

# promaxbda

THE CONFERENCE  
& AWARDS 2011



# FORWARD THINKING GUIDES PROMAXBDA

AT THE CONFERENCE 2011, ENTERTAINMENT MARKETING LEADERS WILL  
TACKLE MONETIZING MEDIA IN THE NEW FAST-PACED DIGITAL ECONOMY



As the television industry evolves from a cycle of fall premieres and spring finales to year-round launches, and appointment viewing is replaced by the anytime-anywhere entertainment experience, the marketing of programming has become the defining factor in content's success. And PromaxBDA, the international association for entertainment marketing, promotion and design executives, is the organization that has evolved to service the needs of this rapidly evolving industry.

"We've got a lot of goals for the organization, but our mission is to dialog ways to advance the role and increase the effectiveness of promotion and marketing within the industry," said PromaxBDA Board of Directors Co-Chairman Lisa Gregorian, EVP and CMO, Warner Bros. Television Group.

And never will this be more evident than when the association's annual tentpole event, the PromaxBDA Conference touches down at the Hilton New York on June 28. More than 3,000 people will converge for the conference's three days of dialogue, discussion and debate about emerging business models, technologies and best practices from the international entertainment industry.

The Conference is the world's largest entertainment marketing, promotion and design event attracting industry leaders and executives globally from top television networks, cable channels, local stations, station groups, distribution, syndication, media and creative agencies, design and emerging media.

"Whether you're in marketing content or business affairs, the conference provides the best opportunity to learn, get inspired and network with the industry's best," said PromaxBDA President and CEO Jonathan Block-Verk.

The organization's reach is reflected in its robust line-up of speakers, who will be tackling fundamental developments in information, inspiration and innovation. In addition to exclusive presentations from industry executives, the roster of speakers includes former U.S. Vice President Al Gore; American novelist and screenwriter Elmore Leonard; filmmaker Spike Lee; Jill Beraud, CMO for PepsiCo Americas Beverages and president of Joint Ventures; renowned artist Spencer Tunick; and CNN anchor and syndicated talk show host Anderson Cooper.

In keeping with PromaxBDA's mission to lead industry conversation, The Conference will include a Media Leaders' Summit moderated by Donny Deutsch, TV host and chairman, Deutsch, Inc., with speakers Ed Carroll, COO of Rainbow Entertainment Services, Robert DeBitetto, president and GM of A&E Network and BIO Channel and Matthew Strauss, SVP and GM of Comcast. Other session topics range from how to drive new audiences through social media and designing for TV Everywhere to looking at technologies that are changing the

face of entertainment marketing and new business models in branded content. There will also be exclusive presentations showcasing proprietary research and analysis of emerging audience and viewership trends.

This year's Conference theme, "Fast.Forward." is meant to suggest the challenges entertainment marketers are facing on multiple levels.

On the simplest level, "fast forwarding through TV is a reality that marketers have to deal with," said Block-Verk.

On a more complex level, he maintains that it is the role of the marketers – not content creators – to bear the responsibility for navigating the fast-paced world of new media and technology platforms, figuring

**"Marketers are fundamentally at the front lines of driving success in the business of entertainment... How audiences will consume content. That is in the marketing domain."**

— JONATHAN BLOCK-VERK, PROMAXBDA

out how consumers want to use these new services and developing new business and distribution models to monetize content.

"Marketers are fundamentally at the front lines of driving success in the business of entertainment," said Block-Verk. "They are charged with figuring out what the new business models will look like and how audiences will consume content. That is in the marketing domain."

Staying current is top-of-mind for PromaxBDA Board Director Joe Earley, president, marketing and communications for Fox Broadcasting Company. "We've all seen that as consumers' entertainment options continue to expand, marketing has become increasingly vital to the success of a project. Add to that the necessity to reach viewers through a range of initiatives, both broad and grassroots, established and innovative, and it's clear that the PromaxBDA conference is incredibly valuable," said Earley. "The conference brings together not only tactical experts, it also exposes marketing, promotion and publicity execs to a wide range of creatively inspiring speakers and sessions."

In line with the growth of the role of marketing, PromaxBDA has launched new initiatives in recent years to engage specific sectors of the marketing and branding community within their related fields.

From the Station Summit, a new event launching next week specifically designed for marketing and promo professionals in the local television business to last year's inaugural Sports Media Marketing Summit

Continued on page P4

2011

PromaxBDA

We proudly salute our finalists.

