

# 2016 PROMAXBDA LOCAL AWARDS CATEGORIES

## ELIGIBILITY REQUIREMENTS

**Deadline:** The final deadline for this competition is April 7, 2016

The following guidelines are designed to explain the CONTENT & MATERIALS that can be entered into each category. The PromaxBDA Local Awards celebrate the best practices in PROMOTION, MARKETING AND DESIGN by way of the enclosed categories.

### **Who Can Enter**

Entrant can represent the client, vendor or their agent; there is no stipulation in any category regarding the entrant so long that the work was for air, broadcast, publishing or release solely in a local market by a local station or content platform in the United States and Canada.

### **What Can Be Entered**

Please refer to the technical specifications at <https://promaxbda.org/awards> regarding physical and digital materials for submission and refer to the eligibility dates and categories for all qualification details.

### **Eligibility Period**

January 1, 2015 to December 31, 2015

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## IMPORTANT FOR YOU TO KNOW:

- In the event that any individual category attracts fewer than 5 entries or less than 5 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 awards to be given for the 2015 award season will be gold and silver statues only. If in any category entries do not meet the standard deemed award worthy by the judges, it is possible that there will be no awards given in that category. Equally, if in any category an entry meets 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.
- **TRANSLATION:** Due to the international composition of our judging panels, we must request that all non-English language entries provide English translations/subtitles for judging purposes.

## 2015 PROMAXBDA LOCAL AWARDS CATEGORY SUMMARY

### TELEVISION – VIDEO PRESENTATION

#### LOCAL STATION/PLATFORM BRANDING/IMAGE PROMOTION

- 01-S **PROMO|MKTG** GENERAL BRANDING/IMAGE: NEWS STATION IMAGE – **SMALL MARKET** (single) **DMA 50+**
- 01-M **PROMO|MKTG** GENERAL BRANDING/IMAGE: NEWS STATION IMAGE – **MEDIUM MARKET** (single) **DMA 26-50**
- 01-L **PROMO|MKTG** GENERAL BRANDING/IMAGE: NEWS STATION IMAGE – **LARGE MARKET** (single) **DMA 1-25**
- 02 **PROMO|MKTG** GENERAL BRANDING/IMAGE: STATION IMAGE (NON-NEWS STATION) (single)
- 03 **DESIGN** TOTAL PACKAGE DESIGN – STATION/CHANNEL: ON-AIR (multiple)
- 04-S **PROMO|MKTG** GENERAL BRANDING/IMAGE CAMPAIGN – **SMALL MARKET** (multiple) **DMA 50+**
- 04-M **PROMO|MKTG** GENERAL BRANDING/IMAGE CAMPAIGN – **MEDIUM MARKET** (multiple) **DMA 26-50**
- 04-L **PROMO|MKTG** GENERAL BRANDING/IMAGE CAMPAIGN – **LARGE MARKET** (multiple) **DMA 1-25**
- 05 **PROMO|MKTG** HOLIDAY/SPECIAL EVENT PROMOTION (single)

