

PromaxBDA Sports Media Marketing Awards Open by Spacejunk

Awards Honor Outstanding Sports Promotion and Marketing

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PromaxBDA tapped [Spacejunk](#) to create the open for the 2012 Sports Media Marketing Awards Show. The concept behind the piece is care and detail that goes into athletic gear as a metaphor for the intense passion and focus of sports media marketing.

[2012 Sports Media Marketing Awards Intro \(video\)](#)

To embody this spirit, the athletic presence and power is delivered through sound design, animation and design rather than traditional images of sport.