**JUSTIFIED**  
OUTDOOR - STATIC CAMPAIGN  
INTERACTIVE APPLICATIONS PROMOTION  
DRAMATIC PROGRAM CAMPAIGN  
EDITING  
SOUND DESIGN  
PROGRAM PROMOTION: DRAMATIC - INTERACTIVE  
PROGRAM/MOVIE PACKAGE MARKETING CAMPAIGN USING INTEGRATED MEDIA

**LIE TO ME**  
TOPICAL PUBLICATION ADVERTISING

**LIGHTS OUT**  
HANDHELD DEVICE APPLICATION DESIGN  
PROGRAM PROMOTIONAL CAMPAIGN - OUT-OF-HOUSE  
GENERAL ENTERTAINMENT/CHANNEL  
PROGRAM/MOVIE PACKAGE MARKETING CAMPAIGN USING INTEGRATED MEDIA

**ARCHER**  
ILLUSTRATION FOR PRINT  
E-COMMUNICATIONS  
VIRAL/WEB/USER GENERATED CONTENT

**THE CLEVELAND SHOW**  
"BEHIND THE SCENES" PROMOTION - LONG/SHORT FORM

**FAMILY GUY / MICROSOFT WINDOWS 7 (CAMPAIGN)**  
INTERSTITIAL/ADVERTISER INTEGRATION/PROGRAM WRAPS CAMPAIGN

**FOX BROADCASTING COMPANY — MEMBERS PROJECT AND GLEE**  
ON-AIR CONSUMER TIE-IN PROMO CAMPAIGN  
PROGRAM/MOVIE PACKAGE MARKETING CAMPAIGN USING INTEGRATED MEDIA

**FOX TAKEOVER / DISNEY'S TRON LEGACY**  
INTERSTITIAL "PROMO-TAINMENT"/MOVIE WRAPS CAMPAIGN

**FOX.COM**  
WEBSITE - NETWORK/STATION OR CHANNEL

**FULLY BAKED**  
DAYPART/BLOCK OF PROGRAMS CAMPAIGN  
INTERSTITIAL "PROMO-TAINMENT"/PROGRAM WRAPS CAMPAIGN

**FX HAS THE MOVIES**  
MUSIC PACKAGE/POST SCORE OR INSTRUMENTAL THEME WITH OR WITHOUT VOCALS

**GLEE**  
OUTDOOR - STATIC  
ONLINE ADVERTISING  
VIRAL/WEB/USER GENERATED CONTENT  
INTERACTIVE APPLICATIONS PROMOTION  
COMEDY PROGRAM PROMOTION CAMPAIGN USING INTEGRATED MEDIA

**HOUSE**  
SINGLE POSTER

**HUMAN TARGET**  
PROGRAM PROMOTIONAL SPOT - IN-HOUSE

**IT'S ALWAYS SUNNY IN PHILADELPHIA**  
BEST DIRECTING  
TOPICAL PUBLICATION ADVERTISING  
ONLINE ADVERTISING - BANNERS/SKYSRAPERS  
COMEDY PROGRAM SPOT

**SONS OF ANARCHY**  
TOPICAL PUBLICATION ADVERTISING  
PRESS KIT  
SINGLE POSTER  
OUTDOOR - STATIC  
OUTDOOR - STATIC CAMPAIGN  
TOTAL PACKAGE DESIGN - PRINT  
WEBSITE - ENTERTAINMENT/PROGRAMMING/SPECIAL EVENT/NEWS  
PROGRAM PROMOTIONAL CAMPAIGN - OUT-OF-HOUSE  
SOUND DESIGN  
PROGRAM PROMOTION: HOLIDAY/SEASONAL/  
ENTERTAINMENT/SPECIAL EVENT - INTERACTIVE  
SMARTPHONE APPLICATION PROMOTION  
TAKE-OVER PROMOTION/ROAD  
PROGRAM/MOVIE PACKAGE MARKETING CAMPAIGN USING INTEGRATED MEDIA  
DRAMATIC PROGRAM CAMPAIGN USING INTEGRATED MEDIA

**RESCUE ME**  
SINGLE POSTER  
OUTDOOR - STATIC  
TOTAL PACKAGE DESIGN - PRINT

**THE SIMPSONS**  
TREEHOUSE OF HORROR XXII ILLUSTRATION FOR PRINT  
INTERACTIVE GAME

**SO YOU THINK YOU CAN DANCE**  
POSTER CAMPAIGN

**SONS OF TUCSON**  
ONLINE ADVERTISING - BANNERS/SKYSRAPERS

**FOX FX**  
THERE IS NO BOX



# THE CONFERENCE 2011 SPEAKER HIGHLIGHTS

*PromaxBDA president and CEO Jonathan Block-Verk calls the speaker lineup for The Conference 2011 “bar none, the best we’ve ever had.” It includes:*

**KEYNOTE SPEAKER: AL GORE**

The former U.S. Vice President; chairman and co-founder of Current Media; and chairman, Alliance for Climate Protection will deliver The Conference Keynote address.