#### CONTENT PROMOTION

- 06 **PROMO|MKTG** PROGRAM PROMOTIONAL SPOT (single)
- 07 **PROMO|MKTG** PROGRAM PROMOTIONAL CAMPAIGN (multiple)
- 08 **DESIGN** IMAGE PROMO (single or multiple)
- 09 **DESIGN** SPECIAL EVENT PROMO (single)
- 10 **DESIGN** ID (single or multiple)
- 11 **DESIGN** GENERAL ENTERTAINMENT: PROGRAM PACKAGE (single)
- 12 **DESIGN** WEBSITE PROMOTION: VIDEO-BASED (single)
- 13 **PROMO|MKTG** NEWS/INFORMATION PROGRAM SPOT (single or multiple)
- 14 **DESIGN** PROGRAM SPECIFIC PROMO – NEWS (single or multiple)
- 15 **DESIGN** IMAGE PROMO – NEWS (single or multiple)
- 16 **DESIGN** INFORMATIONAL GRAPHICS – NEWS (single)
- 17 **DESIGN** NEWS: OPEN/TITLES/BUMPERS (single)
- 18 **PROMO|MKTG** SPECIAL NEWS REPORT OR EVENT PROGRAMMING (single or multiple)
- 19 **PROMO|MKTG** SPORTS PROGRAM SPOT (*NOT A LIVE EVENT/GAME*) (single or multiple)
- 20 **DESIGN** PROMO – SPORTS (single)
- 21 **DESIGN** SPORTS: OPEN/TITLES/BUMPERS (single)
- 22 **PROMO|MKTG** LIVE EVENT SPOT (single or multiple)
- 23 **PROMO|MKTG** ENTERTAINMENT PROGRAM SPOT (single or multiple)
- 24 **PROMO|MKTG** HOLIDAY/SEASONAL/SPECIAL EVENT PROGRAM SPOT (single or multiple)
- 25 **PROMO|MKTG** UNSCRIPTED/NON-FICTION/REALITY PROGRAM SPOT (single or multiple)
- 26 **PROMO|MKTG** DAYTIME PROGRAM SPOT (single or multiple)
- 27 **PROMO|MKTG** DAYPART/BLOCK OF PROGRAMS SPOT (single or multiple)
- 28 **PROMO|MKTG** “BEHIND THE SCENES” PROMOTION: LONG/SHORT FORMAT (single or multiple)
- 29 **PROMO|MKTG** STUNT PROMOTION: ON-AIR-ONLY (single or multiple)
- 30 **PROMO|MKTG** ON-AIR CONSUMER TIE-IN PROMO (single or multiple)
- 31 **PROMO|MKTG** PUBLIC SERVICE ANNOUNCEMENT (single)
- 32 **PROMO|MKTG** PUBLIC SERVICE ANNOUNCEMENT CAMPAIGN (multiple)
- 33 **DESIGN** ON-AIR COMMERCIAL ADVERTISEMENT (single)

**SYNDICATED/DISTRIBUTED PROGRAM CATEGORIES**

34 **PROMO|MKTG** PROGRAM PROMOTION SPOT OR CAMPAIGN: ENTERTAINMENT (single or multiple)

**TRADE OR INTERNAL MARKETING (INDUSTRY FOCUSED: SALES, MARKETING OR UPFRONT PRESENTATION, ETC.)**

35 **PROMO|MKTG** MARKETING VIDEO/PRESENTATION (single)

**SPECIAL CATEGORIES**

36 **PROMO|MKTG** SOMETHING FOR NOTHING (single)

37 **PROMO|MKTG** BEST WORK NEVER SEEN (single)

38 **PROMO|MKTG** FUNNIEST PROMO (single)

**CRAFT CATEGORIES**

39 **PROMO|MKTG** EDITING (single)

40 **PROMO|MKTG** COPYWRITING (single)

41 **PROMO|MKTG** DIRECTING (single)

42 **DESIGN** BEST USE OF DESIGN (single)

43 **PROMO|MKTG** USE OF ORIGINAL MUSIC IN A PROMO (single)

44 **PROMO|MKTG** MUSIC OR INSTRUMENTAL THEME WITH OR WITHOUT VOCALS (single)

45 **PROMO|MKTG** SOUND DESIGN (single)

**VOICE OVER**

46 **PROMO|MKTG** BEST VOICE OVER PERFORMANCE (*MALE OR FEMALE*) (single)

**OUTDOOR, OUT-OF-HOME, PRINT AND POSTER**

**GENERAL AND CONTENT PROMOTION**

47 **PROMO|MKTG** OUTDOOR/ENVIRONMENTAL/TRANSIT AD (single or multiple)

48 **DESIGN** OFF AIR DESIGN (multiple)

**SCENIC**

**SCENIC CATEGORIES**

49 **DESIGN** SET DESIGN (single)

**USE OF SOCIAL MEDIA**

**SOCIAL MEDIA CATEGORIES**

50 **PROMO|MKTG** BEST USE OF SOCIAL MEDIA TO PROMOTE A PROGRAM OR SERIES (single)

# 2015 PROMAXBDA LOCAL AWARDS

## PROMOTION AND MARKETING

### CATEGORY DESCRIPTIONS

Each category has been designated either a Promotion & Marketing category **PROMO|MKTG** or a Design **DESIGN** category. Please refer to judging criteria below:

**PROMO|MKTG** = (Promotion Marketing) Categories will be judged on creativity and message effectiveness

**DESIGN** = (Design) Categories will be judged on creativity and quality of design.

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#### 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 local station, local content brand or platform, production company, individual or entity. Please check categories for specific entry guidelines and the promaxbda.org website for all technical specification details.

