

PROMAXBDA

2018 NORTH AMERICA

PROMOTION, MARKETING & DESIGN AWARDS

The PromaxBDA annual Awards are the world's premier celebration of innovation and creativity in entertainment marketing and design.

ELIGIBILITY

Television Promotion, Marketing and Design work from any company or individual, broadcast, published or released in the United States and Canadian markets during the eligibility period:

January 1, 2017 through December 31, 2017

DEADLINES

The competition officially opens on
Wednesday, December 6, 2017

The [final deadline](#) for entry
Thursday, March 8, 2018, at 11:59 pm PST.

All physical materials must be received in the PromaxBDA office in Los Angeles no later than
Friday, March 2, 2018 at 5:00pm PST

WHO CAN ENTER

- Broadcast Networks
- Cable/Satellite Networks
- On-Line Content Channels/Platforms
- Cable/Satellite Platforms/Service Providers
- Local Stations
- Radio Stations
- Agencies/Vendors
- Program Developers/Distributors/Syndicators

Entrant can represent the client, vendor or their agent; there is no stipulation in any category regarding the entrant so long as the work was for air, broadcast, publishing or release in the United States and/or Canada.

IMPORTANT FOR YOU TO KNOW

- 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.
- 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 2018 award season will be gold statues and silver statues. 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.
- 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.
- The judging guidelines can be provided upon request.

IMPORTANT NOTE *In the event that your submission(s) should make the Finalist List, you may be requested to provide a higher quality HD version for any video submission, to be resubmitted for the purpose of the Awards Show.*

2018 PROMAXBDA NORTH AMERICA
PROMOTION, MARKETING & DESIGN AWARDS
NEW CATEGORIES

NEW CATEGORIES			
N 01	DELIVERING ON A DIME	This is an opportunity to really show-off your creative muscles by showcasing your “champagne campaign” that unfortunately had no more than a ‘beer budget’. This category will be judged on concept and overall creativeness while meeting both expectation and budget restrictions. So, if you’ve pulled off a miracle or two that fit into this category, please submit a video reel of the promo(s) indicating: the concept, the restrictions, and the overall result. To qualify in this category, budgets must fall between \$5,000 - \$30,000, including live action production (For budgets less than \$5,000 please see ‘Something for Nothing’ category).	One item per entry. Each individual video needs to be three minutes (3:00) or less.
N 02	BEST SOCIAL CAUSE SPOT	A single video-based promotional material by a network, studio, agency or combination thereof to drive awareness or build support for a social cause.	One item per entry. Each individual video needs to be three minutes (3:00) or less.
N 03	BEST SOCIAL CAUSE CAMPAIGN	A group of related video-based promotional materials created by a network, studio, agency or combination thereof to drive awareness or build support for a social cause.	Minimum three, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be three minutes (3:00) or less.

2018 PROMAXBDA NORTH AMERICA
PROMOTION, MARKETING & DESIGN AWARDS
MARKETING CREATIVITY CATEGORIES

MARKETING CREATIVITY: GENERAL			
TELEVISION/VIDEO PRESENTATION: This field of categories is broadly open to any video-based marketing or promotional material created or commissioned by a broadcast or cable network, channel, station, online content brand, cable or satellite provider, syndicator, studio, production company, individual, or entity.			
TV 01	CHANNEL IMAGE PROMO	A single video-based promotional material created to promote the brand image of a network, channel, station, or content platform to viewers. Does not include identification pieces or content/program promotions (IDs: see design award categories).	One item per entry. Each individual video needs to be ninety seconds (:90) or less.
TV 02	CHANNEL IMAGE PROMO CAMPAIGN	A group of thematically related video-based promotional materials created to promote the brand image of a network, channel, station, or content platform to viewers. Does not include identification pieces or content/program promotions (IDs: see design award 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.
TV 03	CHANNEL IMAGE PROMO, LONG FORMAT	A long-format, video-based promotional material or webisode created to promote the brand image of a network, channel, station, or content platform to viewers. Does not include content/program promotions.	Minimum one, maximum five. Each individual video needs to be at least ninety seconds (:90).
TV 04	CHANNEL WEBSITE OR APP PROMOTION	A single video-based promotional material or group of related video-based promotional materials created to promote a network's or program's website or interactive applications.	Minimum one, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be ninety seconds (:90) or less
TV 05	CHANNEL PROMO: HOLIDAY OR SPECIAL EVENT SPOT	A single video-based promotional material created to promote the brand image of a network, channel, station, or content platform associated with or using a holiday or special event theme.	One item per entry. Each individual video needs to be ninety seconds (:90) or less
TV 06	CHANNEL PROMO: HOLIDAY OR SPECIAL EVENT CAMPAIGN	A group of related video-based promotional materials created to promote the brand image of a network, channel, station, or content platform associated with or using a holiday or special event theme.	Minimum three, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be ninety seconds (:90) or less.

TV 07	LONG-FORM BRANDED CONTENT PROMO	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.	One item per entry. Each individual video needs to be between three and ten minutes (3:00–10:00).
TV 08	SHOW TRAILER PROMO	A single video-based trailer created from show material for the promotion of a single comedy, drama, or reality show on broadcast network or cable, intended specifically for an advertising or promotional presentation (may include TCA, press tour, Comic-Con, etc.).	One item per entry. Each individual video needs to be four minutes (4:00) or less.
TV 09	SYNDICATED PROMO: PROGRAM SPOT	A single video-based promotional material created to promote a syndicated/distributed program or series of programs in any category (entertainment, drama, comedy, holiday, etc.) to local audiences, stations, or other program buyers.	One item per entry. Each individual video needs to be ninety seconds (:90) or less.
TV 10	SYNDICATED PROMO: PROGRAM CAMPAIGN	A group of related video-based promotional materials created to promote a syndicated/distributed program or series of programs in any category (entertainment, drama, comedy, holiday, etc.) to local audiences, stations, or other program buyers.	Minimum two, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be ninety seconds (:90) or less.
TV 11	ONLINE PLATFORMS, CABLE, AND SATELLITE: IMAGE SPOT	A single video-based promotional material created to promote the brand or image of a cable, satellite, or online content platform system.	One item per entry. Each individual video needs to be ninety seconds (:90) or less.
TV 12	ONLINE PLATFORMS, CABLE, AND SATELLITE: IMAGE CAMPAIGN	A group of related video-based promotional materials created to promote the brand or image of a cable, satellite, or online content platform system.	Minimum two, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be ninety seconds (:90) or less.
TV 13	ONLINE PLATFORMS, CABLE, AND SATELLITE: ON-SCREEN SERVICES PROMO SPOT OR CAMPAIGN	A single video-based promotional material or group of related video-based promotional materials designed to enhance the brand identity of specific platform offerings including PPV, VOD, and interactive TV or the system itself.	Minimum one, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be ninety seconds (:90) or less.
TV 14	INTERNAL MARKETING OR SIZZLE	A single video-based presentation created to promote branding, programming, capabilities, or facilities to internal personnel, employees, and vendors, including long-form promotional spots, sizzles, year-ends, etc.	One item per entry. Each individual video needs to be three minutes (3:00) or less.
TV 15	EXTERNAL MARKETING OR SIZZLE	A single video-based presentation created to promote branding, programming, capabilities, or facilities to external affiliates, systems, advertisers, agencies, or funders, including long-form promotional spots, upfronts, industry events, etc.	One item per entry. Each individual video needs to be three minutes (3:00) or less.