**A CONVERSATION WITH... ANDERSON COOPER**

Host and executive producer of his own upcoming nationally syndicated, daily one-hour talk show, Anderson Cooper will bring his passionate voice and unique ability to The Conference.



**ELMORE LEONARD: THE TEN RULES OF WRITING**

American novelist and screenwriter Leonard will be interviewed by Graham Yost, executive producer and writer of FX’s critically acclaimed “Justified.”



**PROMAXBDA LIFETIME ACHIEVEMENT AWARD  
PRESENTATION: SPIKE LEE**

The iconoclastic filmmaker will be honored for his creativity.



**MARKETING KEYNOTE: JILL BERAUD**

Beraud, the CMO for PepsiCo Americas Beverages and president of Joint Ventures, will speak.



**THE BUSINESS OF BRANDED CONTENT, BRAND  
INTEGRATION AND MARKETING-DRIVEN MEDIA**

Network leaders including Liz Dolan, CMO, Fox International Channels, will discuss brand integration.



**MARKETING GENIUS**

Leo Burnett USA’s CCO Susan Credle and a panel of top industry judges take on the best in promotions and marketing campaigns.



**STATE OF OUR ART**

Scot Safon, EVP, CNN Worldwide; GM, HLN and Robert Gottlieb, SVP and creative director, Fox Sports Marketing Group explore the industry’s best big ideas from the past 12 months.



**AND DON’T MISS...**

**PROMAXBDA PROMOTION, MARKETING AND DESIGN  
AWARDS HOSTED BY COMEDIAN JAY MOHR.**



ALL EVENTS TAKE PLACE AT THE HILTON NEW YORK

*Continued from page P2*

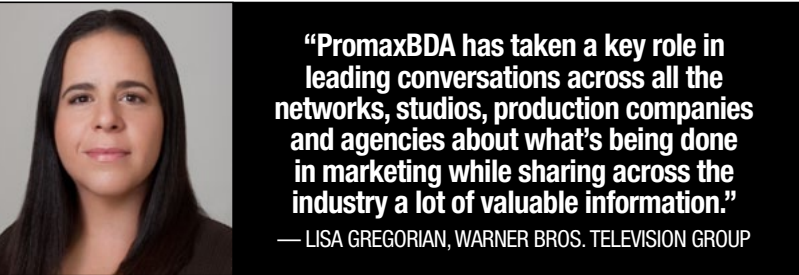
celebrating excellence and innovation in sports media marketing, and the annual M16 Video Game Conference, the organization has made a mission of reaching out to a wider swath of the entertainment industry.

But perhaps the most exciting venture coming out of PromaxBDA was the launch of the organization’s Diversity Council, specifically designed to create a sustainable pipeline of diverse talent into the entertainment marketing industry. Headed by leading executives from Fox Broadcasting, ABC, NBC, CBS, A&E Networks, E! Entertainment Networks, Turner, Viacom, Warner Bros. and Rainbow Media, the council already has some substantial, precedent-setting successes under its belt.



In January, PromaxBDA launched the country’s first industry-recognized, college-accredited television promotions program. With a curriculum designed by the PromaxBDA Promo Pathway advisory committee, the Promo Pathway program is embedded at Santa Monica College. The program attracted applications from more than 300 creative youth from under-represented talent communities. With support services, an integrated mentorship program and paid internships waiting for them upon completion, 25 students are in the process of being trained by industry professionals to enter into the television industry and make meaningful contributions to the creative economy.

“One of the projects that I am most proud of is the Promo Pathway program, which is the centerpiece of our diversity initiative,” said Gregorian. “It is an incredible program that is taking at-risk young adults and connecting them with



our community while training them at a skill that can translate into a career. It’s feeding our industry new and distinct voices who wouldn’t necessarily be heard.”

For all of its innovations, Block-Verk credits PromaxBDA’s many successes to a “very supportive, forward-thinking and trusting board.” Led by Gregorian and Co-Chairman Adam Stotsky, president of marketing for NBC Entertainment, NBC Universal, the PromaxBDA Board includes top executives from ABC, CBS, NBC, Fox Broadcasting, The CW, Comcast, Time Warner, Warner Bros., CTV, Versus, Turner Broadcasting, DIRECTV, USA Network, PBS, OWN, Fox Sports and FSN, KDFW FOX/KDFI, WGBH-Boston, MTV Networks, SPIKE, BET, Telemundo, Current TV, The Nielsen Co., Troika Design Group, The Ashy Agency, Borden Media, OMD, Imaginary Forces, GKH Media and Dentsu Network West.

