

PROMAXBDA

EUROPE AWARDS 2018

COMPETITION OVERVIEW

DEADLINE: The final deadline for the competition is **04 January, 2018**

ELIGIBILITY PERIOD

1 January 2017 through 31 December 2017

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 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.

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.

PROMAXBDA EUROPE AWARDS 2018

NEW CATEGORIES

NEW CATEGORIES			
N 01	EXPERIENTIAL OR STUNT PROMOTION FOR A CONSUMER EVENT	Best trade or consumer event display booth, room, or space that promotes a company, program, or series. Inclusive of consumer and trade events, national or international (Comic-Con, Sundance, NAB, SXSW, etc.)	SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be three minutes (3:00) or less.
N 02	BEST NEW CONCEPT/INNOVATION	A breakout concept that your team came up with as a way to promote a channel or programme. Please submit a reel that showcases this concept and its results.	SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be three minutes (3:00) or less.

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CHANNEL BRANDING CATEGORIES

CHANNEL BRANDING CATEGORIES			
CHANNEL BRANDING - TELEVISION/VIDEO			
C 01	GENERAL BRAND CAMPAIGN: CHANNEL, NETWORK OR PLATFORM	A group of theme-related spots that promote the brand image of a network, channel or content platform. Does NOT include identification pieces or programme promotion (IDs: see design categories).	SUBMISSION REQUIREMENTS: 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.
C 02	GENERAL BRAND DESIGN PACKAGE: CHANNEL, NETWORK OR PLATFORM	A group of theme-related video elements representing best on-air branding design for a network, channel or content platform. (i.e. bumpers, strap-lines, pack-shots, idents, billboards). Montages and compilations are NOT acceptable.	SUBMISSION REQUIREMENTS: 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.
C 03	SOCIAL RESPONSIBILITY ANNOUNCEMENT SPOTS	A single or group of theme-related on-air spots for a network, channel or content platform that promote social responsibility issues, charities or a worthy cause (locally or nationally).	SUBMISSION REQUIREMENTS: Video only. Minimum 1, maximum 3, 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.
C 04	OTT/ON DEMAND/WEBSITE OR INTERACTIVE SERVICE SPOT	An on-air spot (w/ call to action) that promotes a channel's online on-demand platform or interactive product. OTT (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 paid-TV service.	SUBMISSION REQUIREMENTS: Video only. One item per entry. Each individual entry must be ninety seconds (:90) or less.
C 05	CHANNEL SPECIAL EVENT SPOT	A single or group of theme-related on-air spots for a special event; including: telethons, contests, anniversaries, specials, etc. EXCLUDING social responsibility announcements and sporting events.	SUBMISSION REQUIREMENTS: Video only. Minimum 1, maximum 3, 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.
C 06	BEST ON-AIR IDENT CAMPAIGN (In-House)	Any graphic which brands a channel or its programmes. Majority of production done by an in-house team.	SUBMISSION REQUIREMENTS: 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.
C 07	BEST ON-AIR IDENT CAMPAIGN (Out-of-House)	Any graphic which brands a channel or its programmes. Produced by an out-of-house agency.	SUBMISSION REQUIREMENTS: 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.