TV 16	FUNNIEST PROMO	It's as subjective as it sounds, but every year there is that hilarious spot that just needs to be recognized. Any video-based promotion that's funny!	One item per entry. Each individual video needs to be ninety seconds (:90) or less.
TV 17	<u>IN-HOUSE</u> PROGRAM PROMO	A single video-based promo created to promote a program or series of programs in any genre (drama, comedy, etc.) produced in-house at any channel, content platform, or distributor. NOTE: To be eligible as in-house, 100% of the work must be created by internal staff in at least four of these five areas: 1. script or concept 2. sound 3. visuals 4. design/graphics 5. editorial	One item per entry. Each video needs to be ninety seconds (:90) or less. FULL CREDIT LIST MUST BE SUBMITTED WITH ALL ENTRIES.
TV 18	<u>IN-HOUSE</u> PROGRAM CAMPAIGN	A group of related video-based promos created to promote any program or series of programs. Must be produced in-house at any channel, content platform, or distributor. NOTE: To be eligible as in-house, 100% of the work must be created by internal staff in at least four of these five areas: 1. script or concept 2. sound 3. visuals 4. design/graphics 5. editorial	Minimum three, maximum five, related but different items per entry to be judged as a unified whole. Entries with more than five pieces of material will be disqualified. Each video needs to be ninety seconds (:90) or less. FULL CREDIT LIST MUST BE SUBMITTED WITH ALL ENTRIES.
TV 19	<u>OUT-OF-HOUSE</u> PROGRAM PROMO	A single video-based promo created to promote any program or series of programs in any genre (drama, comedy, etc.) Must be produced out-of-house (by an agency/creative service company or vendor).	One item per entry. Each individual video needs to be ninety seconds (:90) or less.
TV 20	<u>OUT-OF-HOUSE</u> PROGRAM CAMPAIGN	A group of related video-based promos created to promote any program or series of programs in any genre (drama, comedy, PSA, etc.). Must be produced out-of-house (by an agency/creative service company or vendor).	Minimum three, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be ninety seconds (:90) or less.
TV 21	"BEHIND THE SCENES" PROMO	A single video-based "behind the scenes" or "making of" promotional material or group of video-based "behind the scenes" or "making of" promotional materials 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. 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 ten minutes (10:00) or less for all videos together.

TV 22	BLOCK OF PROGRAMMING SPOT OR CAMPAIGN	A single video-based promotional material or group of video-based promotional materials created to promote a regularly scheduled, related block of programming.	Minimum one, maximum five, items per entry. Each individual video needs to be ninety seconds (:90) or less.
TV 23	CLIP-BASED COMEDY PROMO	A single clip-based promotional material created to promote a comedy program, series, movie, etc.	One item per entry. Each individual video needs to be ninety seconds (:90) or less.
TV 24	CLIP-BASED DRAMATIC PROGRAM SPOT	A single clip-based promotional material created to promote a dramatic series.	One item per entry. Each individual video needs to be ninety seconds (:90) or less.
TV 25	CLIP-BASED ENTERTAINMENT PROMO	A single clip-based promotional material created to promote an entertainment, music, or variety program (e.g., variety, talk show, quiz show, talent show, award show) or series of programs.	One item per entry. Each individual video needs to be ninety seconds (:90) or less.
TV 26	CLIP-BASED NONFICTION PROGRAMMING PROMO	A single clip-based promotional material created to promote a nonfiction/reality program, series, or movie.	One item per entry. Each individual video needs to be ninety seconds (:90) or less.
TV 27	COMEDY PROMO	A single video-based promotional material created to promote a comedy program, series, movie, etc.	One item per entry. Each individual video needs to be ninety seconds (:90) or less.
TV 28	COMEDY CAMPAIGN	A group of related video-based promotional materials created to promote a comedy program, series, movie, etc.	Minimum three, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be ninety seconds (:90) or less.
TV 29	DAYTIME PROGRAM SPOT	A single video-based promotional material created to promote a daytime entertainment program, series, or movie.	One item per entry. Each individual video needs to be ninety seconds (:90) or less.
TV 30	DAYTIME PROGRAM CAMPAIGN	A group of related video-based promotional materials created to promote a daytime entertainment program, series, or movie.	Minimum two, maximum five, items per entry. Each individual video needs to be ninety seconds (:90) or less.
TV 31	DRAMATIC PROGRAM SPOT	A single video-based promotional material created to promote a dramatic series.	One item per entry. Each individual video needs to be ninety seconds (:90) or less.
TV 32	DRAMATIC PROGRAM CAMPAIGN	A group of video-based promotional materials created to promote a dramatic series.	Minimum two, maximum five, items per entry. Each individual video needs to be ninety seconds (:90) or less.
TV 33	ENTERTAINMENT PROGRAM SPOT	A single video-based promotional material created to promote an entertainment, music, or variety program (e.g., variety, talk show, quiz show, talent show, award show) or series of programs.	One item per entry. Each individual video needs to be ninety seconds (:90) or less.
TV 34	ENTERTAINMENT PROGRAM CAMPAIGN	A group of related video-based promotional materials created to promote an entertainment, music, or variety program (e.g., variety, talk show, quiz show, talent show, award show) or series of programs.	Minimum three, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be ninety seconds (:90) or less.