“PromaxBDA has taken a key role in leading conversations across all the networks, studios, production companies, agencies, big and small, domestically and globally about what’s being done in marketing while sharing across the industry a lot of valuable information,” said Gregorian.

The PromaxBDA membership now represents every major broadcast and cable television organization, cable and satellite distributor, digital and analog access point, design, promotion and advertising agency and come from a much broader skill base than the past including on-air, off-air promotions, PR, publicity, media planning, strategy and buying, interactive, digital, brand integration and audience research.

Stotsky explained his commitment to PromaxBDA in personal terms. “I didn’t start my career in the media and entertainment space,” he said. “So, when I entered this business, PromaxBDA served as a terrific resource for me in understanding some of the necessary fundamentals as well as developing a valuable network of colleagues and contacts. Any chance I have to give back, I will.”

proud to be nominated this year  
for 30 PromaxBDA awards

we thank and congratulate all of our clients



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bpgadvertising.com



# PROMAXBDA BESTOWS GOLD ON BEST IN BROADCAST COMMUNICATIONS

## AWARDS BRING TOGETHER MARKETING, PROMOTION AND DESIGN

Film has the Oscars. Television content has the Emmys. But when it comes to entertainment marketing and promotions, the tools that define and influence a program's success, there's the PromaxBDA Awards. The most prestigious honor in entertainment marketing, the awards are "the pinnacle, or cornerstone, that gives PromaxBDA its legacy," according to Roger Hyde, SVP of creative services and brand integrity for DIRECTV and chairman of the PromaxBDA Design Awards Committee. "They create prestige, and community, and promote the industry as a whole," Hyde said of the Awards. "They have to be about recognition for the best in the broadcast communications industry."

And the best in broadcast communications are recognized with two types of PromaxBDA Awards: the Promotion & Marketing Awards, which celebrate the best in marketing strategy, creativity and execution for on-air, print and interactive mediums, and the Design Awards, which are given specifically to honor the best in design, creativity and execution in those mediums.

"Awards exist for film and publishing, but not for TV marketing and design," explained Lisa Gregorian, PromaxBDA co-chairman and EVP and CMO, Warner Bros. Television Group. "As media becomes increasingly cluttered, we strive for innovation and creativity. We look for those authentic voices. There are brilliant campaigns being done all around the world. For those who are able to be recognized with an award, it is a well deserved affirmation of great work. Others attend the awards show for inspiration."

This year's nominees include some highly recognizable campaigns, from TBS's launch of "Conan," which is up for 14 nominations in categories ranging from Consumer Print Campaign to Comedy Program Campaign, Fox's "Glee," which garnered a handful of nominations, including honors for their interactive campaigns



and Showtime, which has several programs up for noms including "Dexter," "Weeds," "Nurse Jackie" and 2011 debut "The Borgias."

Steph Sebbag, president and creative director of creative agency bpg, which has been nominated for 30 awards, said for him, "being judged by peers and clients is true test of creative. It's great when your work is recognized by the whole industry and that's why we enter."

For victors, the spoils are sweet. Winning a PromaxBDA Award can raise the morale and confidence of everyone associated with a winning program, said Hyde. For networks, "it gives them some clout when talking to the industry about marketing," he said. For design agencies and other vendors the awards can help bring in new business.

"When I see good design work it excites me and makes me want to do better work, because someone else has raised the bar," added Garson Yu, founder & creative director, yU+co and a member of the PromaxBDA Awards committee. "It inspires me to raise the level of my own design to get closer to that high mark. I think it's important for us to recognize the best in our industry, because it inspires all of us to do better. And for designers who are receiving an award, it's a great feeling to have that pat on the back, knowing that your work is recognized by your peers in the industry."

This year, clients and creative alike will come together in a single awards show to honor each others' wins and celebrate work from across the industry. A fresh, new approach to the coveted PromaxBDA's Marketing, Promotion and Design Awards, the show will close out the conference with the famously hilarious Jay Mohr as host.

"Whether it's stand-out publicity, spectacular out-door, phenomenal digital experiences or mind-blowing design, we celebrate creativity, excellence and innovation across every skill set, medium and media outlet in a marketer's arsenal," said PromaxBDA President and CEO Jonathan Block-Verk. "So while the Marketing and Design competitions will remain separate competitive entities, we are consolidating the awards show to give clients, in-house and outside agencies and vendors the opportunity to celebrate the unique partnerships, collaborations and executions that culminate in internationally recognized award-winning work."



