

2016 PROMAXBDA UK AWARDS

ENTRY NOTES.

The PROMAXBDA UK Awards celebrates the craft and creativity of the United Kingdom's broadcast industry. This includes all creative and broadcast marcomms work specifically produced for, and aired within the United Kingdom, including all digital platforms where the audience is first and foremost UK based. We do have a specific category for Best Foreign Language promo, however please note; work produced within the UK and Broadcast from the UK under Ofcom licence, but whose audience is in another country should primarily be entered in to the PromaxBDA Europe Competition. If you are unsure, please phone Tony Jackson on 020 7228 1363 prior to entering.

All entries must have aired between 1st September 2015 and 31st August 2016. Unless otherwise stated, the maximum duration of any spot is 90 seconds, although we strongly recommend you enter the most effective duration, rather than the longest. Any pieces exceeding the maximum duration maybe judged up to that point.

Originated categories can feature programme clips and/or images, but the majority of material should be originated. Judges will be looking for innovation, creative excellence, strong messaging and justification for originating.

Clip-based categories can feature graphics and/or originated material, but the majority of the material should be clip-based. Judges will be looking for innovative use of programme footage, creative excellence and strong messaging.

You may enter multiple categories with the same creative, although remember, you will be judged on the criteria of that category, so we advise you to read through all categories before creating your entry shortlist.

The deadline for entries will be **September 9th 2016**.

1. BEST DRAMA PROMO (ORIGINATED)

What is it? Originated promotions for a single programme, series or channel.

SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be 90 seconds or less.

2. BEST DRAMA PROMO (CLIP-BASED)

What is it? Clip-based promotions for a single programme, series or channel.

SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be 90 seconds or less.

3. BEST ENTERTAINMENT PROMO (ORIGINATED)

What is it? Originated promotions for a single programme, series or channel.

SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be 90 seconds or less.

4. BEST ENTERTAINMENT PROMO (CLIP-BASED)

What is it? Clip-based promotions for a single programme, series or channel.

SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be 90 seconds or less.

5. BEST REALITY PROMO ORIGINATED

What is it? Originated promotions for a single programme, series or channel.

SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be 90 seconds or less.

6. BEST REALITY PROMO CLIP BASED

What is it? Originated or clip-based promotions for a single programme, series or channel.

SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be 90 seconds or less.

7. BEST FACTUAL PROMO (ORIGINATED)

What is it? Originated promotions for a single programme, series or channel.

SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be 90 seconds or less.

8. BEST FACTUAL (CLIP-BASED)

What is it? Clip-based promotions for a single programme, series or channel.

SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be 90 seconds or less.

9. BEST SPORTS PROMO ORIGINATED

What is it? Originated promotions for a single programme, series or channel.

SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be 90 seconds or less.

10. BEST SPORTS PROMO CLIP BASED

What is it? Originated promotions for a single programme, series or channel

SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be 90 seconds or less.

11. BEST CHILDREN'S PROMO (ORIGINATED)

What is it? Originated promotions for a single programme, series or channel.

SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be 90 seconds or less.

12. BEST CHILDREN'S PROMO (CLIP-BASED)

What is it? Clip-based promotions for a single programme, series or channel.

SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be 90 seconds or less

13. BEST FILM PROMO

What is it? Clip-based or originated promotions for a film, or season of films.

SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be 90 seconds or less

14. BEST NEWS AND CURRENT AFFAIRS PROMO

What is it? Originated or clip-based promotions for a single programme, series, season or news channel.

SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be 90 seconds or less.

15. BEST DIRECT RESPONSE PROMO

What is it? Direct promotion that drives a specific call to action This may be for a competition, an online game or experience, a brand partnership promotion, a charity etc.

SUBMISSION REQUIREMENTS: Video only. Maximum of two thematically linked items per entry. Each individual entry must be 90 seconds or less.

16. BEST DIRECT RESPONSE PROMO KIDS

What is it? Direct promotion that drives a specific call to action. This may be a competition, an online experience or game, a brand partnership promotion etc.

SUBMISSION REQUIREMENTS: Video only. Maximum of two thematically linked items per entry. Each individual entry must be 90 seconds or less.

17. BEST VOD PROMOTION

What is it? Promotions for an online player, VOD service, Box set etc.

SUBMISSION REQUIREMENTS: Video only. One item per entry. Each individual entry must be 90 seconds or less.

18. BEST FOREIGN LANGUAGE ORIGINATED

What is it? Any non-English language originated promotions for a single programme, series, season or channel.