CHANNEL BRANDING - DIGITAL MEDIA			
C 08	SOCIAL MEDIA CAMPAIGN FOR A CHANNEL	An effective use of digital media, social media and/or a community based website that effectively promotes a network, channel or content platform. (Examples include: Instagram, Snapchat, Facebook, YouTube, Twitter, etc.) Please submit video walk-through or case study highlighting entry execution and accomplishments.	SUBMISSION REQUIREMENTS: 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.
CHANNEL BRANDING - MULTIMEDIA			
C 09	CHANNEL LOGO DESIGN ACROSS MULTIPLE MEDIA	Creative use of a logo designed for on-air, print and interactive applications for a network, channel or content platform effectively used across multiple platforms (i.e. Youtube, Twitter, etc.) May include stunt/theme or seasonal logo design. Submit as aired, plus print sample.	SUBMISSION REQUIREMENTS: 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.
C 10	BEST INTEGRATED MARKETING CAMPAIGN FOR A CHANNEL, NETWORK OR PLATFORM	A combination of theme-related elements of promotional material; including: spots, print ads, mobile apps and other material designed as a combined promotion campaign on multiple medias for one network, channel or content platform.	SUBMISSION REQUIREMENTS: Minimum 3, maximum 5, related but different 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.
CHANNEL BRANDING - PRINT			
C 11	CHANNEL KEY ART/POSTER	A single key art/poster designed to promote a network, channel or content platform.	SUBMISSION REQUIREMENTS: One item per entry. Each piece must be uploaded as a PDF.
C 12	CHANNEL KEY ART/POSTER CAMPAIGN	A group of theme-related key art/posters designed to promote a network, channel or content platform.	SUBMISSION REQUIREMENTS: 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.

PROMAXBDA EUROPE AWARDS 2018

PROGRAMME PROMOTION CATEGORIES

PROGRAMME PROMOTION CATEGORIES			
PROGRAMME PROMOTION - TELEVISION/VIDEO			
P 01	GENERAL PROGRAMME IMAGE CAMPAIGN	A group of theme-related spots promoting a programme or series of programmes. Does not include identification pieces or programme promotion (IDs: see designs categories).	SUBMISSION REQUIREMENTS: 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 02	GENERAL PROGRAMME DESIGN PACKAGE	A group of theme-related video elements (i.e. bumpers, strap-lines, pack-shots, idents, etc.) used to brand a programme or series of programmes. Montages and compilations are NOT acceptable.	SUBMISSION REQUIREMENTS: 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 03	PROGRAMME SPECIFIC LOGO	Any logo designed specifically for on-air use for a programme or series of programmes. Submit as aired. Programmes only.	SUBMISSION REQUIREMENTS: Video only. One item per entry. Each individual entry must be ninety seconds (:90) or less
P 04	HOLIDAY/SEASONAL PROGRAMME SPOTS	A single or group of theme-related on-air spots tied to a seasonal or holiday themed promotion.	SUBMISSION REQUIREMENTS: Video only. Minimum 1, maximum 3, 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 05	PROGRAMME SPECIAL EVENT SPOT	A single or group of theme-related on-air spots for a one-time special event including telethons, contests, anniversaries, specials, etc. EXCLUDING social responsibility announcements and sporting events.	SUBMISSION REQUIREMENTS: Video only. Minimum 1, maximum 3, 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 06	ON-AIR CONSUMER TIE-IN/BRAND INTEGRATED SPOTS	A single or group of theme-related on-air spots that integrate a sponsor/consumer brand with a network, channel, programme or content brand.	