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

##### LOCAL STATION/PLATFORM BRANDING/IMAGE PROMOTION

*These categories can be entered by any individual or company creating promotional video-based materials for a local station or local content platform to be used in the United States and Canada.*

##### **PROMO|MKTG**

###### **01-S GENERAL BRANDING/IMAGE: NEWS STATION IMAGE – SMALL MARKET DMA 50+**

**(single)** Any single video-based promotional material created to promote the brand image of a small market local news station or content platform. **Must provide the station's DMA in the marketing objective.** Does not include identification pieces or content promotions (IDs: see *design* awards categories)

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

##### **PROMO|MKTG**

###### **01-M GENERAL BRANDING/IMAGE: NEWS STATION IMAGE – MEDIUM MARKET DMA 26-50**

**(single)** Any single video-based promotional material created to promote the brand image of a medium market local news station or content platform. **Must provide the station's DMA in the marketing objective.** Does not include identification pieces or content promotions (IDs: see *design* awards categories)

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

##### **PROMO|MKTG**

###### **01-L GENERAL BRANDING/IMAGE: NEWS STATION IMAGE – LARGE MARKET DMA 1-25**

**(single)** Any single video-based promotional material created to promote the brand image of a large market local news station or content platform. **Must provide the station's DMA in the marketing objective.** Does not include identification pieces or content promotions (IDs: see *design* awards categories)

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

## PROMO|MKTG

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

**(single)** Any single video-based promotional material created to promote the brand image of local station or content platform (non-news station). Does not include identification pieces or content promotions (IDs: see *design awards categories*)

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

## DESIGN

### 03 TOTAL PACKAGE DESIGN – STATION/CHANNEL: ON-AIR

**(multiple)** A package of on-air material/elements designed for a station image (not program specific).

*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. Each individual entry piece needs to be ninety seconds (:90) or less.*

## PROMO|MKTG

### 04-S GENERAL BRANDING/IMAGE CAMPAIGN – SMALL MARKET DMA 50+

**(multiple)** Any group of thematically-related video-based promotional material created to promote the brand image of a small market local station or content platform. **Must provide the station's DMA in the marketing objective.** Does not include identification pieces or content promotions (IDs: see design awards categories).

*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.*

## PROMO|MKTG

### 04-M GENERAL BRANDING/IMAGE CAMPAIGN – MEDIUM MARKET DMA 26-50

**(multiple)** Any group of thematically-related video-based promotional material created to promote the brand image of a medium market local station or content platform. **Must provide the station's DMA in the marketing objective.** Does not include identification pieces or content promotions (IDs: see design awards categories).

*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.*

## PROMO|MKTG

### 04 -L GENERAL BRANDING/IMAGE CAMPAIGN – LARGE MARKET DMA 1-25

**(multiple)** Any group of thematically-related video-based promotional material created to promote the brand image of a large market local station or content platform. **Must provide the station's DMA in the marketing objective.** Does not include identification pieces or content promotions (IDs: see design awards categories).

*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.*

## PROMO|MKTG

### 05 HOLIDAY/SPECIAL EVENT PROMOTION

**(single)** Any video-based promotional material created to promote the brand image of a local station or content platform associated with or using a holiday or special event theme.

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

## **CONTENT PROMOTION**

***These categories can be entered by any individual or company creating promotional video-based materials specifically for a program to be used solely in a local market by a local station or content platform in the United States and Canada.***

*These categories are open for any video-based marketing or promotional material produced or commissioned by any local station, local content brand, production company, individual or entity specific to a particular program, series or show to be used in the United States and Canada.*

### **PROMO|MKTG**

#### **06 PROGRAM PROMOTIONAL SPOT**

**(single)** Any single video-based promotional material created to promote any program, series of programs, holiday, public service announcement initiative, program or channel-related special events or daypart/related programming at a local station or content brand.

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

### **PROMO|MKTG**

#### **07 PROGRAM PROMOTIONAL CAMPAIGN**

**(multiple)** Any group of related video-based promotional material created to promote any program, series of programs, holiday, public service announcement initiative, program or channel related special events or daypart/related programming at a local station or content brand.

