

# 2017 PROMAXBDA EUROPE AWARDS

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## COMPETITION OVERVIEW

**DEADLINE:** The final deadline for the competition is **10 January, 2017**

## ELIGIBILITY PERIOD

1 January 2016 and 31 December 2016

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

### WHO Can Enter

Entrant can represent the client vendor or their agent; there is no stipulation in any category regarding the entrant so long as the work was aired, broadcasted, published or released for the European Market or commissioned by European-based companies. The entrant can be within or outside of these markets so long that the work itself was released or aired in the European Market. The same criteria apply for all eligible materials for entry

### WHAT Can Be Entered

Please refer to the technical specifications within this document and at [promaxbda.org](http://promaxbda.org) regarding materials for submission and refer to the eligibility dates and categories for all qualification details.

## IMPORTANT FOR YOU TO KNOW:

- ALL relevant permissions and copyrights are assumed to be cleared by the entrant.
- In the event that any individual category attracts fewer than 4 entries, the organizer reserves the right to withdraw that category from the competition. In this event, the participating companies will receive a credit towards future entry fees. No cash refund will be given.
- The award statues to be given for the 2016 award season will be gold and silver only. If – in any category – entries do not meet the standard deemed award worthy by the jury, it is possible that there will be no awards given in that category. Equally, if in any category an entry meets, for example, the silver standard but not the gold standard, it is possible that there will only be a silver award given in a category.
- PromaxBDA will not be responsible for the holding of any materials submitted after the awards period has ended. Such materials will not be returned. All submissions become the property of PromaxBDA to be used at their discretion.
- The organizers reserve the right to add, subtract, amend or otherwise revise any category during the course of the competition. Notice and updates of revisions will be posted on our website.
- **TRANSLATON:** Due to the international composition of our judging panels, we must request that all non-English language entries provide English translations/subtitles for judging purposes, this includes all videos and printed materials.

## 2017 PROMAXBDA GRAND PRIX AWARDS

These special awards are determined by the overall results of the competition

*\*\*Please be sure to credit agencies appropriately when prompted during the submission process\*\**

### **\*IN-HOUSE MARKETING TEAM OF THE YEAR**

A special award designed to recognize the standout in-house marketing team of the year. This category will be judged by a designated elite jury of industry professionals to determine the winner from all of the entrants of the competition.

### **\*OUT-OF-HOUSE AGENCY OF THE YEAR**

A special award designed to recognize the standout out-of-house agency (does not include “in-house agencies”) of the year. This category will be judged by a designated elite jury of industry professionals to determine the winner from all of the entrants of the competition.

# 2017 PROMAXBDA EUROPE AWARDS

## CHANNEL BRANDING CATEGORIES

<b>CHANNEL BRANDING CATEGORIES</b>		
<b>CHANNEL BRANDING – TELEVISION/VIDEO</b>		
<b>C 01</b>	<b>GENERAL BRAND CAMPAIGN: CHANNEL, NETWORK or PLATFORM</b>	A group of theme-related spots and/or elements created to promote the brand image of a network, channel or content platform and/or services. Does not include identification pieces or content/programme promotion (IDs: see design awards categories).
<b>C 02</b>	<b>GENERAL BRAND DESIGN PACKAGE: CHANNEL, NETWORK or PLATFORM</b>	A group of theme-related video based elements representing best on-air branding design for a channel, platform or service. (i.e. bumpers, strap-lines, pack-shots, idents, billboards). Montages and compilations are not acceptable.
<b>C 03</b>	<b>SOCIAL RESPONSIBILITY ANNOUNCEMENT SPOTS</b>	Any single or group of theme-related on-air spot(s) for a channel, network, cable/satellite provider to promote social responsibility issues, charity or worthy cause locally or nationally.
<b>C 04</b>	<b>CHILDREN'S CHANNEL IMAGE SPOT CAMPAIGN DESIGN</b>	A group of theme-related on-air spots created to promote the brand image of a children's channel to viewers. Does not include identification pieces, package elements or content/programme promotions (IDs/Idents: see categories below).
<b>C 05</b>	<b>NEWS/INFORMATION CHANNEL SPOTS</b>	A group of theme-related on-air spots created to promote a news/information channel.