TV 35	INTERSTITIAL AND PROGRAM WRAPS CAMPAIGN	A group of related nontraditional video-based promotional or informational materials used in conjunction with the content of a program or movie, designed to enhance the brand identity of the program, series, movie, network, and/or channel with no advertiser involvement.	Minimum three, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be three minutes (3:00) or less.
TV 36	LIVE EVENT PROMO	A single video-based promotional material created to promote a one-time live event program. Submission must be for a program aired live, such as a game or special event.	One item per entry. Each individual video needs to be ninety seconds (:90) or less.
TV 37	LIVE EVENT CAMPAIGN	A group of related video-based promotional materials 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 three, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be ninety seconds (:90) or less.
TV 38	MADE-FOR-TELEVISION MOVIE TRAILER	A video-based promotional material created to promote a made-for-television movie.	One item per entry. Each individual video needs to be ninety seconds (:90) or less.
TV 39	NONFICTION PROGRAMMING PROMO	A single video-based promotional material created to promote a nonfiction/reality program, series, or movie.	One item per entry. Each individual video needs to be ninety seconds (:90) or less.
TV 40	NONFICTION PROGRAMMING CAMPAIGN	A group of related video-based promotional materials created to promote a nonfiction/reality program, series, or movie.	Minimum three, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be ninety seconds (:90) or less.
TV 41	ON-AIR STUNT PROMOTION	A single video-based promotional material or group of related video-based promotional materials with a surprising, out-of-the-ordinary creative/marketing approach to the promotion for a one-time, on-air programming event only.	Minimum one, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be ninety seconds (:90) or less.
TV 42	PUBLIC SERVICE ANNOUNCEMENT SPOT	A single video-based promotional material created to drive awareness of public service issues, social action, or community service.	One item per entry. Each individual video needs to be ninety seconds (:90) or less.
TV 43	PUBLIC SERVICE ANNOUNCEMENT CAMPAIGN	A group of related video-based promotional materials created to drive awareness of public service issues, social action, or community service.	Minimum two, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be ninety seconds (:90) or less.

TV 44	SEASONAL OR SPECIAL EVENT PROGRAM SPOT	A single video-based promotional material created to promote a holiday, seasonal, or special event program, series, or movie. EXCLUDES news or sports events.	One item per entry. Each individual video needs to be ninety seconds (:90) or less.
TV 45	SEASONAL OR SPECIAL EVENT PROGRAM CAMPAIGN	A group of related video-based promotional materials created to promote a holiday, seasonal, or special event program, series, or movie. EXCLUDES news or sports events.	Minimum three, maximum five, related but different items to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be ninety seconds (:90) or less.
TV 46	THEATRICAL FILMS SHOWN ON TELEVISION PROMO	A single video-based promotional material created to promote a theatrical film (NOT in current theatrical release) for free broadcast, pay per view, or video on demand.	One item per entry. Each individual video needs to be ninety seconds (:90) or less.
TV 47	THEATRICAL FILMS SHOWN ON TELEVISION CAMPAIGN	A group of related video-based promotional materials created to promote a theatrical film (NOT in current theatrical release) for free broadcast, pay per view, or video on demand.	Minimum two, maximum five, items per entry. Each individual video needs to be ninety seconds (:90) or less.
TV 48	WEBISODE OR VIRAL VIDEO	A long-form webisode or video that promotes a program, platform, channel, or service virally or directly but not via broadcast.	One item per entry. Each individual video needs to be no longer than five minutes (5:00).

MARKETING CREATIVITY: SPORTS			
TV 49	PROGRAM SPOT OR CAMPAIGN (SPORTS)	A single video-based promotional material or group of related video-based promotional materials created to promote a sports program, series, sports news program, etc. EXCLUDES live events or games.	Minimum one, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be ninety seconds (:90) or less.
TV 50	CLIP-BASED PROGRAM SPOT (SPORTS)	A single clip-based promotional material created to promote a sports program, series, sports news program, etc. EXCLUDES live events or games.	One item per entry. Each individual video needs to be ninety seconds (:90) or less.
TV 51	BRANDED/SPONSOR INTEGRATION PROMO (SPORTS)	Integration of a sponsor or brand in a television spot or promo to market or promote a network or content brand, program, game, or show, used across any media (e.g., television, Internet, mobile property, in-game experience, theatrical).	One item per entry. Each individual video needs to be ninety seconds (:90) or less.
TV 52	USE OF MUSIC (SPORTS)	Creative and effective use of a music track (previously recorded, sampled, licensed, etc.) or a video-based spot as it relates to or represents a specific network or content brand, used across any media (e.g., television, Internet, mobile property, in-game experience).	One item per entry. Each individual video needs to be ninety seconds (:90) or less.
TV 53	USE OF AN ATHLETE (SPORTS)	Creative and effective use of an athlete in a spot to represent or brand a specific media channel, network, or content brand, used across any media (e.g., television, Internet, mobile property, in-game experience).	One item per entry. Each individual video needs to be ninety seconds (:90) or less.
TV 54	EDITING (SPORTS)	A spot, presentation, interstitial, etc., that demonstrates creative and effective editing for a specific network or content brand, used across any media (e.g., television, Internet, mobile property, in-game experience).	One item per entry. Each individual video needs to be ninety seconds (:90) or less.
TV 55	DIRECTING (SPORTS)	A single video-based promotion that demonstrates superior execution of mise-en-scène including direction of actors, camera setups, oversight of production design, etc., for a specific network or content brand, used across any media (e.g., television, Internet, mobile property, in-game experience).	One item per entry. Each individual video needs to be ninety seconds (:90) or less.

MARKETING CREATIVITY: NEWS			
TV 56	NEWS PROGRAM PROMOTION	A single video-based on-air or online promotional material created to promote a news, information, current affairs, etc., program.	One item per entry. Each individual video needs to be ninety seconds (:90) or less.
TV 57	NEWS PROGRAM CAMPAIGN	A group of related video-based on-air or online promotional materials created to promote a news, information, current affairs, etc., program.	Minimum three, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be ninety seconds (:90) or less.
TV 58	NEWS SPECIAL REPORT SPOT	A single video-based promotional material created to promote a special report/event program relating to news, information, current affairs, etc.	One item per entry. Each individual video needs to be ninety seconds (:90) or less.
TV 59	NEWS SPECIAL REPORT CAMPAIGN	A group of related video-based promotional materials created to promote a special report/event program relating to news, information, current affairs, etc.	Minimum two, 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.
MARKETING CREATIVITY: CHILDREN			
TV 60	PROGRAM SPOT (CHILDREN)	A single video-based promotional material created to promote a children's program.	One item per entry. Each individual video needs to be ninety seconds (:90) or less.
TV 61	PROGRAM CAMPAIGN (CHILDREN)	A group of video-based promotional materials created to promote a children's program.	Minimum two, maximum five, items per entry. Each individual video needs to be ninety seconds (:90) or less.
TV 62	CLIP-BASED PROGRAMMING SPOT (CHILDREN)	A single clip-based promotional material created to promote a children's program.	One item per entry. Each individual video needs to be ninety seconds (:90) or less.
TV 63	PROMOTION USING MULTIPLE MEDIA (CHILDREN)	A combination of thematically related elements of promotional material including but not limited to spots, radio, print ads, kits, premiums, mobile apps, and other material designed as a combined promotional campaign in multiple media for a children's program. Elements should highlight advertising campaigns that showcase through multiple media platforms.	Minimum three, maximum six, related but different items per entry to be judged as a unified whole. No more than four pieces of material in any one medium. Entries containing more than six pieces of material may be disqualified. For any video material, each video needs to be ninety seconds (:90) or less. For any print material, each piece must be uploaded as a .pdf. For any collateral/premium item, submit digital photo and upload as a .pdf. For audio, upload as .mov; only audio required. For any web material, submit URL of live website including any log-in information, or submit archived website material via video upload.