PromaxBDA Board member Robert Gottlieb (far left), SVP and creative director, on-air promotions for Fox Sports Marketing Group, celebrated a 2010 awards win with his team (l. to r.) Lily Lam, Bill Battin and Rita Mazmanian.

GREY'S ANATOMY

MODERN MARVELS

SANCTUARY Syfy

30 ROCK

The Weather Channel

CNN

ID. INVESTIGATION DISCOVERY

THE UNIT WEEKENDS

burn notice

USA

HGTV

TELEMUNDO

JUDGE MATHIS

access live

where music lives

fusion

POLICE WOMEN

BONES WEEKENDS

ANIMAL PLANET

NATIONAL GEOGRAPHIC CHANNEL

DESPERATE HOUSEWIVES

fusion

every project is a passion project

Campaigns.Promos.Shoots.Branded Content.Interactive.Design.Print.

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NOMINATED FOR 8 PROMAXBDA PROMO & MARKETING AWARDS AND 2 PROMAXBDA DESIGN AWARDS

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305.672.8229

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JOB WELL DONE (x16)

We congratulate our Creative Services Team for reaching the PROMAX/BDA Award Finals in 16 categories.

DIRECTV



2011 PROMAXBDA PROMOTION & MARKETING AWARDS • NORTH AMERICA FINALISTS



**OUTDOOR, OUT-OF-HOME, PRINT AND POSTER: GENERAL AND CONTENT PROMOTION**  
**CONSUMER PRINT CAMPAIGN**  
**ADDICTED** *TLC*  
**CONAN ON TBS PRINT AD CAMPAIGN** *TBS*  
**FRIDAY NIGHT LIGHTS PRINT AD CAMPAIGN** *DIRECTV, INC.*  
**TNT 100 DAYS OF DRAMA PRINT CAMPAIGN** *TURNER NETWORK TELEVISION*  
**TRUE BLOOD FAN POSTERS ...AND COMPANY**  
**UNDERCOVERS** *MAGAZINE CAMPAIGN*  
*NBC ENTERTAINMENT MARKETING*



**TELEVISION/VIDEO PRESENTATION: NETWORK, CHANNEL, STATION, PLATFORM BRANDING/IMAGE PROMOTION**  
**GENERAL BRANDING/IMAGE: NETWORK/CHANNEL**  
**"OBIT 2010"** *TURNER ENTERTAINMENT NETWORKS*  
**A&E BRAND :60** *A&E*  
**HBO FALL 2010 IMAGE ("ANTLERS")** *HBO*  
**HISTORY FACTORY SPOT** *HISTORY*  
**HOUSE OF IMAGINATION 2** *SYFY*  
**MSG PLUS SUMMER IMAGE** *MSG MEDIA*



**GENERAL BRANDING/IMAGE CAMPAIGN**  
**A&E BRAND CAMPAIGN** *A&E*  
**CHARACTER APPROVED VIGNETTES** *USA NETWORK*  
**NBA "MASHUPS" CAMPAIGN** *NATIONAL BASKETBALL ASSOCIATION (NBA)*  
**NY NY SPORTS SPORTS CAMPAIGN** *SNY*  
**REDZONE** *NFL NETWORK*  
**USA CROSSOVER** *USA NETWORK*

**TELEVISION/VIDEO PRESENTATION: CONTENT PROMOTION**  
**PROGRAM PROMOTIONAL SPOT - IN-HOUSE**  
**CASTLE - FANTASY** *ABC INC.*  
**DESPERATE HOUSEWIVES - SHOWDOWN** *ABC INC.*  
**HUMAN TARGET "CHANGE MOMENT"** *FOX BROADCASTING COMPANY*  
**MUCHMUSIC - PRETTY LITTLE LIARS TEASER "FIRE"** *CTV CREATIVE AGENCY*  
**PBS ANTIQUES ROADSHOW "HAND IT DOWN" ON-AIR PROMO** *PBS*  
**THE HARD TIMES OF RJ BERGER** *MTV ON-AIR PROMOS*



**PROGRAM PROMOTIONAL CAMPAIGN - IN-HOUSE**  
**2010 MTV MOVIE AWARDS** *MTV ON-AIR PROMOS*  
**CTV - SO YOU THINK YOU CAN DANCE CANADA** *CTV CREATIVE AGENCY*  
**FACE OFF SEASON 1 LAUNCH CAMPAIGN** *SYFY*  
**MUCHMUSIC - MUCHMUSIC VIDEO AWARDS** *CTV CREATIVE AGENCY*  
**THE BORGIAS CAMPAIGN** *SHOWTIME NETWORKS, INC.*  
**VH1 DIVAS: SALUTE THE TROOPS** *VH1*