C 06	<b>OTT/ON DEMAND/WEBSITE OR INTERACTIVE SERVICE SPOT</b>	Any on-air spot/call to action specifically to promotes a channel’s online pogramme on-demand platform or service or interactive product or service. <i>OTT or “over-the-top,” is a term used for the delivery of film and TV content via the Internet, without requiring users to subscribe to a traditional cable or satellite pay-TV service.</i>	<b>SUBMISSION REQUIREMENTS:</b> <i>Video only. One item per entry. Each individual entry must be ninety seconds (:90) or less.</i>
C 07	<b>CHANNEL SPECIAL EVENT SPOT</b>	A single or group of theme-related on-air spot(s) for a one-time special event including telethons, contests, anniversaries, specials, etc., EXCLUDING social responsibility announcements and sporting events.	<b>SUBMISSION REQUIREMENTS:</b> <i>Video only. Minimum 1, maximum 5, related but different items per entry to be judged as a unified whole. Maximum duration of each video must be ninety (:90) seconds or less.</i>
C 08	<b>BEST ON-AIR IDENT CAMPAIGN (In-House)</b>	Any graphic presentation, which brands a channel or its programmes, produced entirely in-house by the in-house staff team.	<b>SUBMISSION REQUIREMENTS:</b> <i>Video only. Minimum 3, maximum 5, related but different items per entry to be judged as a unified whole. Maximum duration of each video must be ninety (:90) seconds or less.</i>
C 09	<b>BEST ON-AIR IDENT CAMPAIGN (Out-of-House)</b>	Any graphic presentation, which brands a channel or its programmes, produced by an outside agency for hire or other out-of-house source.	<b>SUBMISSION REQUIREMENTS:</b> <i>Video Only. Minimum 3, maximum 5, related but different items per entry to be judged as a unified whole. Maximum duration of each video must be ninety (:90) seconds or less.</i>
<b>CHANNEL BRANDING – DIGITAL MEDIA</b>			
C 10	<b>USE OF SOCIAL MEDIA FOR A CHANNEL PROMOTION</b>	An effective use of digital media, social media and/or a community based website that effectively promotes and markets a network, channel, station or platform online or on-air. <i>(Examples include: Instagram, snapchat, facebook, Youtube, twitter, etc.)</i> Please submit video walk-through highlighting entry execution and accomplishments.	<b>SUBMISSION REQUIREMENTS:</b> <i>One item per entry. Submit as an archived interactive material via video upload/demonstrations video. No URL’s will be accepted. Maximum duration of video must be three minutes (3:00) or less.</i>

CHANNEL BRANDING – MULTIMEDIA			
C 11	<b>LOGO DESIGN: USING MULTIPLE MEDIA</b>	<p>Creative use of any logo designed for on-air, print and interactive applications for a network/station or channel effectively used across multiple platforms (i.e. Youtube, twitter, etc.) May include Stunt/Theme or Seasonal logo design. Submit as aired, plus print sample, plus URL for interactive sample.</p>	<p><b>SUBMISSION REQUIREMENTS:</b> Minimum 3, maximum 5, related but different items per entry to be judged as a unified whole. No more than three pieces of material in any one medium. Entries containing more than five pieces of material may be disqualified. For any video materials, each video piece needs to be ninety (:90) seconds or less. For all print material, each piece must be uploaded as a .PDF. For any web materials, submit as an archived interactive material via video upload/demonstrations video. No URL's will be accepted. Maximum duration of video must be three minutes (3:00) or less.</p>
C 12	<b>GENERAL CHANNEL IMAGE CAMPAIGN USING MULTIPLE MEDIA</b>	<p>A combination of theme-related elements of promotional material including but not exclusive to spots, print ads, mobile apps and other material designed as a combined promotion campaign on multiple medias for one network/channel/station or content platform.</p>	<p><b>SUBMISSION REQUIREMENTS:</b> Minimum 3, maximum 5, related items per entry. No more than three pieces of material in any one media. Entries containing more than five pieces of material may be disqualified. Video pieces needs to be ninety (:90) seconds or less. Print material must be uploaded as a .PDF. Web materials, submit via video upload/demonstrations video. No URL's will be accepted. Maximum duration of video must be three minutes (3:00) or less.</p>
CHANNEL BRANDING – PRINT			
C 13	<b>KEY ART/POSTER</b>	<p>Any single key art/poster designed to promote a network, channel, station, cable or satellite provider, syndicator, studio, production company or entity.</p>	<p><b>SUBMISSION REQUIREMENTS:</b> One item per entry. Each piece must be uploaded as a .PDF.</p>
C 14	<b>KEY ART/POSTER CAMPAIGN</b>	<p>Any theme-related group of key art/posters designed to promote a network, channel, station, cable or satellite provider, syndicator, studio, production company or entity.</p>	<p><b>SUBMISSION REQUIREMENTS:</b> Minimum 3, maximum 5, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Print material must be uploaded as a .PDF.</p>

