICE ANNOUNCEMENT

Any single or multiple related spots created to promote awareness of public service issues, social action or community service announcement. *Minimum one, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces video entries may be disqualified. Each video must be ninety (:90) seconds or less.*

TV 08 - SPORT PROMOTION

Any single or multiple related spots created to promote a sports event or sport related series on television. *Minimum one, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces video entries may be disqualified. Each video must be ninety (:90) seconds or less.*

TV 09 - NEWS/CURRENT EVENT PROMOTION

Any single or multiple related spots created to promote a news or current events episode or series on television. *Minimum one, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces video entries may be disqualified. Each video must be ninety (:90) seconds or less.*

TV 10 - REALITY PROMOTION

Any single or multiple related spots created to promote a reality episode or series on television. *Minimum one, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces video entries may be disqualified. Each video must be ninety (:90) seconds or less.*

TV 11 - DOCUMENTARY PROMOTION

Any single or multiple related spots created to promote a documentary episode or series on television. *Minimum one, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces video entries may be disqualified. Each video must be ninety (:90) seconds or less.*

TV 12 - TELENOVELA PROMOTION

Any single or multiple related spots created to promote a telenovela episode or series on television. *Minimum one, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces video entries may be disqualified. Each video must be ninety (:90) seconds or less.*

TV 13 - CHILDREN'S PROMOTION

Any single or multiple related spots created to promote a children's program episode or series on television. *Minimum one, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces video entries may be disqualified. Each video must be ninety (:90) seconds or less.*

TV 14 – COMEDY SHOW PROGRAM PROMOTION

A single or multiple spots created to promote a comedy show, comedy episode or series on television. *Minimum one, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces video entries may be disqualified. Each video must be ninety (:90) seconds or less.*

TV 15 - DRAMA PROMOTION

Any single or multiple related spots created to promote a drama program episode, action/adventure program episode or series on television. *Minimum one, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces video entries may be disqualified. Each video must be ninety (:90) seconds or less.*

TV 16 - MOVIE PROMOTION

Any single or multiple related spots created to promote a theatrical film released to television. *Minimum one, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces video entries may be disqualified. Each video needs to be ninety (:90) seconds or less.*

TV 17 - ENTERTAINMENT/MUSIC/VARIETY PROMOTION

Any single or multiple related spots created to promote an entertainment/music/variety program, episode or series (variety shows, talk show, award shows, etc). *Minimum one, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces video entries may be disqualified. Each video must be ninety (:90) seconds or less.*

TV 18 - FUNNIEST PROMO

It's as subjective as it sounds, but every year there is that gutbuster that just needs to be recognized. Any on-air promotion that's funny. That's the criteria! *One item per entry. Individual entry must be ninety (:90) seconds or less.*

TV 19 - PROMO NOT USING PROGRAMMING FOOTAGE

Any single video-based spot using material exclusively and specifically produced to promote a television episode or series without using program footage. Your entry will be disqualified if it contains any program footage, aside from title/graphic elements. *One item per entry. Individual entry must be ninety (:90) seconds or less.*

TV 20 - SPECIAL PROJECT

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. *One item per entry. Individual entry must be two (2:00) minutes or less.*

TV 21 – FILLER/CAPSULA - SINGLE

Any single on-air material in connection with the channel or programme brand designed specifically to bridge gaps between programming. *One item per entry. Individual entry must be three (3:00) minutes or less.*

TV 22 – FILLERS/CAPSULAS - CAMPAIGN

Any series of on-air material in connection with the channel or programme brand designed specifically to bridge gaps between programming. *Minimum two, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces video entries may be disqualified. Each video must be three (3:00) minutes or less.*

TV 23 - ON-AIR PROMOTION FOR CHANNEL WEBSITE/APP

A single or group of related video-based promotional spot created to promote any aspect of a network or program website/app. *Minimum one, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces video entries may be disqualified. Each video needs to be ninety (:90) seconds or less.*

TV 24 - PROGRAM OPEN

Any show opening title designed specifically for a program. *One item per entry. Individual entry must be ninety (:90) seconds or less.*

TV 25 - PROMOTIONAL 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. *One item per entry. Individual entry must be ninety (:90) seconds or less.*