MARKETING CREATIVITY: CRAFT			
TV 64	EDITING	A 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.
TV 65	COPYWRITING	A 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.
TV 66	DIRECTING	A single video-based promotion that demonstrates superior directing skills and execution of mise-en-scène including direction of actors, camera setups, oversight of production design, etc.	One item per entry. Each individual video needs to be ninety seconds (:90) or less.
TV 67	ANIMATION	A single video-based promotion that demonstrates creative and effective use of animation including typography or 2-D or 3-D manipulation. Any entry containing live footage may be disqualified.	One item per entry. Each individual video needs to be ninety seconds (:90) or less.
MARKETING CREATIVITY: RADIO			
TV 68	PROGRAM PROMOTION RADIO SPOT	A single radio spot created to promote any category of broadcast content (drama, entertainment, sports, comedy program, comedy series, or unscripted/nonfiction/reality).	One item per entry. Each individual entry needs to be ninety seconds (:90) or less. Upload as .mov. Only audio required.
TV 69	COPYWRITING FOR A RADIO SPOT	A single audio-based promotional material that demonstrates creative and effective copywriting or scriptwriting.	One item per entry. Each individual entry needs to be ninety seconds (:90) or less. Upload as .mov. Only audio required.

END MARKETING CREATIVITY CATEGORIES

Continue to ART DIRECTION & DESIGN Categories...

2018 PROMAXBDA NORTH AMERICA

PROMOTION, MARKETING & DESIGN AWARDS

ART DIRECTION & DESIGN CATEGORIES

ART DIRECTION AND DESIGN: GENERAL			
Categories within this field will be considered and judged based on the artistic and creative design of the entry.			
TELEVISION/VIDEO PRESENTATION: This field of categories is broadly open to any video-based marketing or promotional material created or commissioned by a broadcast or cable network, channel, station, online content brand, cable or satellite provider, syndicator, studio, production company, individual, or entity.			
AD 01	CHANNEL IMAGE PROMOTION	A single video-based on-air design spot for a network, channel, station, or content platform. EXCLUDES sports (see sports categories).	One item per entry. Each individual video needs to be ninety seconds (:90) or less.
AD 02	CHANNEL IMAGE CAMPAIGN	A package of on-air design elements to brand a network, channel, station, or content platform. EXCLUDES sports (see sports categories)	Minimum three, maximum five, related but different items per entry to be judged as a unified whole (e.g., IDs, bumpers, interstitials). Entries containing more than five pieces of material may be disqualified.
AD 03	CHANNEL ID	A group of related video-based materials designed to reinforce a general entertainment channel, network, or station identity/brand. EXCLUDES news or sports channels. This should not include specific program information.	Minimum one, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be thirty seconds (:30) or less.
AD 04	NEWS PROGRAM OPEN/TITLES	A single graphic execution or group of graphic executions expressly produced to demonstrate or convey information for news or current affairs programs (may include informational graphics, open/titles, and program bumpers).	Minimum one, maximum five, related but different items per entry to be judged as a unified whole. Each individual entry needs to be thirty seconds (:30) or less.
AD 05	INTERNAL MARKETING PRESENTATION	A not-for-broadcast video-based promotion for a program, platform, channel, or service, including trade shows, sales tapes, upfront and attract loops, internal sales and marketing, animation, and post-production accomplished for corporate, not commercial, programming.	One item per entry. Each individual video needs to be no longer than five minutes (5:00).
AD 06	PROGRAM PROMOTIONAL SPOT	A single video-based promo using on-air materials/elements designed specifically to promote a program or series of programs in any category (drama, comedy, holiday, PSA, etc.).	One item per entry. Each individual video needs to be ninety seconds (:90) or less.

AD 07	PROGRAM PROMOTIONAL CAMPAIGN	A package of on-air materials/elements designed specifically to promote a program or series of programs in any category (drama, comedy, holiday, PSA, etc.).	Minimum three, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual entry piece needs to be ninety seconds (:90) or less. Montages and compilations are not acceptable.
AD 08	HOLIDAY/SEASONAL/SPECIAL EVENT SPOT	A single video-based promo using on-air materials/elements designed specifically to promote a holiday, seasonal, or special event program, series, or movie.	One item per entry. Each individual video needs to be ninety seconds (:90) or less.
AD 09	INTERSTITIAL/SHORT FORM SPOT OR CAMPAIGN	A single video-based material or group of related video-based materials designed specifically to, without overt promotion, bridge gaps between general entertainment programming. EXCLUDES news or sports.	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.
AD 10	INFORMATIONAL GRAPHICS	A graphic execution expressly produced to demonstrate or convey information for general entertainment programs (includes menus and navigational graphics; does not include IDs, promos, etc.). EXCLUDES news or sports programs.	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.
AD 11	TITLE SEQUENCE	A general entertainment program or show opening title sequence designed specifically for a program. Submit as aired. Programs only. EXCLUDES news or sports programs.	One item per entry. Each individual entry needs to be ninety seconds (:90) or less.
AD 12	ON-AIR ILLUSTRATION	A craft category highlighting illustration created for use on air as part of a video-based promotional effort for a channel, network, station, program, special, or show. Submit as aired.	One item per entry. On-air illustrations can be compiled together to be judged as a single entry. Each individual entry needs to be ninety seconds (:90) or less.
AD 13	ON-AIR TYPOGRAPHY	A single example of typography in a video-based promotional piece (including but not limited to on-air promotion, IDs, interstitials, etc.).	One item per entry. Submit as aired. Each individual video needs to be ninety seconds (:90) or less.

ART DIRECTION AND DESIGN: SPORTS			
AD 14	SPORTS PROGRAM SPOT	A single video-based promotional on-air material/element designed to promote a specific sports program or show.	One item per entry. Each individual video needs to be ninety seconds (:90) or less.
AD 15	SPORTS PROGRAM CAMPAIGN	A group of related video-based promotional on-air materials/elements designed to promote a specific sports program or show (may include promos, bumpers, lower thirds, etc.).	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.
AD 16	SPORTS PROGRAM IMAGE SPOT	A single video-based promotional on-air material/element or group of related video-based promotional on-air materials/elements designed to promote the image or brand identity of a sports network, channel, or station.	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.
AD 17	SPORTS PROGRAM SPECIAL EVENT SPOT	A single video-based promotional material designed to promote a one-time sports special event such as a contest, an anniversary, a variety show, a holiday, etc.	One item per entry. Each individual video needs to be ninety seconds (:90) or less.
AD 18	SPORTS PROGRAM OPEN/TITLES	A sports program or show opening title sequence designed specifically for a program. Submit as aired. Programs only.	One item per entry. Each individual entry needs to be thirty seconds (:30) or less.
AD 19	SPORTS PROGRAM BUMPER	A transitional design element between a sports program and a commercial/promotional break. The element needs to be topical to a specific show or group of programs (block) being aired.	One item per entry. Each individual entry needs to be twenty seconds (:20) or less.
AD 20	SPORTS CHANNEL IMAGE PROMO	A single video-based on-air design spot for a sports network, sports channel, or content platform.	One item per entry. Each individual video needs to be ninety seconds (:90) or less.
AD 21	SPORTS CHANNEL IMAGE CAMPAIGN	A package of on-air design elements to brand a sports network, sports channel, or content platform.	Minimum three, maximum five, related but different items per entry to be judged as a unified whole (e.g., IDs, bumpers, interstitials). Entries containing more than five pieces of material may be disqualified.