SUBMISSION REQUIREMENTS: Video only. Minimum 1, maximum 3, 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 07	DOCUMENTARY OR FACTUAL ENTERTAINMENT PROGRAMME SPOTS	A single or group of theme-related on-air spots created to promote a documentary or factual entertainment programme or series of programmes.	SUBMISSION REQUIREMENTS: Video only. Minimum 1, maximum 3, 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	ENTERTAINMENT/MUSIC/VARIETY/ COMEDY PROGRAMME SPOTS	A single or group of theme-related on-air spots created to promote an entertainment programme or series of programmes (i.e., variety, talk show, quiz shows, talent shows, award shows, etc.).	SUBMISSION REQUIREMENTS: Video only. Minimum 1, maximum 3, 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	LEISURE & LIFESTYLE PROGRAMME SPOTS	A single or group of theme-related on-air spots created to promote a leisure or lifestyle programme or series of programmes. Including: daytime, makeover, how-to, cooking, travel, shopping, fashion programming, etc.	SUBMISSION REQUIREMENTS: Video only. Minimum 1, maximum 3, 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	REALITY/UNSCRIPTED/NON-FICTION PROGRAMME SPOTS	A single or group of theme-related on-air spots created to promote reality/unscripted programme or series of programmes.	SUBMISSION REQUIREMENTS: Video only. Minimum 1, maximum 3, 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	DRAMATIC PROGRAMME SPOTS	A single or group of theme-related on-air spots created to promote a drama series.	SUBMISSION REQUIREMENTS: Video only. Minimum 1, maximum 3, 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	CHILDREN'S PROGRAMME SPOTS	A single or group of theme-related on-air spots created to promote a children's programme.	SUBMISSION REQUIREMENTS: Video only. Minimum 1, maximum 3, 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	LIVE SPORTS EVENT/PROGRAMME SPOTS	A single or group of theme-related on-air spots created to promote a live sports event programme (including Euro Cup, World Cup, Olympics, tournaments, etc.).	SUBMISSION REQUIREMENTS: Video only. Minimum 1, maximum 3, 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	SPORTS PROGRAMME SPOTS	A single or group of theme-related on-air spots created to promote a sports programme, sports series, or sports news programme. EXCLUDING a live event or game.	SUBMISSION REQUIREMENTS: Video only. Minimum 1, maximum 3, 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	PROGRAMME SPOT NOT USING PROGRAMME FOOTAGE	An 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.	SUBMISSION REQUIREMENTS: Video only. One item per entry. Each individual entry must be ninety seconds (:90) or less.
P 16	NEWS/INFORMATION PROGRAMME SPOTS	A single or group of theme-related on-air spots created to promote a news programme or current affairs programme or series of programmes.	SUBMISSION REQUIREMENTS: Video only. Minimum 1, maximum 3, 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	THEATRICAL FILMS/MOVIES SHOWN ON TELEVISION SPOTS	Movies! Movies! Movies! An on-air spots created to promote: a theatrical film, series of films, or season of films being aired on television (NOT in current theatrical release). May include PPV or VOD.	SUBMISSION REQUIREMENTS: Video only. Minimum 1, maximum 3, 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	PROGRAMME OPEN/TITLES	Any opening title sequence designed for any programme or series of programmes.	SUBMISSION REQUIREMENTS: Video only. One item per entry. Each individual entry needs to be ninety seconds (:90) or less.