TV 26 - BEST VISUAL PROMOTIONAL SPOT

It's a good thing they say a picture is worth 1,000 words, because there are no voice overs or dialogue allowed in this new category — but music and natural sound are okay. Any single promotional spot exemplifying outstanding creative messaging without the use of voice over or dialogue to promote any program or series of programs in any category (drama, comedy, holiday, PSA, etc). *One item per entry. Individual entry must be ninety (:90) seconds or shorter.*

TELEVISION - DESIGN

TV 27 - ART DIRECTION & DESIGN: PROMO

Any single video-based material designed to promote a program or show. *One item per entry. Each individual video must be ninety seconds (:90) or less.*

TV 28 - ART DIRECTION & DESIGN: LOGOTYPE DESIGN

Any single logotype designed to promote a channel/network or program. Must provide pdf of stills and storyboard. No animations accepted. *One item per entry.*

TV 29 - ART DIRECTION & DESIGN: ON-AIR IDENTITY

Any on-air graphic elements that brands a channel on television. *One item per entry. Individual entry must be ninety (:90) seconds or less.*

TV 30 - ART DIRECTION & DESIGN: ON-AIR IDENTITY CAMPAIGN

Any series of on-air graphic elements, which brands a channel on television. *Minimum two, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces video entries may be disqualified. Each video must be ninety (:90) seconds or less.*

TV 31 - ART DIRECTION & DESIGN: TOTAL PACKAGE DESIGN

A package of on-air design elements for a network, channel, station or content platform, cable or satellite provider. *Minimum two, 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.*

TRADE OR INTERNAL MARKETING

(INDUSTRY FOCUSED: SALES, MARKETING OR UPFRONT PRESENTATIONS, ETC.)

TV 32 - MARKETING VIDEO/PRESENTATION – INTERNAL OR EXTERNAL

Any video presentation created to promote programming or facilities to internal personnel, employees and vendors or external affiliates, systems, advertisers, agencies or funders; includes long-form promotional spots. Must provide target audience information within the marketing objective (ad sales, upfront, corporate, etc.). *One item per entry. Individual entry needs to be four (4:00) minutes or less.*

TV 33 - ON-AIR BRAND/SPONSOR 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. *One item per entry. Each individual video needs to be ninety seconds (:90) or less.*

TV 34 - ON-AIR BRAND/SPONSOR INTEGRATED CAMPAIGN (Ad Sales)

A group of related non-traditional video-based promotional materials created to enhance the sales and/or ad 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. *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.*

CRAFT CATEGORIES

TV 35 - SOUND DESIGN

Any single video-based promotion that demonstrates creative and effective use of sound components including music, sound effects, voice talent, etc. *One item per entry. Individual entry must be ninety (:90) seconds or less.*

TV 36 - COPYWRITING

Any single video-based promotion, presentation, interstitial, etc. that demonstrates creative and effective copywriting. *One item per entry. Individual entry must be ninety (:90) seconds or less.*

TV 37 - EDITING

Any single video-based promotion, presentation, interstitial etc. that demonstrates creative and effective promo editing. *One item per entry. Individual entry must be ninety (:90) seconds or less.*

TV 38 - ON-AIR TYPOGRAPHY

Creative and artistic use of typography in a video-based promotional piece (including but not limited to on-air promotion, IDs, interstitials, etc). *Minimum one, maximum three items per entry. Individual entry must be ninety (:90) seconds or less.*

LOCAL AFFILIATE PROGRAMMING PROMOTION

TV 39 – BEST PROMOTIONAL SPOT – LOCAL/AFFILIATE PROGRAMMING

Any single or multiple related spots created to promote all local programming (must have been produced and aired only in the local markets). *Minimum one, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces video entries may be disqualified. Each video must be ninety (:90) seconds or less.*

MULTIPLE MEDIA

These categories are broadly open to any video-based marketing or promotional material created or commissioned by a broadcast or cable network, channel, station, content provider, cable or satellite provider, syndicator, studio, production company, individual or entity.

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.