END ART DIRECTION & DESIGN CATEGORIES

Continue to BRANDED CONTENT Categories...

2018 PROMAXBDA NORTH AMERICA

PROMOTION, MARKETING & DESIGN AWARDS

BRANDED CONTENT CATEGORIES

BRANDED CONTENT			
TELEVISION/VIDEO PRESENTATION: This field of categories is broadly open to any video-based marketing or promotional material created or commissioned by a broadcast or cable network, channel, station, online content brand, cable or satellite provider, syndicator, studio, production company, individual, or entity.			
BC 01	PROMO FOR BRANDED CONTENT	A single video-based promotional material designed to effectively and organically embed a consumer brand into a content promotional message, creating a compelling and synergistic story. Note: This category is not open to ACTUAL content but rather the PROMOTION for said content only.	One item per entry. Each individual video needs to be three minutes (3:00) or less.
BC 02	BRAND INTEGRATION PROMO	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 (e.g., a sponsored promo, product placement, special giveaway, or contest).	One item per entry. Each individual video needs to be ninety seconds (:90) or less.
BC 03	BRAND INTEGRATION CAMPAIGN	A group of related video-based promotional materials created to enhance the sales department's ability to generate advertising/income based on a promotion or other on-air concept for an advertiser. For example, a sponsored promo, product placement, special giveaway, or contest.	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.
BC 04	BRAND INTEGRATION SHOW PROMO	A single video-based promotion that effectively supports the promotion and marketing of any program or series of programs in any category (drama, comedy, holiday, PSA, etc.), created to enhance the sales department's ability to generate advertising/income based on a promotion or other on-air concept for an advertiser.	One item per entry. Each individual video needs to be ninety seconds (:90) or less.
BC 05	BRAND INTEGRATION CAMPAIGN SHOW PROMO	A campaign video-based promotion that effectively supports the promotion and marketing of a program, created to enhance the sales department's ability to generate advertising/income based on a promotion or other on-air concept for an advertiser.	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.
BC 06	BRAND INTEGRATION NETWORK PROMO	A single video-based promotion that effectively supports the promotion and marketing of a network, created to enhance the sales department's ability to generate advertising/income based on a promotion or other on-air concept for an advertiser.	One item per entry. Each individual video needs to be ninety seconds (:90) or less.

BC 07	BRAND INTEGRATION CAMPAIGN NETWORK PROMO	A video-based campaign that effectively supports the promotion and marketing of a network, created to enhance the sales department's ability to generate advertising/income based on a promotion or other on-air concept for an advertiser.	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.
BC 08	BRAND INTEGRATION USING MULTIPLE MEDIA	A combination of thematically related elements of promotional material including but not limited to spots, print ads, kits, premiums, mobile apps, and other material designed as a combined promotional campaign in multiple media for a program with a consumer tie-in message.	Minimum three, maximum six, related but different items per entry to be judged as a unified whole. No more than four pieces of material in any one medium. Entries containing more than six pieces of material may be disqualified. For any video material, each video needs to be ninety (:90) seconds or less. For any print material, each piece must be uploaded as a .pdf. For any collateral/premium item, submit digital photo and upload as a .pdf. For any web material, submit URL of live website including any log-in information, or submit archived website material via video upload.

END BRANDED CONTENT CATEGORIES

Continue to DIGITAL & SOCIAL Categories...

2018 PROMAXBDA NORTH AMERICA
PROMOTION, MARKETING & DESIGN AWARDS
DIGITAL & SOCIAL CATEGORIES

DIGITAL AND SOCIAL			
TELEVISION/VIDEO PRESENTATION: This field of categories is broadly open to any video-based marketing or promotional material created or commissioned by a broadcast or cable network, channel, station, online content brand, cable or satellite provider, syndicator, studio, production company, individual, or entity.			
DS 01	MICRO VIDEO CONTENT	Short-form content that makes a big impact. This category is specifically for effective micro video content used across social media platforms created from an existing program (comedy, drama, etc.) that does NOT include tune-in messaging or network logo branding. These posts are intended for social, mobile, apps, etc., and may include stealth campaign marketing.	One item per entry. Each individual video needs to be thirty seconds (:30) or less.
DS 02	MOBILE APPLICATION DESIGN	A graphic material designed specifically for mobile devices, including smartphones, tablets, etc.	One item per entry. Must submit as archived interactive material via video upload. Each individual video needs to be three minutes (3:00) or less.
DS 03	ONLINE ADVERTISING	An online advertising material designed to promote a channel/network or programming. May include pop-ups, flash movies, splash pages, microsites, etc.	One item per entry. Submit live URL with any username and password needed, or submit archived interactive material via video upload.
DS 04	TALENT INTEGRATION USING SOCIAL MEDIA	Integration of a celebrity/talent as part of a social media campaign that supports the promotion and marketing of any program or series of programs in any category (drama, comedy, holiday, PSA, etc.).	Submit live URL. All media may be submitted to demonstrate success. Up to five submissions per entry. (A write-up of action and results may be submitted by PDF.)
DS 05	USE OF SOCIAL MEDIA TO PROMOTE A PROGRAM OR SERIES	An innovative and effective use of paid social media 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's and/or company's Twitter, Facebook, Instagram, Snapchat, etc.	Submit live URL. All media may be submitted to demonstrate success. Up to five submissions per entry. (A write-up of action and results may be submitted by PDF.)
DS 06	CONTENT FOR DIGITAL PROMO	A single piece of viral/web or mobile content used to promote a program or a network, channel, station, or system via the Internet. Work will be judged on creativity and quality of design.	One item per entry. Must submit as archived interactive material via video upload. Each individual video needs to be three minutes (3:00) or less.