**PROGRAM PROMOTIONAL CAMPAIGN - OUT-OF-HOUSE**  
**SONS OF ANARCHY** *FX NETWORK*  
**2010 NFL ON FOX SUPER BOWL "IT'S GOOD TO HAVE A RING"** *FOX SPORTS MARKETING*  
**DEADLIEST CATCH LAUNCH CAMPAIGN** *DISCOVERY CHANNEL*  
**LIFE PROMO CAMPAIGN** *DISCOVERY*  
**LIGHTS OUT** *FX NETWORK*  
**WHAT'S EATING YOU?** *E! ENTERTAINMENT*

**TELEVISION/VIDEO PRESENTATION: SPECIAL FUNNIEST PROMO**  
**AMERICAN MUSIC AWARDS-BIKER BAR** *ABC INC.*  
**CONAN: "DRIVEWAY"** *:30 TURNER ENTERTAINMENT NETWORKS*  
**MODERN FAMILY - CHARADES** *ABC INC.*  
**PIONEER** *FOX'S FUEL TV*  
**TV GUIDE - CURB YOUR ENTHUSIASM "THE INTERVIEW"** *STUN CREATIVE*  
**WEEDS/THE BIG C "DUELING BANJOS"** *SHOWTIME NETWORKS, INC.*

**TELEVISION/VIDEO PRESENTATION: CRAFT EDITING**  
**AMERICA'S GOT TALENT "BEAT"** *NBC ENTERTAINMENT MARKETING*  
**CONAN DRIVEWAY** *ROBIN FINCH-TURNER STUDIOS*  
**DEXTER "STORM"** *SHOWTIME NETWORKS, INC.*  
**HUNG "RAY'S LIFE" SOUND EFFECTS PROMO** *HBO*  
**JUSTIFIED - DIRTY** *:30 FX NETWORK*  
**THURSDAY "ALL NIGHT"** *NBC ENTERTAINMENT MARKETING*  
**COPYWRITING - TELEVISION**  
**"MY FAVORITE TWEETS"** *WORLD WIDE WADIO*  
**CONAN: "OVER THE CLIFF"** *:90 TURNER ENTERTAINMENT NETWORKS*  
**DISCOVERY 2010 UPFRONT 25TH**

**ANNIVERSARY CLOSER** *DISCOVERY*  
**IFC REBRAND** *IFC*  
**LEO LITTLE'S BIG SHOW: TOY STORY 3** *7ATE9 ENTERTAINMENT*  
**RABBIDS: TRAVEL IN TIME** *NICKELODEON CREATIVE ADVERTISING*

**DIRECTING**  
**CONAN: "OVER THE CLIFF" :90** *TURNER ENTERTAINMENT NETWORKS*  
**DEADLIEST CATCH SEASON 6 LAUNCH** *DISCOVERY CHANNEL*  
**THE BORGIAS "VENUS"** *SHOWTIME NETWORKS, INC.*  
**IT'S ALWAYS SUNNY IN PHILADELPHIA - SPINNERS :60** *FX NETWORK*  
**MLB ALL-STAR GAME "SAND"** *FOX SPORTS MARKETING*  
**SHAMELESS "JUGGLING"** *SHOWTIME NETWORKS, INC.*

**INTEGRATED MEDIA PROMOTION: NETWORK, CHANNEL, STATION, PLATFORM BRANDING/IMAGE PROMOTION**  
**GENERAL BRANDING/IMAGE CAMPAIGN USING INTEGRATED MEDIA**  
**AETN PERFECT FIT** *A&E TELEVISION NETWORKS*  
**ANIMAL PLANET REBRAND** *ANIMAL PLANET*  
**CHARACTER APPROVED** *USA NETWORK*  
**NETWORK REBRAND 2010** *OVIATION*  
**SUMMER BY BRAVO CAMPAIGN** *BRAVO*  
**TLC SUMMER CAMPAIGN** *MOCEAN & TLC*