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## PROGRAMME PROMOTION CATEGORIES

PROGRAMME PROMOTION CATEGORIES		
PROGRAMME PROMOTION – TELEVISION/VIDEO		
P 01	<b>GENERAL IMAGE PROGRAMME CAMPAIGN</b>	<p>A group of theme-related spots promoting a show, episode, film on TV, programme, series of programmes, etc. Does not include identification pieces or content/programme promotion (IDs: see design awards categories).</p> <p><b>SUBMISSION REQUIREMENTS:</b> Video only. Minimum 3, maximum 5, related but different items per entry to be judged as a unified whole. Maximum duration of each video must be ninety (:90) seconds or less.</p>
P 02	<b>GENERAL IMAGE PROGRAMME DESIGN PACKAGE</b>	<p>A group of theme-related video elements used to brand a programme or series of programmes (i.e. bumpers, strap-lines, pack-shots, idents, etc.). Montages and compilations are not acceptable.</p> <p><b>SUBMISSION REQUIREMENTS:</b> Video only. Minimum 3, maximum 5, related but different items per entry to be judged as a unified whole. Maximum duration of each video must be ninety (:90) seconds or less.</p>
P 03	<b>PROGRAMME-SPECIFIC LOGO</b>	<p>Any logo designed specifically for on-air use for a show, episode, film on TV, programme, series of programmes. Submit as aired. Programmes only.</p> <p><b>SUBMISSION REQUIREMENTS:</b> Video only. One item per entry. Each individual entry must be ninety seconds (:90) or less.</p>
P 04	<b>HOLIDAY/SEASONAL PROGRAMME SPOTS</b>	<p>A single or group of theme-related on-air spot(s) tied to a seasonal or holiday themed promotion.</p> <p><b>SUBMISSION REQUIREMENTS:</b> Video only. Minimum 1, maximum 5, related but different items per entry to be judged as a unified whole. Maximum duration of each video must be ninety (:90) seconds or less.</p>
P 05	<b>PROGRAMME SPECIAL EVENT SPOT</b>	<p>A single or group of theme-related on-air spot(s) for a <u>one-time special event</u> including telethons, contests, anniversaries, specials, etc., EXCLUDING social responsibility announcements and sporting events.</p> <p><b>SUBMISSION REQUIREMENTS:</b> Video only. Minimum 1, maximum 5, related but different items per entry to be judged as a unified whole. Maximum duration of each video must be ninety (:90) seconds or less.</p>
P 06	<b>ON-AIR CONSUMER TIE-IN/BRAND INTEGRATED SPOTS</b>	<p>Any single or group of theme-related on-air spot(s) that integrate a sponsor/consumer brand with a network, channel, programme or content brand.</p> <p><b>SUBMISSION REQUIREMENTS:</b> Video only. Minimum 1, maximum 5, related but different items per entry to be judged as a unified whole. Maximum duration of each video must be ninety (:90) seconds or less.</p>