PROGRAMME PROMOTION - DIGITAL MEDIA			
P 19	SOCIAL MEDIA CAMPAIGN FOR A PROGRAMME	An effective use of digital media, social media and/or a community based website that effectively promotes a programme online or on-air (i.e., Instagram, Snapchat, Facebook, YouTube, Twitter, etc.) Please submit video walk-through or case study highlighting entry execution and accomplishments.	SUBMISSION REQUIREMENTS: 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.
PROGRAMME PROMOTION - MULTIMEDIA			
P 20	BEST INTEGRATED MARKETING CAMPAIGN FOR A PROGRAMME	A marketing campaign for a programme using a combination of theme-related elements. Submit as aired, plus print sample.	SUBMISSION REQUIREMENTS: 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	PROGRAMME KEY ART/POSTER	Any single key art/poster designed to promote a programme or series of programmes.	SUBMISSION REQUIREMENTS: One item per entry. Each piece must be uploaded as a .PDF.
P 22	PROGRAMME KEY ART/POSTER CAMPAIGN	Any theme-related group of key art/posters designed to promote a programme or series of programmes.	SUBMISSION REQUIREMENTS: 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.

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OPEN ENTRY CATEGORIES

OPEN ENTRY CATEGORIES			
ELIGIBLE: CHANNEL BRAND & PROGRAMME PROMOTION			
O 01	INTERSTITIAL/SHORT FORM SPOT DESIGN	As attention spans get shorter, interstitial/short form become more crucial. 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. Intended to bridge gaps between programming.	SUBMISSION REQUIREMENTS: Video only. One item per entry. Each individual video must be three minutes (3:00) or less.
O 02	LONG-FORM CONTENT PROMOTION	A long-form video-based promotion designed to effectively promote a show or series and/or organically embed a consumer brand into a content promotional message, creating a compelling and synergistic story	SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be between Three and Ten Minutes (3:00-10:00)
O 03	FUNNIEST PROMO	Every year there is a hilarious spot that just needs to be recognized. The criteria is easy, any on-air promotion that makes you laugh out loud!	SUBMISSION REQUIREMENTS: Video only. One item per entry. Each individual entry must be ninety seconds (:90) or less.
O 04	MARKETING VIDEO/SIZZLE REEL/PRESENTATION	A video or sizzle reels that captures your message and captivates your audience. Created to promote programming or facilities to internal personnel, employees and vendors or external affiliates, systems, advertisers, agencies or funders.	SUBMISSION REQUIREMENTS: Video only. One item per entry. Each individual entry must be 3 minutes (3:00) or less. Please edit accordingly.
CRAFT CATEGORIES			
O 05	EDITING	Any single video-based promotion, presentation, interstitial etc. that demonstrates creative and effective video editing.	SUBMISSION REQUIREMENTS: Video only. One item per entry. Each individual video must be two minutes (2:00) or less.
O 06	COPYWRITING	Any single video-based promotion, presentation, interstitial, etc. that demonstrates creative and effective copywriting.	SUBMISSION REQUIREMENTS: Video only. One item per entry. Each individual video must be two minutes (2:00) or less.
O 07	ANIMATION	Any single video-based promotion that demonstrates creative and effective use of animation. Includes: typography, 2D or 3D manipulation, etc. Any entry containing live footage may be disqualified.	SUBMISSION REQUIREMENTS: Video only. One item per entry. Each individual entry must be ninety seconds (:90) or less.

O 08	USE OF AN ORIGINAL MUSIC COMPOSITION	Any on-air spot making creative use of an original music composition. No appropriated music (i.e. covers).	SUBMISSION REQUIREMENTS: Video only. One item per entry. Each individual video must be two minutes (2:00) or less.
O 09	MUSIC OR INSTRUMENTAL THEME WITH OR WITHOUT VOCALS	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.	SUBMISSION REQUIREMENTS: Video only. One item per entry. Each individual video must be two minutes (2:00) or less.
O 10	SOUND DESIGN	Any on-air spot that demonstrates creative and effective use of sound components; including: music, sound effects, voice talent, etc.	SUBMISSION REQUIREMENTS: Video only. One item per entry. Each individual video must be ninety seconds (:90) or less.
O 11	ON-AIR TYPOGRAPHY	Any single video-based promotion that demonstrates exceptional use of typography (including but not limited to on-air promotion, IDs, interstitials, etc.).	SUBMISSION REQUIREMENTS: Video only. One item per entry - submit as aired. Each individual video must be ninety seconds (:90) or less.
O 12	SET DESIGN	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 should contain a human/talent element for scale reference in the set and taken from an on-air check.	SUBMISSION REQUIREMENTS: Video only. One item per entry. Each individual entry must be ninety seconds (:90) or less.
TRADE ADVERTISING			
O 13	CONSUMER OR TRADE PRINT AD - PROGRAMME OR CHANNEL	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 a PDF.	SUBMISSION REQUIREMENTS: One item per entry. Each piece must be uploaded as a .PDF.

SPECIAL CATEGORIES			
O 14	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. 1,500€). Entries must include a breakdown of all costs and time (including in-house resources) in a PDF.	SUBMISSION REQUIREMENTS: One video per entry. Each individual entry must be ninety (:90) seconds or less.
O 15	BEST WORK NEVER SEEN (No Fee to Enter)	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.
O 16	BEST NEW TALENT (No Fee To Enter)	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.	SUBMISSION REQUIREMENTS: 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.

QUESTIONS?

Please Contact the PromaxBDA Awards Department:

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