DS 07	INTERACTIVE PROMO	An innovative marketing strategy using interactive media such as mobile, VOD, podcast, etc., for a channel/network programming. May include interactive applications for mobile phone/tablet, online games, etc. Entry must demonstrate interactivity and effectiveness in achieving results.	One item per entry. Each individual video needs to be ninety seconds (:90) or less.
DS 08	ONLINE ADVERTISING: BANNERS/SKYSCRAPERS/CONTEXTUAL	An online advertising banner or contextual advertising designed to promote a channel/network or programming (may include animated or flash banners).	One item per entry. Submit live URL with any username and password needed, or submit archived interactive material via video upload. Each individual video needs to be three minutes (3:00) or less.
DS 09	ONLINE CONTENT MARKETING	An example of online marketing and advertising using an animated or flash banner, pop-up, flash movie, splash page, etc., to promote a program or a network, channel, station, or system via the Internet. Work will be judged on creativity and quality of design.	One item per entry. Submit live URL with any username and password needed, or submit archived interactive material via video upload. Each individual video needs to be three minutes (3:00) or less.
DS 10	ONLINE TAKEOVER OR ROADBLOCK PROMOTION	An online takeover promotion or roadblock used to promote a program or a network, channel, station, or system via the Internet. Work will be judged on creativity and quality of design.	One item per entry. Submit live URL with any username and password needed, or submit archived interactive material via video upload. Each individual video needs to be three minutes (3:00) or less.
DS 11	SOCIAL MEDIA/MOBILE-BASED PROMOTIONAL DIGITAL VIDEO CONTENT	Promotional videos produced and released specifically for social media such as Snapchat, Facebook, Twitter, Instagram, etc., to promote a program or series.	One item per entry. Must submit as archived interactive material via video upload. Each individual video needs to be between one and three minutes (1:00–3:00).
DS 12	SOCIAL MEDIA SERIES OR LIVE DIGITAL VIDEO CONTENT	Video series produced specifically for/released exclusively on a social media platform such as Snapchat, Facebook, Twitter, Instagram, etc. Can include preproduced and/or live video content.	One item per entry. Must submit as archived interactive material or reel via video upload. Each individual video needs to be three minutes (3:00) or less.
DS 13	PROGRAM PROMOTION WEBSITE	A consumer website or microsite created to promote a program or series of programs in any content category (news, sports, general entertainment, nonfiction, drama, holiday event, etc.).	One item per entry. Submit live URL with any username and password needed, or submit archived interactive material via video upload. Each individual video needs to be three minutes (3:00) or less.
DS 14	PROMOTIONAL MOBILE APPLICATION	A dedicated mobile application developed specifically for mobile devices, including smartphones, tablets, etc., to promote/enhance the channel or channel programming. Entry must demonstrate interactivity and effectiveness in achieving results.	One item per entry. Must submit as archived interactive material via video upload. Each individual video needs to be three minutes (3:00) or less.
DS 15	TECHNICAL INNOVATIONS: DIGITAL PLATFORMS	A website, social, interactive, or mobile application that demonstrates a creative and innovative use of technology as it relates to the promotion objectives.	One item per entry. Submit live URL with any username and password needed, or submit archived interactive material via video upload. Each individual video needs to be three minutes (3:00) or less.

DS 16	WEBSITE FOR A CHANNEL/STATION/PLATFORM	A consumer website or microsite created to promote the brand/image of a network, channel, station, or content platform.	One item per entry. Submit live URL with any username and password needed, or submit archived interactive material via video upload. Each individual video needs to be three minutes (3:00) or less.
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END DIGITAL & SOCIAL CATEGORIES

Continue to PRINT Categories...

2018 PROMAXBDA NORTH AMERICA
PROMOTION, MARKETING & DESIGN AWARDS
PRINT CATEGORIES

PRINT			
This group of categories is broadly open to any print-based marketing or promotional material created or commissioned by a broadcast or cable network, channel, station, content brand, cable or satellite provider, syndicator, studio, production company, individual, or entity. Please check categories for specific entry guidelines and the promaxbda.org website for all technical and print specification details.			
P 01	3-D PROMOTIONAL OR SALES KIT	A single three-dimensional promotional piece or sales kit. Contents may be included if part of a single design unit. Includes three-dimensional objects and/or special effects.	One item per entry. Each piece may be mounted and must be labeled. Submit original sample. No digital entry available.
P 02	CONSUMER OR TRADE CAMPAIGN: PROGRAM	A group of printed pieces of advertising designed to promote a specific show or program in a consumer or trade publication. State print run number within the Marketing Objective field of the online entry form.	Minimum three, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. For all print material, each piece must be uploaded as a .pdf.
P 03	CONSUMER OR TRADE PRINT AD: PROGRAM	A single printed piece of advertising or group of printed pieces of advertising designed to promote a specific show, program, series, or content brand published in a consumer or trade publication. State print run number within the Marketing Objective field of the online entry form.	Minimum one, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. For all print material, each piece must be uploaded as a .pdf.
P 04	CREATIVE COPYWRITING: PRINT	A single piece of printed material including but not limited to consumer advertisements, billboards, posters, or direct mail that demonstrates creative and effective copywriting.	One item per entry. Each piece must be uploaded as a .pdf.
P 05	ILLUSTRATION FOR PRINT	A craft category highlighting any traditional or digital illustration for a print piece used to promote a broadcast or cable network, channel, station, content brand, cable or satellite provider, syndicator, studio, production company, individual, or entity. May include digitally enhanced photography. Submit as black-and-white or color image.	One item per entry. Each piece must be uploaded as a .pdf.
P 06	KEY ART/POSTER	A single key art/poster designed to promote a broadcast or cable network, channel, station, content brand, cable or satellite provider, syndicator, studio, production company, individual, or entity.	One item per entry. Each piece must be uploaded as a .pdf.
P 07	KEY ART/POSTER: CAMPAIGN	A group of key art/posters designed to promote a broadcast or cable network, channel, station, content brand, cable or satellite provider, syndicator, studio, production company, individual, or entity.	Minimum three, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. For all print material, each piece must be uploaded as a .pdf.