P 07	<b>DOCUMENTARY OR FACTUAL ENTERTAINMENT PROGRAMME SPOTS</b>	A single or group of theme-related on-air spot(s) created to promote a documentary or factual entertainment programme or series of programmes.	<b>SUBMISSION REQUIREMENTS:</b> Video only. Minimum 1, maximum 5, related but different items per entry to be judged as a unified whole. Maximum duration of each video must be ninety (:90) seconds or less.
P 08	<b>ENTERTAINMENT/MUSIC/VARIETY/COMEDY PROGRAMME SPOTS</b>	A single or group of theme-related on-air spot(s) created to promote an entertainment, music or variety programme (e.g. variety, talk show, quiz shows, talent shows, award shows, etc.) or series of programmes.	<b>SUBMISSION REQUIREMENTS:</b> Video only. Minimum 1, maximum 5, related but different items per entry to be judged as a unified whole. Maximum duration of each video must be ninety (:90) seconds or less.
P 09	<b>LEISURE &amp; LIFESTYLE PROGRAMME SPOTS</b>	A single or group of theme-related on-air spot(s) created to promote a leisure or lifestyle programme or series of programmes including daytime, makeover, how-to, cooking, travel, shopping, fashion programming, etc.	<b>SUBMISSION REQUIREMENTS:</b> Video only. Minimum 1, maximum 5, related but different items per entry to be judged as a unified whole. Maximum duration of each video must be ninety (:90) seconds or less.
P 10	<b>REALITY/UNSCRIPTED/NON-FICTION PROGRAMME SPOTS</b>	A single or group of theme-related on-air spot(s) created to promote reality/unscripted entertainment programme or series of programmes.	<b>SUBMISSION REQUIREMENTS:</b> Video only. Minimum 1, maximum 5, related but different items per entry to be judged as a unified whole. Maximum duration of each video must be ninety (:90) seconds or less.
P 11	<b>DRAMATIC PROGRAMME SPOTS</b>	A single or group of theme-related on-air spot(s) created to promote a drama series.	<b>SUBMISSION REQUIREMENTS:</b> Video only. Minimum 1, maximum 5, related but different items per entry to be judged as a unified whole. Maximum duration of each video must be ninety (:90) seconds or less.
P 12	<b>CHILDREN'S PROGRAMME SPOTS</b>	A single or group of theme-related on-air spot(s) created to promote a children's programme.	<b>SUBMISSION REQUIREMENTS:</b> Video only. Minimum 1, maximum 5, related but different items per entry to be judged as a unified whole. Maximum duration of each video must be ninety (:90) seconds or less.
P 13	<b>LIVE SPORTS EVENT/PROGRAMME SPOTS</b>	A single or group of theme-related on-air spot(s) created to promote a one-time live sports event programme (including Euro Cup, World Cup, Olympics, tournaments, etc.).	<b>SUBMISSION REQUIREMENTS:</b> Video only. Minimum 1, maximum 5, related but different items per entry to be judged as a unified whole. Maximum duration of each video must be ninety (:90) seconds or less.
P 14	<b>SPORTS PROGRAMME SPOTS</b>	Any single or group of theme-related on-air spot(s) created to promote a sport programme, series of sports news programmes, EXCLUDING a live event or game.	<b>SUBMISSION REQUIREMENTS:</b> Video only. Minimum 1, maximum 5, related but different items per entry to be judged as a unified whole. Maximum duration of each video must be ninety (:90) seconds or less.
P 15	<b>PROGRAMME SPOT NOT USING PROGRAMME FOOTAGE</b>	Any on-air spot created to promote a television programme WITHOUT using any programme footage. Entries will be disqualified if found to contain any programme footage.	<b>SUBMISSION REQUIREMENTS:</b> Video only. One item per entry. Each individual entry must be ninety seconds (:90) or less.