*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.*

### **DESIGN**

#### **08 IMAGE PROMO**

**(single or multiple)** Any single or group of video-based promotional material designed to promote the image of a local station. Does not include identification pieces (IDs: see ID category below) EXCLUDING news, current affairs or sports.

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

### **DESIGN**

#### **09 SPECIAL EVENTS PROMO**

**(single)** Any single video-based promotional material designed to promote a one-time general entertainment special event including contest, anniversary, variety show, holiday, etc., EXCLUDING news, current affairs or sports events.

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

### **DESIGN**

#### **10 ID**

**(single or multiple)** Any single or group of related video-based material designed to reinforce a local station identity/brand EXCLUDING news, current affairs or sports. This should not include specific program information.

*One to a maximum of 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.*

### **DESIGN**

#### **11 GENERAL ENTERTAINMENT: PROGRAM PACKAGE**

**(single)** Any general entertainment program or show opening title sequence or any transitional design element between a general entertainment program and commercial/promotional break, designed specifically for a program created by a local station, studio or production company. Programs only. EXCLUDING news, current affairs or sports programs or shows. Submit as aired.

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

### **DESIGN**

#### **12 WEBSITE PROMOTION: VIDEO-BASED**

**(single)** Any video-based promotion (a spot, an advertisement, etc.), designed to promote any aspect of a local station or program's website EXCLUDING news, current affairs or sports programs or shows.

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

## PROMO|MKTG

### 13 NEWS/INFORMATION PROGRAM SPOT

**(single or multiple)** Any video-based promotional material created to promote a news, information or current affairs program, etc.

*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.*

## DESIGN

### 14 PROGRAM SPECIFIC PROMO – NEWS

**(single or multiple)** Any video-based promotional material designed to promote a specific news or current affairs program or show.

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

## DESIGN

### 15 IMAGE PROMO – NEWS

**(single or multiple)** Any video-based promotional material designed to promote the image of a news or current affairs program or show.

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

## DESIGN

### 16 INFORMATIONAL GRAPHICS – NEWS

**(single)** Any graphic execution expressly produced to demonstrate or convey information for news or current affairs programs. (May include menus, over-the-shoulder, stats and full screen graphics.)

*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.*

## DESIGN

### 17 NEWS: OPEN/TITLES/BUMPERS

**(single)** Any news or current affairs program or show opening title sequence or any transitional design element between a news or current affairs program and commercial/promotional break, designed specifically for a program created by a local station, studio or production company. Submit as aired. Programs only.

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

## PROMO|MKTG

### 18 SPECIAL NEWS REPORT OR EVENT PROGRAMMING (Environmental, Political Debates, etc.)

**(single or multiple)** Any single or group of related video-based promotional material created to promote a special report/event program relating to news information or current affairs, etc.

*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.*

## PROMO|MKTG

### 19 SPORTS PROGRAM SPOT (NOT A LIVE EVENT/GAME)

**(single or multiple)** Any single or group of related video-based promotional material created to promote a sports program, series or sports news program, etc. EXCLUDING a live event or game.

*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.*

## DESIGN

### 20 PROMO – SPORTS

**(single)** Any single video-based promotional material designed to promote a specific sports program, show or local station image or content platform. (May include: promos, bumpers, lower thirds, etc.)

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



## DESIGN

### 21 SPORTS: OPEN/TITLES/BUMPERS

**(single)** Any sports program or show opening title sequence or any transitional design element between a sports program and commercial/promotional break, designed specifically for a program created by a local station, local content platform, or production company. Submit as aired. Programs only.

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

## PROMO|MKTG

### 22 LIVE EVENT SPOT

**(single or multiple)** Any 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.

*Minimum one, maximum five, related but different items per entry to be judged as a unified whole. Each individual video needs to be ninety seconds (:90) or less.*

## PROMO|MKTG

### 23 ENTERTAINMENT PROGRAM SPOT

**(single or multiple)** Any video-based promotional material created to promote a general entertainment, comedy, dramatic or children's program, or series or movie program, etc.

*Minimum one, maximum five, related but different items per entry to be judged as a unified whole. Each individual video needs to be ninety seconds (:90) or less.*

## PROMO|MKTG

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

**(single or multiple)** Any video-based promotional material created to promote a holiday, seasonal, special event program, series, movie, news or current affairs program, etc.