**INTEGRATED MEDIA PROMOTION: CONTENT PROMOTION**  
**PROGRAM/MOVIE PACKAGE MARKETING CAMPAIGN USING INTEGRATED MEDIA**  
**SONS OF ANARCHY** *FX NETWORK*  
**SUNSET DAZE CAMPAIGN** *MOCEAN & WETV*  
**DESPERATE HOUSEWIVES: SHOWDOWN ON WISTERIA LANE** *ABC INC.*  
**JUSTIFIED** *FX NETWORK*  
**FOX BROADCASTING COMPANY — MEMBERS PROJECT AND GLEE** *FOX BROADCASTING COMPANY*  
**LIGHTS OUT** *FX NETWORK*

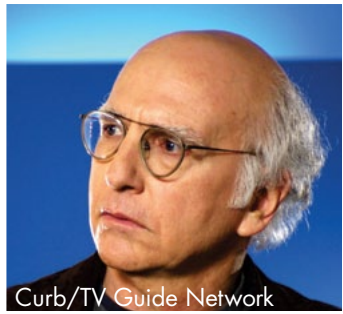
SET YOUR CREATIVE TO STUN



Conan Tease & Launch Campaign/TBS



Dove + Man Care



Curb/TV Guide Network



Spirit Awards/IFC

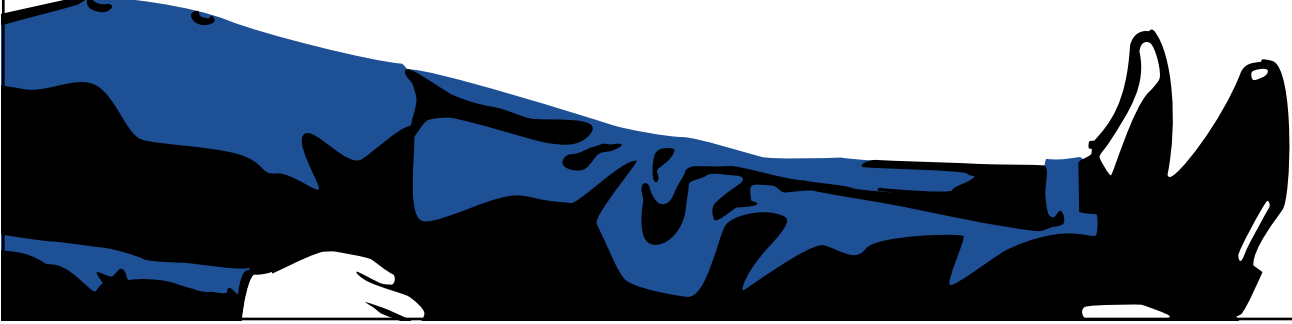


Summer By Bravo



Franklin & Bash/TNT

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**STUN CREATIVE**  
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2011 PROMAXBDA DESIGN AWARDS • NORTH AMERICA FINALISTS

**INTEGRATED MEDIA TOTAL PACKAGE DESIGN, NETWORK/CHANNEL - CAMPAIGN: ON-AIR ONLY**  
**BIO. BIGSTAR**  
**BNN REFRESH** *CTV CREATIVE AGENCY*  
**CHILLER REBRAND** *CHILLER*  
**ID C7 SISTEMA JALISCIENSE DE RADIO Y TELEVISION**  
**SHOWTIME 2011 BRANDING** *SHOWTIME NETWORKS, INC.*  
**TABLE OF CONTENTS** *SPIKE & IMAGINARY FORCES*

**TOTAL PACKAGE DESIGN, CONTENT/SHOW - CAMPAIGN: ALL MEDIA**  
**BOARDWALK EMPIRE CAMPAIGN** *HBO*  
**COMBINE/DRAFT CAMPAIGN** *NFL NETWORK*  
**GREAT MIGRATIONS PACKAGE DESIGN CAMPAIGN** *NATIONAL GEOGRAPHIC CHANNEL*  
**HOT IN CLEVELAND AD** *TV LAND*  
**SHAMELESS** *SHOWTIME NETWORKS, INC.*  
**TRUE BLOOD SEASON 3 CAMPAIGN** *HBO*

**TOTAL PACKAGE DESIGN, NETWORK/CHANNEL - CAMPAIGN: ALL MEDIA**  
**ANIMAL PLANET REBRAND** *ANIMAL PLANET*  
**BRACE YOURSELF** *SHOWTIME NETWORKS, INC.*  
**04 GRAND SLAM MIX CHANNEL 701** *DIRECTV, INC.*  
**SUMMER BY BRAVO CAMPAIGN** *BRAVO*