What else do I need to know? English subtitles must be provided. This category is open to Producers from outside the UK.

SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be 90 seconds or less.

19. BEST FOREIGN LANGUAGE CLIP BASED

What is it? Any non-English language clip based promotions for a single programme, series, season or channel.

What else do I need to know? English subtitles must be provided. This category is open to Producers from outside the UK.

SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be 90 seconds or less.

20. BEST SEASON OR STUNT

What is it? Originated or clip-based promotions for a season, event or stunt.

SUBMISSION REQUIREMENTS: Minimum one, maximum three, items per entry. Each individual video piece must be 90 seconds or less.

21. BEST CONTENT OR LONG FORM

What is it? A long-form promotion or piece of content for a channel, programme, season, stunt or brand, broadcast across linear or digital platforms.

SUBMISSION REQUIREMENTS: Minimum 90 seconds, maximum 5 minutes.

22. BEST SPONSORSHIP PACKAGE

What is it? A spot or campaign that integrates a sponsor with a network, channel, programme or content brand.

SUBMISSION REQUIREMENTS: Minimum one, maximum six items per entry. Each item must be as part of the same sponsorship deal. Each individual video piece must be 15 seconds or less.

23. BEST ON- AIR CHANNEL IDENTIS (IN-HOUSE)

What is it? A standalone or series of visual identity image pieces for a channel, OTT or SVOD service, season or stunt.

SUBMISSION REQUIREMENTS: Video Only. Minimum one, maximum five videos. Each individual entry must be 30 seconds or less.

24. BEST ON- AIR IDENTIS (OUT-OF-HOUSE)

What is it? A standalone or series of visual identity image pieces for a channel, OTT or SVOD service, season or stunt.

SUBMISSION REQUIREMENTS: Video Only. Minimum one, maximum five, related videos. Each individual entry must be 30 seconds or less.

25. BEST LAUNCH

What is it? Promotions to launch a service, channel, single programme, series or special event.

SUBMISSION REQUIREMENTS: One item per entry. Each individual video must be 90 seconds or less.

26. BEST PRINT BASED AD OR POSTER

A single press ad or poster to promote a programme, channel, content brand, cable or satellite provider.

SUBMISSION REQUIREMENTS: One item per entry. Print material may be uploaded as a PDF.

27. BEST DIGITAL OUT OF HOME

A poster or campaign, specifically created for digital out of home displays (station concourse, Underground, Bus stops etc) to promote a programme, channel, content brand, cable or satellite provider.

SUBMISSION REQUIREMENTS: Minimum one, maximum three items per entry. PDF or reel.

28. BEST ON-AIR MEDIA PLANNING

What is it? This category recognizes the strategies and ideas devised by media planners to use a on-air media as a creative tool. Judges will be looking for innovative ideas which have shaped the creative execution and achieved success.

What can I enter? Campaigns consisting of promotions, idents, blips, bumpers.

SUBMISSION REQUIREMENTS: PDF campaign summary and any additional supporting video material. Video must be 90 seconds or less.

29. BEST SOCIAL MEDIA CAMPAIGN

What is it? Best campaign promotion across social media to promote a programme, channel or platform.

What can I enter? Social media apps and ads, sponsored tweets, competitions, takeovers.

SUBMISSION REQUIREMENTS: Entries to be submitted as a demonstration reel. Reels must not exceed three minutes. Please include results with entry.

30. BEST SOCIAL VIDEO

What is it? Any single video created purely for social media with the view to getting reach and engagement for a programme, channel, platform or service.

SUBMISSION REQUIREMENTS: Video must not exceed five minutes. Please include results with entry.

31. BEST USE OF DIGITAL MEDIA

What is it? Digital media solutions to promote a programme, channel or platform.

What can I enter? Websites, mobile experiences, apps, interactive experiences

SUBMISSION REQUIREMENTS: Minimum one, maximum three elements. Entries to be submitted as a url of a live website, including any login information, or a demonstration reel. Reels must not exceed five minutes.

32. BEST INTEGRATED CAMPAIGNS

What is it? Campaigns where a central idea connects across a variety of media, eg TV, print, online, mobile, ambient stunts.

What can I enter? A campaign that promotes a programme, channel or platform. Must include the use of at least 3 different media.