*Minimum one, maximum five, related but different items per entry to be judged as a unified whole. Each individual video needs to be ninety seconds (:90) or less.*

## PROMO|MKTG

### 25 UNSCRIPTED/NON-FICTION/REALITY PROGRAM SPOT

**(single or multiple)** Any video-based promotional material created to promote a non-fiction/reality program, series, movie, news or current affairs program, etc.

*Minimum one, maximum five, related but different items per entry to be judged as a unified whole. Each individual video needs to be ninety seconds (:90) or less.*

## PROMO|MKTG

### 26 DAYTIME PROGRAM SPOT

**(single or multiple)** Any video-based promotional material created to promote a daytime entertainment program, series, movie, news or current affairs program, etc.

*Minimum one, maximum five, related but different items per entry to be judged as a unified whole. Each individual video needs to be ninety seconds (:90) or less.*

## PROMO|MKTG

### 27 DAYPART/BLOCK OF PROGRAMS SPOT

**(single or multiple)** Any video-based promotional material created to promote any regularly scheduled, related block of programming.

*Minimum one, maximum five, related but different items per entry to be judged as a unified whole. Each individual video needs to be ninety seconds (:90) or less.*

## PROMO|MKTG

### 28 "BEHIND THE SCENES" PROMOTION: LONG/SHORT FORMAT

**(single or multiple)** Any 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.

*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 entries together.*



## PROMO|MKTG

### 29 STUNT PROMOTION: ON-AIR ONLY

**(single or multiple)** Any single or group of related video-based promotional material that uses a surprising, out-of-the-ordinary creative approach to the promotion of a one-time on-air programming event.

*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.*

## PROMO|MKTG

### 30 ON-AIR CONSUMER TIE-IN PROMO

**(single or multiple)** Any 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.

*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.*

## PROMO|MKTG

### 31 PUBLIC SERVICE ANNOUNCEMENT

**(single)** Any single video-based promotional material created to promote awareness of public service issues, social action or community service announcement.

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

## PROMO|MKTG

### 32 PUBLIC SERVICE ANNOUNCEMENT CAMPAIGN

**(multiple)** Any group of related non-traditional video-based promotional material created to promote awareness of public service issues, social action or community service announcement.

*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.*

## DESIGN

### 33 ON-AIR COMMERCIAL ADVERTISEMENT

**(single)** Any single video-based advertisement created to sell a product, service, channel, OUTSIDE of standard brand, image, television or tune-in promotion.

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

## SYNDICATED/DISTRIBUTED PROGRAM CATEGORIES

***These categories are open for any video-based marketing or promotional material produced or commissioned by any local station or content platform specific to a particular program, series or show to be used in the United States and Canada.***

## PROMO|MKTG

### 34 PROGRAM PROMOTION SPOT OR CAMPAIGN: ENTERTAINMENT

**(single or multiple)** Any single spot or group of related video-based promotional material created to promote a syndicated/distributed program to local audiences, stations or other program buyers.(entertainment, comedy, dramatic, non-fiction reality or holiday and special event programming)

*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.*

## **TRADE OR INTERNAL MARKETING**

*(Industry focused: sales, marketing or upfront presentations etc., for local stations or content platforms)*

### **PROMO|MKTG**

#### **35 MARKETING VIDEO/PRESENTATION**

**(single)** Any single video-based 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. including long-form promotional spots.

*One item per entry. Each individual video needs to be three minutes (3:00) or less. Longer pieces will be judged on the excerpt submitted.*

## **SPECIAL CATEGORIES**

### **PROMO|MKTG**

#### **36 SOMETHING FOR NOTHING**

**(single)** 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).

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

### **PROMO|MKTG**

#### **37 BEST WORK NEVER SEEN**

**(single)** Now's the time for everyone to see that brilliant work that was produced but never made it to air. Please indicate in the marketing objective field the reasons why it was not used.

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

### **PROMO|MKTG**

#### **38 FUNNIEST PROMO**

**(single)** It's as subjective as it sounds, but every year there is that gut-buster that just needs to be recognized. Any video-based promotion that's funny - that's the criteria!

