



## **PROMAXBDA UK 2018 COMPETITION**

- All eligible entries must have first broadcast in the UK\* between 1<sup>st</sup> September 2017 – 31<sup>st</sup> August 2018, on any UK platform.
- Deadline for entries: Friday 7<sup>th</sup> September.
- All entries must have been made for, and broadcast on a **UK platform\*** – entries made for and/or broadcast for a different territory should be entered in to the relevant PromaxBDA competition

\*The only exception is category 18 Best UK Production for Non UK Broadcast, which is should have broadcasted outside the UK, but have been made in the UK.

- **£175** per entry.

## Categories 2018

### PROMO GENRE CATEGORIES

1. **BEST CHILDREN'S – ORIGINATED**
2. **BEST CHILDREN'S – CLIP-BASED**
3. **BEST DRAMA – ORIGINATED**
4. **BEST DRAMA – CLIP-BASED**
5. **BEST ENTERTAINMENT – ORIGINATED**
6. **BEST ENTERTAINMENT – CLIP BASED**
7. **BEST FACTUAL – ORIGINATED**
8. **BEST FACTUAL – CLIP-BASED**
9. **BEST FACTUAL ENTERTAINMENT – ORIGINATED**
10. **BEST FACTUAL ENTERTAINMENT – CLIP-BASED**
11. **BEST REALITY – ORIGINATED**
12. **BEST REALITY – CLIP-BASED**
13. **BEST SPORTS– ORIGINATED**
14. **BEST SPORTS – CLIP-BASED**
15. **BEST FILM**

### SPECIAL PROMO CATEGORIES

16. **BEST RADIO OR AUDIO PROMOTION**
17. **BEST DIRECT RESPONSE PROMOTION**
18. **BEST UK PRODUCTION FOR NON-UK BROADCAST**
19. **BEST SEASON PROMOTION**
20. **BEST SIZZLE OR SALES REEL**
21. **SOMETHING FOR NOTHING**

### PROMO CRAFT CATEGORIES

22. **BEST USE OF ANIMATION**
23. **BEST USE OF DIRECTION**
24. **BEST USE OF EDITING**
25. **BEST USE OF HUMOUR**
26. **BEST USE OF MOTION GRAPHIC DESIGN**
27. **BEST USE OF MUSIC**
28. **BEST USE OF SCRIPT WRITING**
29. **BEST USE OF SOUND DESIGN**

### PRINT & OUT OF HOME

30. **BEST KEY ART**
31. **BEST PRESS ADVERTISING**
32. **BEST OUT OF HOME ADVERTISING**

### DIGITAL CATEGORIES

33. **BEST USE OF SOCIAL MEDIA: CONTENT**
34. **BEST USE OF SOCIAL MEDIA: BRAND**
35. **BEST SOCIAL & DIGITAL PARTNERSHIP**
36. **BEST DIGITAL**
37. **MOST CREATIVE USE OF NEW TECHNOLOGY**

### EFFECTIVENESS CATEGORIES

38. **BEST USE OF MEDIA PLANNING**
39. **BEST PR OR EXPERIENTIAL STUNT**
- 39B. **BEST PRODUCTION**

**BRAND CATEGORIES**

- 40·BEST BRAND PROMOTION
- 41· BEST IDENTIS
- 42·BEST IDENTITY
- 43·BEST SPONSORSHIP INTEGRATION

**CAMPAIGN CATEGORIES**

- 44·BEST ON-AIR CAMPAIGN
- 45·BEST 360 CAMPAIGN

**GRAND PRIX PRIZES**

- 46·BEST NEWCOMER – PROMOS
- 47·BEST NEWCOMER – DESIGN
- 48·CREATIVE CHANNEL OF THE YEAR

**THE CHAIR'S AWARDS – ENTRY NOT REQUIRED**

- 49·CREATIVE AGENCY OR TEAM OF THE YEAR - Category Awarded based on overall performance (entry not required)
- 50·OUTSTANDING OR LIFETIME ACHIEVEMENT AWARD – Awarded by the Chairs' (entry not required)



**PROMO GENRE CATEGORIES – These categories are split in to two awards, one for Originated and one for Clip-Based Promotions.**

**Single Spot Entry – Max Duration 90’’**

Please note for the PROMO **GENRE** CATEGORIES (1-15), you can only enter a piece of work in to one category: i.e. you can not enter the same piece of work in to Category 7: Best Factual, and again in to Category 13: Best Sport; please chose the category that best fits.

**Originated:** the overall concept and majority of the production should be reliant on specially created materials, but minimal programme footage may be included.

**Clip-Based:** the idea and execution should primarily be clips from the source material; however minimal originated elements are allowed.