***SUBMISSION REQUIREMENTS:** Minimum three, maximum five elements. Any video material must be ninety 90 seconds or less. Any print material must be uploaded as a .pdf. For web materials, submit URL of live website including any login information. A demonstration reel is also accepted. Duration of the reel must be three minutes or less.*

33. BEST USE OF PR

What is it? An award given for any creative campaign utilising PR, experiential or social promoting a show or service outside of traditional broadcast channels. In-house or agency submissions can be entered.

***SUBMISSION REQUIREMENTS:** Maximum of three items per entry. Entries can consist of PDF images, links to the creative work or showreels of no more than 5 minutes in length.*

34. BEST WRITING

What is it? Scripts for and visible copy within TV promotions, presentations, interstitials etc.

***SUBMISSION REQUIREMENTS:** One item per entry. Each individual video needs to be 90 seconds or less*

35. BEST USE OF SOUND DESIGN

What is it? Sound design that is integral to the work and brings the idea to life.

***SUBMISSION REQUIREMENTS:** One item per entry. Each individual video needs to be 90 seconds or less.*

36. BEST USE OF MUSIC

What is it? Music that is integral to the work and brings the idea to life.

***SUBMISSION REQUIREMENTS:** One item per entry. Each individual video needs to be 90 seconds or less.*

37. BEST USE OF GRAPHIC DESIGN

What is it? Design or graphics enhanced clips that are integral to the work.

What do I need to know? Entry can include minimal programme clips and/or origination.

***SUBMISSION REQUIREMENTS:** One item per entry. Each individual video needs to be 90 seconds or less.*

38. BEST USE OF ANIMATION

What is it? Animation is integral to the work. Two budgetary categories – below £15k, 15k and above.

What do I need to know? Entry can include minimal programme clips and/or origination. State which budgetary category Promo sits within.

***SUBMISSION REQUIREMENTS:** Minimum one, maximum three thematically linked items per entry. Each individual video needs to be 90 seconds or less.*

39. BEST USE OF EDITING

What is it? Work that brings an idea to life through the innovation and flair in the editing.

***SUBMISSION REQUIREMENTS:** One item per entry. Each individual video needs to be 90 seconds or less*

40. BEST USE OF DIRECTION

What is it? Work that brings an idea to life through the director's innovation and vision.

***SUBMISSION REQUIREMENTS:** One item per entry. Each individual video needs to be 90 seconds or less.*

41. BEST USE OF HUMOUR

What is it? Work that brings an idea to life through humour.

***SUBMISSION REQUIREMENTS:** One item per entry. Each individual video needs to be 90 seconds or less*

42. SOMETHING FOR NOTHING

What is it? Work that brings an idea to life on a minimal budget. What else do I need to know? We don't ask for a budget breakdown, just that you follow the spirit of spirit of this category - great ideas on a shoestring budget.

SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be 90 seconds or less.

43. BEST TV CHANNEL IDENTITY

What is it? Branding and full channel messaging kit of parts for a TV channel, SVOD or OTT service integrated across various platforms, eg print, web and tv.

What else do I need to know? This category is not for individual idents, enter those into the Best Ident category instead.

SUBMISSION REQUIREMENTS: Maximum five elements. Any video material must be ninety 90 seconds or less. Any print material must be uploaded as a .pdf. For web materials, submit URL of live website including any login information. A demonstration reel is also accepted. Duration of the reel must be three minutes or less.

44. BEST NEWCOMER

What is it? An award to recognize the outstanding work of a creative with less than 24 months of professional experience in promotion, marketing or design.

What else do I need to know? The creative may be employed by a company or a freelancer.

SUBMISSION REQUIREMENTS: Minimum one, maximum five related video or PDF items. Entries must be accompanied by 100 words stating why the candidate deserves to win and what their role is.

45. GENERAL CHANNEL IMAGE SPOT

What is it? A generic spot that promotes the brand image of a network, channel, station or content platform.

SUBMISSION REQUIREMENTS: One item per entry. Each individual video needs to be 90 seconds or less.

46. CREATIVE CHANNEL OF THE YEAR

What is it? The channel that in the opinion of the judges has demonstrated standout creative and marketing excellence in the last 12 months.

What else do I need to know? This can include branding for a TV channel integrated across various platforms, eg print, web and tv, all on channel and off-channel marketing as well as social media creative (and results) across the year.

SUBMISSION REQUIREMENTS: Maximum five elements. Any video material must be 90 (ninety) seconds or less. Any print material must be uploaded as a .pdf. For web materials, submit URL of live website including any login information. Any demonstration reel must be five minutes or less.