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

## **CRAFT CATEGORIES**

***The following highlighted categories are craft categories recognizing the individual components of any given piece of promotion or marketing all of which will be judged by a group of like titled/skilled judges.***

### **PROMO|MKTG**

#### **39 EDITING**

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

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

### **PROMO|MKTG**

#### **40 COPYWRITING**

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

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

### **PROMO|MKTG**

#### **41 DIRECTING**

**(single)** 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.

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

## **DESIGN**

#### **42 BEST USE OF DESIGN**

**(single)** Any single video-based promotion that best uses design to convey its promotional message.

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

## PROMO|MKTG

### 43 USE OF ORIGINAL MUSIC IN A PROMO

**(single)** Any single video-based promotion that makes creative use of original music.

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

## PROMO|MKTG

### 44 MUSIC OR INSTRUMENTAL THEME WITH OR WITHOUT VOCALS

**(single)** Any single video-based promotion that makes creative use of music packages, post scores or instrumental themes with or without vocals. Original score or library music is permitted. Syndicated packages are allowed only if majority lyrics are custom.

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

## PROMO|MKTG

### 45 SOUND DESIGN

**(single)** 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. Each individual video needs to be ninety seconds (:90) or less.*

## VOICE OVER

The voice over in any video or audio based promotion sets the tone for communication. It can be used to bring character to a specific message or stand for an entire brand. Voice over talent is an integral part of entertainment promotion and is a part of the strength of the PromaxBDA Association.

***The voice over categories can be entered by any individual or company creating or voicing local station content platform promotion in the media entertainment industry to be used in the United States and Canada.***

## PROMO|MKTG

### 46 BEST VOICE OVER PERFORMANCE (Male or Female)

**(single)** Best performance by a male or female voice over artist for use in promotion, marketing or sales piece. On-air, online, radio and corporate entries are accepted.

*One item per entry. Each individual video or audio entry needs to be ninety seconds (:90) 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 local station, content brand, production company, individual or entity. Please check categories for specific entry guidelines and the [promaxbda.org](http://promaxbda.org) website for all technical and print specification details.

Work produced by an in-house local station, 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) or Submitting Agency in the online entry form as appropriate.

## PROMO|MKTG

### 47 OUTDOOR/ENVIRONMENTAL/TRANSIT AD

**(single or multiple)** Any single or group of promotional piece of advertising (i.e. billboard, bus side, electronic, building sides or 3D outdoor) created to promote a program, series, local station or content platform. Submit photo showing relationship to environment; for electronic/animated ad must submit video of ad and its relationship to environment.

*Minimum one, maximum five, items per entry. Each piece must be uploaded as a .pdf or video upload. Video entry needs to be thirty seconds (:30) or less*

## DESIGN

### 48 OFF AIR DESIGN

**(single or multiple)** Any print piece of advertising or total package of related print elements designed to promote image of a local station, content platform or program. May include advertising in a consumer publication or packaging, outdoor, poster, kits, collateral, advertising etc.

*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 piece must be uploaded as a .pdf.*

## SCENIC

### SCENIC CATEGORIES

*This group of categories is broadly open to any set design/scenic design created or commissioned by a local station, local content platform, production company, individual or entity. Please check categories for specific entry guidelines and the [promaxbda.org](http://promaxbda.org) website for all technical and print specification details.*

*Work produced by an in-house (local station creative or off-air promotion department) or out-of-house (agency/creative service company, vendor) is eligible. The entry must be utilized by a station media-related entity such as a local 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) or Submitting Agency in the online entry form as appropriate.*

## DESIGN

### 49 SET DESIGN

**(single)** Any set design for talk, children's, sports, variety, news programs, single or short-lived program, etc. 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 in the set and should be taken from an on-air check only.

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

## INTERACTIVE MEDIA

### SOCIAL MEDIA

### PROMO|MKTG

#### 50 BEST USE OF SOCIAL MEDIA TO PROMOTE A PROGRAM OR SERIES

**(single or multiple)** 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.

*Minimum one, maximum five, related but different items per entry to be judged as a unified whole. Submit live URL. All media may be submitted to demonstrate success. (A write up of action and results may be submitted by PDF)*

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**If you have any questions about the awards competitions, the categories, entering or judging,  
please contact us at:**

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E-mail: [awards@promaxbda.org](mailto:awards@promaxbda.org)