**1. BEST CHILDREN’S – ORIGINATED: Promotions specifically aimed at a young audience.**

Single spot to promote a Children’s Programme, where the overall concept is reliant on originated material.

**2. BEST CHILDREN’S – CLIP-BASED: Promotions specifically aimed at a young audience.**

Single spot to promote a Children’s Programme, where the overall concept largely uses clips from the show.

**3. BEST DRAMA – ORIGINATED: Promotions for a dramatic production, serial or series.**

Single spot to promote a Drama Programme, where the overall concept is reliant on originated material.

**4. BEST DRAMA – CLIP-BASED: Promotions for a dramatic production, serial or series.**

Single spot to promote a Drama Programme, where the overall concept largely uses clips from the show.

**5. BEST ENTERTAINMENT – ORIGINATED: Promotions for gameshows, formats and family viewing.**

Single spot to promote an Entertainment Programme, where the overall concept is reliant on originated material.

**6. BEST ENTERTAINMENT – CLIP BASED: Promotions for gameshows, formats and family viewing.**

Single spot to promote an Entertainment Programme, where the overall concept largely uses clips from the show.

**7. BEST FACTUAL – ORIGINATED: Promotions for documentaries, arts and current affairs.**

Single spot to promote a Factual Programme, where the overall concept is reliant on originated material

**8. BEST FACTUAL – CLIP-BASED: Promotions for documentaries, arts and current affairs.**

Single spot to promote a Factual Programme, where the overall concept largely uses clips from the show.

**9. BEST FACTUAL ENTERTAINMENT – ORIGINATED: Promotions for leisure, lifestyle and light factual.**

Single spot to promote a Factual Entertainment Programme, where the overall concept is reliant on originated material.

**10. BEST FACTUAL ENTERTAINMENT – CLIP-BASED: Promotions for leisure, lifestyle and light factual.**

Single spot to promote a Factual Entertainment Programme, where the overall concept largely uses clips from the show.

**11. BEST REALITY – ORIGINATED: Promotions for reality and constructed reality programmes.**

Single spot to promote a Reality Programme, where the overall concept is reliant on originated material.



**12· BEST REALITY – CLIP-BASED: Promotions for reality and constructed reality programmes.**

Single spot to promote a Reality Programme, where the overall concept largely uses clips from the show.

**13· BEST SPORTS– ORIGINATED: Promotions for sports fixtures, events and related programmes.**

Single spot to promote a Sports Programme, where the overall concept is reliant on originated material.

**14· BEST SPORTS – CLIP-BASED: Promotions for sports fixtures, events and related programmes.**

Single spot to promote a Sports Programme, where the overall concept largely uses clips from the show.

**15· BEST FILM – this can either be CLIP-BASED or ORIGINATED: Promotions for movies.**

Single spot to promote a Film

**SPECIAL PROMO CATEGORIES**

**16· BEST RADIO OR AUDIO PROMOTION**

Single spot: a promotion made for any non-visual platform, including radio and streaming services.

**17· BEST DIRECT RESPONSE PROMOTION**

Single spot: a promotion to elicit an immediate response, including competitions and call-to-action.

**18· BEST UK PRODUCTION FOR NON-UK BROADCAST**

For the UK Producers who make their work for another territory – single spot - can have aired on any platform anywhere in the world, but must have been made in the UK.



**19· BEST SEASON PROMOTION**

Single spot: a promotion for a season, line-up or special event.

**20· BEST SIZZLE OR SALES REEL**

Single reel up to 5 minutes: a long-form sizzle, sales tape or marketing reel.

**21· SOMETHING FOR NOTHING**

Single spot: a simple idea executed on a shoe-string budget.

**PROMO CRAFT CATEGORIES**

**22· BEST USE OF ANIMATION**

Single spot demonstrating outstanding animation, integral to the creative.

**23· BEST USE OF DIRECTION**

Single spot demonstrating outstanding direction.

**24· BEST USE OF EDITING**

Single spot demonstrating outstanding editing.

**25· BEST USE OF HUMOUR**

Single spot: the funniest promotion of the year.



### **26·BEST USE OF MOTION GRAPHIC DESIGN**

Single spot demonstrating outstanding motion graphics, integral to the creative.

### **27·BEST USE OF MUSIC**

Single spot demonstrating outstanding use of music, integral to the creative.

### **28·BEST USE OF SCRIPT WRITING**

Single spot demonstrating outstanding script or copy writing.

### **29·BEST USE OF SOUND DESIGN**

Single spot demonstrating outstanding use of sound design, integral to the creative.