P 08	LOGO DESIGN	A single logo designed to promote a channel/network or program in print (includes station, corporate, show, etc.).	One item per entry. Each piece must be uploaded as a .pdf.
P 09	OUT-OF-HOME AD	A single promotional ad (billboard, bus side, electronic sign, building side, 3-D outdoor, etc.) strategically placed and created to effectively promote a network, channel, program, or video content. Submit photo showing relationship to environment; for electronic/animated ad please submit video of ad and its relationship to environment.	One item per entry. Each image must be uploaded as a .pdf; any video piece must be thirty seconds (:30) or less.
P 10	OUT-OF-HOME AD CAMPAIGN	A combination of related print promotion ads (billboards, bus sides, electronic signage, building sides, 3-D outdoor, etc.) created to effectively promote a network, channel, program, or video content. Submit photo showing relationship to environment; for electronic/animated ad please submit video of ad and its relationship to environment.	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 image must be uploaded as a .pdf; any video piece must be thirty seconds (:30) or less.
P 11	OUTDOOR STATIC AD: ART DIRECTION AND DESIGN	A single example of static outdoor advertising designed to promote a channel/network or program. Includes billboards, building sides, bus shelters, 3-D outdoor, etc. Submit photo of outdoor ad, and include how it is placed in its environment.	One item per entry. Each piece must be uploaded as a .pdf.
P 12	OUTDOOR STATIC CAMPAIGN: ART DIRECTION AND DESIGN	A group of related static outdoor advertising designed to promote a channel/network or program. Includes billboards, building sides, bus shelters, 3-D outdoor, etc. Submit photos of outdoor ads, and include how they are placed in their environment.	Minimum three, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each piece must be uploaded as a .pdf.
P 13	PHOTOGRAPHY FOR PRINT	A craft category highlighting photography used for print to promote a broadcast or cable network, channel, station, content brand, cable or satellite provider, syndicator, studio, production company, individual, or entity. Submit as black-and-white or color photo.	One item per entry. Each piece must be uploaded as a .pdf.
P 14	PREMIUM OR SPECIALTY ITEMS	A single promotional, premium, or specialty item or combination of promotional, premium, or specialty items (T-shirts, novelties, printed items, etc.) created to promote a broadcast or cable network, channel, station, content brand, cable or satellite provider, syndicator, or studio specifically.	Minimum one, maximum five, related but different items per entry to be judged as a unified whole. Each piece must be labeled. Submit original sample(s). No digital entry available.
P 15	PRESS KIT	A single flat, folded, or bound two-dimensional or three-dimensional piece designed for promotional and press-related purposes specifically. Contents may be included if part of a single design unit (may include three-dimensional objects and/or special effects).	One item per entry. Each piece may be mounted and must be labeled. Submit original sample. No digital entry available.

P 16	PROMOTIONAL CARD: FOLDED OR BOUND PIECE	A single promotional piece, invitation, or card designed for a broadcast or cable network, channel, station, content brand, cable or satellite provider, syndicator, studio, production company, individual, or entity (may include unbound brochures, folders, flyers, books, booklets, magazines, manuals, viewer guides, etc.).	One item per entry. Each piece may be mounted and must be labeled. Submit original sample. No digital entry available.
P 17	RETOUCHING AND PRODUCTION ART	A single printed material or image used in the promotion of a provider or content that demonstrates excellence in the art of retouching or post-production art finishing.	One item per entry. Each piece must be uploaded as a .pdf.
P 18	TOTAL PACKAGE DESIGN, PRINT ONLY: CHANNEL OR PROGRAM	A total package of related print elements designed to promote a channel, network, station, or program (may include packaging, outdoor, poster, kits, collateral, advertising, stationery, etc.).	Minimum three, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Print material must be mounted and labeled. No digital entry available.

END PRINT CATEGORIES

Continue to MULTI-MEDIA Categories...

2018 PROMAXBDA NORTH AMERICA
PROMOTION, MARKETING & DESIGN AWARDS
MULTIMEDIA CATEGORIES

MULTIMEDIA			
<p>This group of categories is broadly open to any promotional material in two or more media (e.g., video, print, interactive, audio) created or commissioned by a general entertainment broadcast or cable network, channel, station, content brand, cable or satellite provider, syndicator, studio, production company, individual, or entity. Please check categories for specific entry guidelines and the promaxbda.org website for all technical specification details.</p>			
MM 01	IMAGE CAMPAIGN	A combination of thematically related elements of promotional material including but not exclusive to spots, print ads, kits, premiums, mobile apps, and other material designed as a combined promotion campaign on multiple media for one network/channel/station or content platform. EXCLUDES sports.	Minimum three, maximum six, related but different items per entry to be judged as a unified whole. No more than four pieces of material in any one medium. Entries containing more than six pieces of material may be disqualified. For any video materials, each video needs to be ninety seconds (:90) or less. For any print materials, each piece must be uploaded as a .pdf. For any collateral/premium items, submit digital photo and upload as a .pdf. For any web materials, submit URL of live website including any login information, or submit archived website material via video upload.
MM 02	PROGRAM/MOVIE PROMOTION PACKAGE CAMPAIGN	A combination of thematically related elements of promotional material including but not exclusive to spots, radio, print ads, kits, premiums, mobile apps, and other material designed as a combined promotion campaign on multiple media for a program, series, movie, public service announcement, etc.	Minimum three, maximum six, related but different items per entry to be judged as a unified whole. No more than four pieces of material in any one medium. Entries containing more than six pieces of material may be disqualified. For any video materials, each video needs to be ninety seconds (:90) or less. For any print materials, each piece must be uploaded as a .pdf. For any collateral/premium items, submit digital photo and upload as a .pdf. For audio, upload as .mov, only audio required. For any web materials, submit URL of live website including any login information, or submit archived website material via video upload.
MM 03	COMEDY PROGRAM PROMOTION CAMPAIGN	A combination of thematically related elements of promotional material including but not exclusive to spots, radio, print ads, kits, premiums, mobile apps, and other material designed as a combined promotion campaign on multiple media for a comedy program. Elements should highlight advertising campaigns that showcase through multiple media platforms.	Minimum three, maximum six, related but different items per entry to be judged as a unified whole. No more than four pieces of material in any one medium. Entries containing more than six pieces of material may be disqualified. For any video materials, each video needs to be ninety seconds (:90) or less. For any print material, each piece must be uploaded as a .pdf. For any collateral/premium items, submit digital photo and upload as a .pdf. For audio, upload as .mov, only audio required. For any web materials, submit URL of live website including any login information, or submit archived website material via video upload.

