

# 2018 PROMAXUSHISPANIC AWARDS

## UNITED STATES HISPANIC MARKETING AWARDS

The PromaxBDA Awards is the only awards competition of its kind in the United States Hispanic market. It honors the finest work in television promotion, marketing and design. The competition is an essential opportunity to get the recognition you and your work deserve. PromaxBDA is the premier global association of marketers, promoters and designers. We represent virtually every significant broadcaster in the world and hosts awards competitions that collectively draw more than 17,000 annual entries. The globally recognized awards statues stand as pinnacles of achievement within the industry.

**PLEASE NOTE: ONLY WORK CREATED FOR LATINO AMERICAN AUDIENCES AND AIRING IN THE UNITED STATES WILL QUALIFY (REGARDLESS OF THE COUNTRY IT WAS PRODUCED IN).**

**TRANSLATION REQUIREMENTS: 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.**

***WHO Can Enter?*** Anyone can enter this competition as long as the promotion was aired in the United States and targeted towards a United States Hispanic market. This is not a language-based competition, if work is submitted in English, entrant must specify within the marketing objective why the work was created in English.

***WHAT Can Be Entered?*** Please refer to the technical specifications within this document and at [promaxbda.org](http://promaxbda.org)

### **ELIGIBILITY PERIOD**

Work being submitted was for air, broadcast, publishing or release during the following dates:

**Eligibility period is from July 1, 2017 – July 31, 2018**

### **IMPORTANT FOR YOU TO KNOW:**

In the event that any individual category attracts fewer than 5 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 2018 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 the silver standard but not the gold standard, it is possible that there will only be a silver award given in a category.

PromaxBDA will not be responsible for the holding of any materials submitted after the awards period has ended. Such materials will not be returned. All submissions become the property of PromaxBDA to be used at their discretion.

ALL relevant permissions and copyrights are assumed to be cleared by the entrant.

The organizers reserve the right to add, subtract, amend or otherwise revise any category during the course of the competition. Notice and updates of revisions will be posted on our website.

# MARKETING CREATIVITY

**TELEVISION/VIDEO PRESENTATION CATEGORIES** This group of categories is broadly open to any video-based marketing or promotional material created or commissioned by a broadcast or cable network, channel, station, content provider, cable or satellite provider, syndicator, studio, production company, individual or entity.

## NETWORK, CHANNEL, STATION, PLATFORM BRANDING/IMAGE PROMOTION

<b>01</b>	<b>CHANNEL IMAGE PROMO</b>	Any single video-based spot created to promote the brand image of a network, channel, station or content platform, cable or satellite provider.	<i>One item per entry. Individual entry must be ninety (:90) seconds or less.</i>
<b>02</b>	<b>CHANNEL IMAGE PROMO CAMPAIGN</b>	Any series of related video-based spots created to promote the brand image of a network, channel, station or content platform, cable or satellite provider.	<i>Minimum two, maximum five, related but different items per entry to be judged as a unified whole. Each video must be ninety (:90) seconds or less.</i>

## CONTENT PROMOTION

<b>03</b>	<b>HOLIDAY/SEASONAL/SPECIAL EVENT PROMOTION</b>	Any single video-based spot created to promote a holiday, seasonal, special event program, series, movie, telethon, anniversary, variety special, etc.	<i>One item per entry. Individual entry must be ninety (:90) seconds or less.</i>
<b>04</b>	<b>PROMO NOT USING PROGRAMMING FOOTAGE</b>	Any single video-based spot using material exclusively and specifically produced to promote a television episode or series without using program footage. Your entry will be disqualified if it contains any program footage, aside from title/graphic elements.	<i>One item per entry. Individual entry must be ninety (:90) seconds or less.</i>
<b>05</b>	<b>DRAMA PROMOTION</b>	Any single or multiple related spots created to promote a drama program episode, action/adventure program episode or series.	<i>Minimum one, maximum three, related but different items per entry to be judged as a unified whole. Each video must be ninety (:90) seconds or less.</i>
<b>06</b>	<b>SPORT PROMOTION</b>	Any single or multiple related spots created to promote a sports event or sport related series.	<i>Minimum one, maximum three, related but different items per entry to be judged as a unified whole. Each video must be ninety (:90) seconds or less.</i>
<b>07</b>	<b>TELENOVELA PROMOTION</b>	Any single or multiple related spots created to promote a telenovela episode or series.	<i>Minimum one, maximum three, related but different items per entry to be judged as a unified whole. Each video must be ninety (:90) seconds or less.</i>
<b>08</b>	<b>FUNNIEST PROMO</b>	It's as subjective as it sounds, but every year there is that gutbuster that just needs to be recognized. Any on-air promotion that's funny. That's the criteria!	<i>One item per entry. Individual entry must be ninety (:90) seconds or less.</i>

## ART DIRECTION & DESIGN

**TELEVISION/VIDEO PRESENTATION CATEGORIES** This group of categories is broadly open to any video-based marketing or promotional material created or commissioned by a broadcast or cable network, channel, station, content provider, cable or satellite provider, syndicator, studio, production company, individual or entity.

09	IMAGE PROMO	Any single video-based material designed to promote a channel, program and/or show.	<i>One item per entry. Each individual video must be ninety (:90) seconds or less.</i>
10	IMAGE PROMO CAMPAIGN	Any series of video-based material designed to promote a channel, program and/or show.	<i>Minimum two, maximum five, related but different items per entry to be judged as a unified whole. Each video must be ninety (:90) seconds or less.</i>