P 16	<b>NEWS/INFORMATION PROGRAMME SPOTS</b>	A single or group of theme-related on-air spots created to promote a news programme or current affairs programme or series of programmes.	<b>SUBMISSION REQUIREMENTS:</b> Video only. Minimum 1, maximum 5, related but different items per entry to be judged as a unified whole. Maximum duration of each video must be ninety (:90) seconds or less.
P 17	<b>THEATRICAL FILMS/MOVIES SHOWN ON TELEVISION SPOTS</b>	Movies! Movies! Movies! An on-air spot(s) created to promote a theatrical film being aired on television (NOT in current theatrical release). May include Pay Per View and Video on Demand.	<b>SUBMISSION REQUIREMENTS:</b> Video only. Minimum 1, maximum 5, related but different items per entry to be judged as a unified whole. Maximum duration of each video must be ninety (:90) seconds or less.
P 18	<b>OPEN/TITLES</b>	Any opening title sequence designed for any programme or series of programmes.	<b>SUBMISSION REQUIREMENTS:</b> Video only. One item per entry. Each individual entry needs to be ninety seconds (:90) or less.
<b>PROGRAMME PROMOTION – DIGITAL MEDIA</b>			
P 19	<b>USE OF SOCIAL MEDIA FOR PROGRAMME</b>	An effective use of digital media, social media and/or a community based website that effectively promotes and markets a programme online or on-air (examples include: Instagram, snapchat, facebook, Youtube, twitter, etc.) Please submit video walk-through highlighting entry execution and accomplishments.	<b>SUBMISSION REQUIREMENTS:</b> One item per entry. Submit as an archived interactive material via video upload/demonstrations video. No URL's will be accepted. Maximum duration of video must be three minutes (3:00) or less.
<b>PROGRAMME PROMOTION – MULTIMEDIA</b>			
P 20	<b>BEST MARKETING CAMPAIGN FOR A PROGRAMME USING MULTIPLE MEDIA</b>	A marketing campaign for a programme using a combination of theme-related elements. Submit as aired, plus print sample, plus URL for interactive sample.	<b>SUBMISSION REQUIREMENTS:</b> Minimum 3, maximum 5, related but different items per entry to be judged as a unified whole. No more than three pieces of material in any one medium. Entries containing more than five pieces of material may be disqualified. For any video materials, each video piece needs to be ninety (:90) seconds or less. For all print material, each piece must be uploaded as a .PDF. For any web materials, submit as an archived interactive material via video upload/demonstrations video. No URL's will be accepted. Maximum duration of video must be three minutes (3:00) or less.



PROGRAMME PROMOTION – PRINT			
P 21	KEY ART/POSTER	Any single key art/poster designed to promote a show, episode, film on TV, programme, series of programmes, etc.	<b>SUBMISSION REQUIREMENTS:</b> One item per entry. Each piece must be uploaded as a .PDF.
P 22	KEY ART/POSTER CAMPAIGN	Any theme-related group of key art/posters designed to promote a show, episode, film on TV, programme, series of programmes, etc.	<b>SUBMISSION REQUIREMENTS:</b> Minimum 3, maximum 5, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Print material must be uploaded as a .PDF.

## 2017 PROMAXBDA EUROPE AWARDS

### OPEN ENTRY CATEGORIES

OPEN ENTRY CATEGORIES		
ELIGIBLE: CHANNEL BRAND & PROGRAMME PROMOTION		
O 01	<b>INTERSTITIAL/SHORT FORM SPOT DESIGN</b>	As attention spans get shorter and shorter interstitial/short form spots take on a new importance. This category is for any single on-air material in connection with the channel or programme brand designed to get the message to the viewer as quickly, comprehensively and artfully as possible, specifically to bridge gaps between programming.
		<b>SUBMISSION REQUIREMENTS:</b> Video only. One item per entry. Each individual video must be two minutes (2:00) or less.
O 02	<b>FUNNIEST PROMO</b>	Every year there is a hilarious spot that just needs to be recognized. The criteria is easy, any on-air promotion that's makes you laugh out loud!
		<b>SUBMISSION REQUIREMENTS:</b> Video only. One item per entry. Each individual entry must be ninety seconds (:90) or less .
O 03	<b>MARKETING VIDEO/SIZZLE REEL/PRESENTATION</b>	A video or sizzle reels that capture your message and captivate your audience — all with creativity and style. 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.
		<b>SUBMISSION REQUIREMENTS:</b> Video only. One item per entry. Each individual entry must be 3 minutes (3:00) or less. Please edit accordingly.
CRAFT CATEGORIES		
O 04	<b>EDITING</b>	Any single video-based promotion, presentation, interstitial etc. that demonstrates creative and effective video editing.
		<b>SUBMISSION REQUIREMENTS:</b> Video only. One item per entry. Each individual video must be two minutes (2:00) or less.
O 05	<b>COPYWRITING</b>	Any single video-based promotion, presentation, interstitial, etc. that demonstrates creative and effective copywriting.
		<b>SUBMISSION REQUIREMENTS:</b> Video only. One item per entry. Each individual video must be two minutes (2:00) or less.
O 06	<b>ANIMATION</b>	Any single video-based promotion that demonstrates creative and effective use of animation, including typography, 2D or 3D
		<b>SUBMISSION REQUIREMENTS:</b> Video only. One item per entry. Each individual entry must be ninety seconds (:90) or less.