MM 04	SEASONAL OR SPECIAL EVENT PROGRAM CAMPAIGN	A combination of thematically related elements of promotional material including but not exclusive to spots, radio, print ads, kits, premiums, mobile apps, and other material designed as a combined promotion campaign on multiple media for a special event program. Elements should highlight advertising campaigns that showcase through multiple media platforms.	Minimum three, maximum six, related but different items per entry to be judged as a unified whole. No more than four pieces of material in any one medium. Entries containing more than six pieces of material may be disqualified. For any video materials, each video needs to be ninety seconds (:90) or less. For any print materials, each piece must be uploaded as a .pdf. For any collateral/premium items, submit digital photo and upload as a .pdf. For audio, upload as .mov, only audio required. For any web materials, submit URL of live website including any login information, or submit archived website material via video upload.
MM 05	DRAMATIC PROGRAM CAMPAIGN	A combination of thematically related elements of promotional material including but not exclusive to spots, radio, print ads, kits, premiums, mobile apps, and other material designed as a combined promotion campaign on multiple media for a dramatic program. Elements should highlight advertising campaigns that showcase through multiple media platforms.	Minimum three, maximum six, related but different items per entry to be judged as a unified whole. No more than four pieces of material in any one medium. Entries containing more than six pieces of material may be disqualified. For any video materials, each video needs to be ninety seconds (:90) or less. For any print materials, each piece must be uploaded as a .pdf. For any collateral/premium items, submit digital photo and upload as a .pdf. For audio, upload as .mov, only audio required. For any web materials, submit URL of live website including any login information, or submit archived website material via video upload.
MM 06	NONFICTION PROGRAM CAMPAIGN	A combination of thematically related elements of promotional material including but not exclusive to spots, print ads, kits, premiums, mobile apps, and other material designed as a combined promotion campaign on multiple media for a nonfiction/reality program. Elements should highlight advertising campaigns that showcase through multiple media platforms (TV, online, print, etc.).	Minimum three, maximum six, related but different items per entry to be judged as a unified whole. No more than four pieces of material in any one medium. Entries containing more than six pieces of material may be disqualified. For any video materials, each video needs to be ninety seconds (:90) or less. For any print materials, each piece must be uploaded as a .pdf. For any collateral/premium items, submit digital photo and upload as a .pdf. For audio, upload as .mov, only audio required. For any web materials, submit URL of live website including any login information, or submit archived website material via video upload.
MM 07	STUNT PROMOTION PACKAGE	A combination of thematically related elements of promotional material including but not exclusive to spots, print ads, kits, premiums, mobile apps, and other material designed as a combined promotion campaign to demonstrate a surprising, out-of-the-ordinary creative approach to the promotion of a one-time programming block or series/program event on any platform or media. Guerrilla/viral marketing at its best!	Minimum three, maximum six, related but different items per entry to be judged as a unified whole. No more than four pieces of material in any one medium. Entries containing more than six pieces of material may be disqualified. For any video materials, each video needs to be ninety seconds (:90) or less. For any print materials, each piece must be uploaded as a .pdf. For any collateral/premium items, submit digital photo and upload as a .pdf. For audio, upload as .mov, only audio required. For any web materials, submit URL of live website including any login information, or submit archived website material via video upload.

MM 08	TOTAL PACKAGE ART DIRECTION AND DESIGN: CHANNEL IMAGE, ON-AIR ONLY	A package of on-air design elements for network/channel branding.	Minimum three, maximum five, related but different items (IDs, bumpers, interstitials, etc.) per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Montages and compilations are not acceptable.
MM 09	TOTAL PACKAGE ART DIRECTION AND DESIGN: PROGRAM	A combination of on-air, print, collateral, premium, and web material designed to promote a program or show.	Minimum three, maximum five, related but different items per entry to be judged as a unified whole. No more than three pieces of material in any one medium. Entries containing more than five pieces of material may be disqualified. For any video materials, each video needs to be ninety seconds (:90) or less. For any print materials, each piece must be uploaded as a .pdf. For any collateral/premium items, submit digital photo and upload as a .pdf. For audio, upload as .mov, only audio required. For any web materials, submit URL of live website including any login information, or submit archived website material via video upload.
MM 10	TOTAL PACKAGE ART DIRECTION AND DESIGN: PROGRAM, ON-AIR ONLY	A package of on-air material/elements designed specifically to promote a program or show.	Minimum three, maximum five, related but different items (opens, promos, etc.) per entry to be judged as a unified whole. 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.

END MULTIMEDIA CATEGORIES

Continue to SPECIAL Categories...

2018 PROMAXBDA NORTH AMERICA
PROMOTION, MARKETING & DESIGN AWARDS
SPECIAL CATEGORIES

SPECIAL CATEGORIES: GENERAL			
S 01	SOUND DESIGN	A 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.
S 02	VOICE-OVER PERFORMANCE	Best performance by a voice-over artist for use in a promotion, marketing, or sales piece or series of pieces. On-air, online, radio, and corporate entries are accepted.	One item per entry. Each individual video or audio entry needs to be ninety seconds (:90) or less. For audio, upload as .mov, only audio required.
S 03	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.)	One item per entry. Each individual video needs to be three minutes (3:00) or less.
S 04	VIRTUAL REALITY OR 360 CAMERA IMPLEMENTATION	Most creative and effective use of virtual reality or 360 camera implementation that supports the promotion and marketing of any program or series of programs in any category (drama, comedy, holiday, PSA, etc.) offering an immersive, impactful, and memorable experience. Must be able to show viewer experience in order to be judged.	One item per entry. Video must convey experience, needs to be two minutes (2:00) or less. Submit live URL with any username and password needed, or submit archived interactive material via video upload.
S 05	SET DESIGN	A set design for talk, children's, sports, variety, news programs, etc. Entry can be demonstrated by using a compilation of video material showing no more than ten seconds (:10) of show graphics, to be judged as a whole. Entry must contain a human/talent element for scale reference in the set and should be taken from an on-air check only.	One item per entry. Video only. Each individual entry needs to be ninety seconds (:90) or less.
S 06	SOMETHING FOR NOTHING	It's a mission impossible, but it's up to you to make it possible! A simple but effective video-based promotion that's clearly executed on a small budget (maximum \$5000). Entries must include a breakdown of all costs and time used to produce (including any in-house resources) in the Marketing Objective field.	One item per entry. Each individual video needs to be ninety seconds (:90) or less.
S 07	BEST WORK NEVER SEEN	Now's the time for everyone to see that brilliant work that your boss or client just didn't get! Any promotional material 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.

S 08	SPECIAL PROJECT	An 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. Each individual entry needs to be five minutes (5:00) or less.
S 09	SALON DES REFUSÉS	A work that was pitched but never aired or published but was well worth the creative effort! Please indicate in the marketing objective field the reasons why it was not used. Submit video or print at stage of cancellation.	Single entry. For any video materials, each video piece needs to be ninety seconds (:90) or less.
SPECIAL CATEGORIES: MUSIC			
S 10	MUSIC VIDEO OR SHORT SUBJECT VIDEO	A single music video or short subject film.	One item per entry. Each individual video needs to be five minutes (5:00) or less.
S 11	USE OF ORIGINAL MUSIC/SCORE	A single video-based promotion that makes creative use of original music. No appropriated music (i.e., covers).	One item per entry. Each individual video needs to be ninety seconds (:90) or less.
S 12	USE OF MUSIC	Creative and effective use of music that supports the creative direction of a video-based spot as it relates to or represents a network or content brand, used across any media. This category is meant to acknowledge the best creative use of a song, with or without lyrics, from a commercially released or independent artist, in broadcast promotion. (Not to include the use of library music, score, or custom composition work.) The song must be prevalent in the majority of the entry.	One item per entry. Each individual video needs to be ninety seconds (:90) or less.

END SPECIAL CATEGORIES

QUESTIONS?

Please Contact the
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