**THE HUB LAUNCH** *TROIKA DESIGN GROUP*  
**ZESTE - CAMPAIGN : ALL MEDIA** *ZESTE*

**TELEVISION/VIDEO PRESENTATION: GENERAL ENTERTAINMENT**  
**ART DIRECTION & DESIGN, PROGRAM/CONTENT: CAMPAIGN**  
**2010 MTV VIDEO MUSIC AWARDS** *MTV ON-AIR PROMOS*  
**DO SOMETHING AWARDS: ART DIRECTION AND DESIGN: TOPICAL CAMPAIGN** *VH1*  
**FACE OFF SEASON 1 CAMPAIGN** *SYFY*  
**FANBOYFEST** *EPIC*  
**PBS NOVA: MAKING STUFF PROMOS** *BEEHIVE*  
**TBS: CONAN TEASES** *TURNER ENTERTAINMENT NETWORKS*

**ART DIRECTION & DESIGN, NETWORK/CHANNEL IMAGE: PROMO**  
**101 FALL ANTHEM** *DIRECTV, INC.*  
**A&E BRANDING - BRAND :60** *A&E TELEVISION*  
**BUILDING THE H** *HISTORY*  
**HISTORY FACTORY SPOT** *HISTORY*  
**MTV REBRAND 60 SEC SPOT** *CTV CREATIVE AGENCY*  
**SHOWTIME ANYTIME :30** *SHOWTIME NETWORKS, INC.*  
**ART DIRECTION & DESIGN, NETWORK/CHANNEL IMAGE CAMPAIGN**  
**HISTORY BRAND REFRESH CAMPAIGN** *HISTORY*

**HOUSE OF IMAGINATION 2 CAMPAIGN** *SYFY*  
**NBC GREEN IS UNIVERSAL** *THORNBURG & FORESTER*  
**NICKTOONS - CHARACTER IDS** *NICKTOONS*  
**TCM: NETWORKS IDS - SILHOUETTES** *TURNER ENTERTAINMENT NETWORKS*  
**W NETWORK - PRIME TIME I.D'S** *CORUS ENTERTAINMENT*  
**GENERAL ENTERTAINMENT - OPEN/TITLES**  
**BLOODLETTING AND MIRACULOUS CURES** *TECHNICOLOR*  
**FIX THIS KITCHEN** *JONBERRYDESIGN*  
**TCM: ROLL FILM / MORNING OPEN** *TURNER ENTERTAINMENT NETWORKS*  
**FOOTNOTE** *EVEREST PRODUCTIONS*  
**TCM: AFTERNOON OPEN** *TURNER ENTERTAINMENT NETWORKS*  
**THE PACIFIC** *IMAGINARY FORCES*

**TELEVISION/VIDEO PRESENTATION: CRAFT BEST DIRECTING**  
**A&E BRANDING - BRAND :60** *A&E TELEVISION*  
**ADVENTURE TIME - BOY'S CHOIR** *CARTOON NETWORK*  
**DEADLIEST CATCH SEASON 6 LAUNCH** *DISCOVERY CHANNEL*  
**IT'S ALWAYS SUNNY IN PHILADELPHIA - SPINNERS :60** *FX NETWORK*  
**MMVA OPEN** *CTV CREATIVE AGENCY*  
**SHOWTIME 2011 BRAND IMAGE SPOT** *SHOWTIME NETWORKS, INC.*

**BEST EDITING**  
**AMERICA THE STORY OF US - TRAILER** *HISTORY*  
**FACE OFF SEASON 1 LAUNCH "REWIND"** *SYFY*  
**FSC BPL "ARSENAL"** *FOX SPORTS MARKETING*  
**INDY 500 TEASE** *JUMP STUDIOS*  
**SPEED "FONTANA"** *FOX SPORTS MARKETING*  
**THE SPECIAL RELATIONSHIP TRAILER** *HBO*

**PRINT TOTAL PACKAGE DESIGN - PRINT**  
**COMIC-CON ANTI HERO CAMPAIGN** *SHOWTIME NETWORKS, INC.*  
**NBC UPFRONT** *NBC ENTERTAINMENT MARKETING*  
**RESCUE ME** *FX NETWORK*  
**SHAMELESS** *SHOWTIME NETWORKS, INC.*  
**SONS OF ANARCHY** *FX NETWORK*  
**VH1 DIVAS CAMPAIGN** *VH1*

**SCENIC ONE TIME ONLY SET**  
**2010 LATIN GRAMMY** *UNIVISION TV NETWORK*  
**2010 VIDEO GAME AWARDS** *SPIKE*  
**HISTORY FACTORY SPOT** *HISTORY*  
**PREMIO LO NUESTRO** *UNIVISION TV NETWORK*  
**SCREAM 2010** *SPIKE*  
**THE DAILY SHOW 2010 MID-TERM ELECTIONS** *JACK MORTON PDG*

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