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CROSS MEDIA PROMOTION

MM 01 - GENERAL IMAGE CAMPAIGN USING MULTIPLE MEDIA

A combination of 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 television network or channel, program or series, cable or satellite provider or content platform. May submit each piece individually or as a reel highlighting the campaign. *Minimum three, maximum six, 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 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 web materials, submit URL of live website including any login information or submit archived website material via video upload. All physical collateral/premiums must be labeled.*

INTERACTIVE

INTERACTIVE MEDIA CATEGORIES Network, Channel, Station, Platform Branding/Image - Digital Marketing

IT 01 - DIGITAL SOCIAL CAMPAIGN

An innovative and effective use of social media that effectively supports the promotion and marketing for a television network or channel, program or series, cable or satellite provider or content platform. *Minimum one, maximum five items per entry. Must submit a video reel that highlights the campaign, no live URL's will be accepted. Individual video must be two minutes (2:00) or less.*

IT 02 - PROMOTIONAL INTERACTIVE APPLICATIONS

Any single example of an innovative marketing strategy using interactive media such as broadband, mobile apps, VOD, etc. Entry must demonstrate interactivity and effectiveness in achieving results. *One item per entry. Must submit a video demonstrating interactivity, no live URL's will be accepted. Individual video must be two minutes (2:00) or less.*

OUTDOOR, OUT-OF-HOME, PRINT AND POSTER

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 provider, cable or satellite provider, syndicator, studio, production company, individual or entity.

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.

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materials.

GENERAL AND CONTENT PROMOTION

PR 01 - GENERAL PRINT/OUTDOOR/ENVIRONMENTAL/TRANSIT AD

All printed materials including consumer, trade, billboard, environmental or transit advertising for a television network or channel, program or series, cable or satellite provider or content platform. (i.e. posters, print ads, billboard, bus side, electronic, building sides or 3D outdoor) *Minimum one, maximum five, related but different items per entry to be judged as a unified whole. Submit photo(s) that portray elements as they appeared to the consumer (i.e. transit ad shown in its environment). Each image must be uploaded as a .pdf; any video piece must be thirty seconds (:30) or less.*

PR 02 – DIGITALLY DELIVERED PROMOTIONAL MATERIAL

A single or combination of digital sales promotional items created to promote a television network or channel, program or series, cable or satellite provider or content platform; collateral material can include digital brochures, press kits and flyers. *Minimum one, maximum three, related but different items per entry to be judged as a unified whole. Each piece must be labeled.*

PR 03 - PROMOTIONAL/PREMIUM ITEMS

Any single or combination promotional item such as: a T-shirt, premium, novelty item, etc., created to promote a television network or channel, program or series, cable or satellite provider or content platform. *Minimum one, maximum five, related but different items per entry to be judged as a unified whole. Each piece must be labeled. Digital upload option not available for this category.*

PR 04 - KEY ART

Any graphic element or illustration created and applied as key art to promote a television network or channel, program or series, cable or satellite provider or content platform. *One item per entry. Each piece must be uploaded as a .pdf.*

SPECIAL CATEGORIES

SP 01 - BEST NEW TALENT AWARD (NO FEE TO ENTER) (formerly Rocket Awards)

A very special award designed to recognize a new producer or marketer with two years or less experience in promotion or marketing, who is already creating outstanding work. This individual may be employed by a company or be a freelancer. You may nominate a deserving individual, or you may nominate yourself. Up to three samples of promotion or marketing materials should be submitted for consideration to be judged as one entry. The objective of the submission must be provided, along with a CV, resume or short bio. CV, resume or short bio must be submitted via .pdf. *Minimum one, maximum three, related but different items per entry to be judged as a unified whole. Entries containing more than three may be disqualified. Video entries only, maximum total duration three minutes (3:00).*

SP 02 - SOMETHING FOR NOTHING

It's a mission impossible but it's up to you to make it very possible! A simple but effective on-air promotion that's clearly executed on a small budget (max. \$1,000). Entries must include a breakdown of all costs and time (including in-house resources) in the marketing objective field. *One item per entry. Individual entry must be ninety (:90) seconds or less.*

SP 03 - BEST WORK NEVER SEEN (NO FEE TO ENTER)

Now's the time for everyone to see that brilliance that your boss or your client just didn't get to see! Any promotional material, on-air and off-air, which was produced but never aired or published. Please indicate in the marketing objective field the reasons why it was not used. *One item per entry. Video material only. Individual entry must be ninety (:90) seconds or less.*

Awards Questions?

Please contact the PromaxBDA Awards Department:

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