		manipulation. Any entry containing live footage may be disqualified.	
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O 07	<b>USE OF AN ORIGINAL MUSIC COMPOSITION</b>	Any on-air spot making creative use of an original music composition. No appropriated music (i.e. Covers).	<b>SUBMISSION REQUIREMENTS:</b> Video only. One item per entry. Each individual video must be two minutes (2:00) or less.
O 08	<b>MUSIC OR INSTRUMENTAL THEME WITH OR WITHOUT VOCALS</b>	Any on-air spot making creative use of music packages, post scores or instrumental themes with or without vocals. Original music or library music is permitted. Syndicated packages are allowed only if majority lyrics are custom.	<b>SUBMISSION REQUIREMENTS:</b> Video only. One item per entry. Each individual video must be two minutes (2:00) or less.
O 09	<b>SOUND DESIGN</b>	Any on-air spot that demonstrates creative and effective use of sound components including music, sound effects, voice talent, etc.	<b>SUBMISSION REQUIREMENTS:</b> Video only. One item per entry. Each individual video must be ninety seconds (:90) or less.
O 10	<b>ON-AIR TYPOGRAPHY</b>	Any single video-based promotion that demonstrates exceptional use of typography (including but not limited to on-air promotion, IDs, interstitials, etc.).	<b>SUBMISSION REQUIREMENTS:</b> Video only. One item per entry - submit as aired. Each individual video must be ninety seconds (:90) or less.
O 11	<b>SET DESIGN</b>	Any set design for talk, children's, sports, variety, news programmes, etc. May include single and/or short-lived programme. Entry can be shown by using a compilation of video material to be judged as a whole. Entry must contain a human/talent element for scale reference in the set and should be taken from an on-air check.	<b>SUBMISSION REQUIREMENTS:</b> Video only. One item per entry. Each individual entry must be ninety seconds (:90) or less.

## TRADE ADVERTISING

O 12	<b>CONSUMER OR TRADE PRINT AD - PROGRAMME OR CHANNEL</b>	A single print piece of advertising created to promote a programme, series or content brand or image or brand of a network, channel or content platform and/or services and published in a consumer or industry trade publication. Submit name of publication and state print run number within the marketing objective field.	<b>SUBMISSION REQUIREMENTS:</b> One item per entry. Each piece must be uploaded as a .PDF.
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## SPECIAL CATEGORIES

O 13	<b>SOMETHING FOR NOTHING</b>	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. 1,500€). Entries must include a	<b>SUBMISSION REQUIREMENTS:</b> One video per entry. Each individual entry must be ninety (:90) seconds or less.
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		breakdown of all costs and time (including in-house resources) in the marketing objective field.	
O 14	<b>BEST NEW TALENT (No Fee To Enter)</b>	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	<b>SUBMISSION REQUIREMENTS:</b> <i>Minimum 1, maximum 3 related but different items per entry to be judged as a unified whole. Entries containing more than 3 pieces of material may be disqualified. CV, resume or short bio must be submitted via .PDF. Video entries only. Total maximum duration: three (3:00) minutes or less.</i>

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### QUESTIONS?

Please Contact the PromaxBDA Awards Department:

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