## **PRINT & OUT OF HOME**

### **30·BEST KEY ART**

An iconic key art image specifically created for use across multiple marketing points – only submit the image (without copy or livery) – 1 Image PDF

### **31·BEST PRESS ADVERTISING**

Any format newspaper or magazine advertising fully art-worked, can include cover-wraps, advertorial and supplements, up to 3 examples PDF.

### **32·BEST OUT OF HOME ADVERTISING**

Any format large advertising fully art-worked, can be static or digital out of home, up to 3 examples (can include the image in situ) PDF or Video for moving image.



**DIGITAL CATEGORIES**

**33·BEST USE OF SOCIAL MEDIA: CONTENT**

Demonstrating outstanding use of social media to promote a programme or strand relationships – Up to 5 examples or 1 explanatory reel.

**34·BEST USE OF SOCIAL MEDIA: BRAND**

Demonstrating outstanding use of social media to promote a broadcaster– Up to 5 examples or 1 explanatory reel.

**35·BEST SOCIAL & DIGITAL PARTNERSHIP**

Demonstrating outstanding use of social and digital media with a third party relationship, can include influencer, network, platform, brand or technology partners – Up to 5 examples or 1 explanatory reel.

**36·BEST DIGITAL**

Demonstrating outstanding use of digital media, either stand alone, or as an element in a wider campaign where the creative and media are aligned (not social media) – Up to 5 examples or 1 explanatory reel

**37·MOST CREATIVE USE OF TECHNOLOGY**

Demonstrating creativity and innovation where the idea is integral to, and enhanced by the technology used. Can include AR/VR, experiential, digital, or any technological device, platform or innovation – Up to 5 examples or 1 explanatory reel.

**EFFECTIVENESS CATEGORIES**



### **38· BEST USE OF MEDIA PLANNING**

Demonstrating where the overall success of a campaign has been enhanced by innovation, creativity and best practice in Media Planning. 1 PDF and up to 3 supporting video files.

### **39· BEST PR OR EXPERIENTIAL STUNT**

Demonstrating outstanding creativity and effective PR or engagement through a real-world experience or stunt – Up to 5 examples or 1 explanatory reel

### **39B. BEST PRODUCTION STUNT**

Demonstrating where the overall success of a creative idea has been achieved through innovation, creativity and best practice in the field of Production.

Submit the finished trail, and either one supporting video or 1 supporting PDF explaining the production challenges and achievements.

## **BRAND CATEGORIES**

### **40· BEST BRAND PROMOTION**

Single spot promotion for a brand, channel or platform – can include new channel launches.

### **41· BEST IDENTS**

Either stand-alone or a series of related idents or stings for a brand, channel or platform – Up to 5 examples.



#### **42·BEST IDENTITY**

The complete identity and branding package for a broadcast brand, channel or platform, can include idents, stings, bumpers, OSP, brand livery, premiums and real-world examples – or 1 explanatory reel.

#### **43·BEST SPONSORSHIP INTEGRATION**

Demonstrating innovative and creative integration of a brand in to a media channel, platform or service, can include sponsorship bumps, branded content, examples of product integration – Up to 5 examples or 1 explanatory reel.

### **CAMPAIGN CATEGORIES**

#### **44·BEST ON-AIR CAMPAIGN**

Demonstrating creative excellence and innovation On Air – submit up to 5 related elements that make up the campaign or 1 explanatory reel.

#### **45·BEST 360 CAMPAIGN**

Demonstrating innovation and creative excellence across multiple platforms – submit up to 5 related elements that make up the campaign or 1 explanatory reel.

### **GRAND PRIX PRIZES**

**\* Best Newcomer awards can be awarded to a creative partnership, but only if during the course of their normal work, they consistently are paired together as a creative team.**

#### **46·BEST NEWCOMER – PROMOS\***

A Promo maker with 2 years or less industry experience who's work consistently demonstrates creativity, effectiveness and innovation, and who personally and professionally is an asset to your team and the industry – Submit 5 examples and a paragraph of their suitability for this award.



**47· BEST NEWCOMER – DESIGN\***

A Designer with 2 years or less industry experience who's work consistently demonstrates creativity, effectiveness and innovation, and who personally and professionally is an asset to your team and the industry – Submit 5 examples and a paragraph of their suitability for this award.

**48· CREATIVE CHANNEL OF THE YEAR**

The channel that over the year has consistently demonstrated the highest levels of innovation and creative excellence in everything they do – Entry by show reel maximum duration 3 minutes.

**THE CHAIR'S DISCRETIONARY AWARDS – ENTRY NOT REQUIRED**

**49· CREATIVE AGENCY OR TEAM OF THE YEAR - Category Awarded based on overall performance (entry not required)**

**50· OUTSTANDING OR LIFETIME ACHIEVEMENT AWARD – Awarded by the Chairs (entry not required)**