

PROMAX Awards

GLOBAL EXCELLENCE



CATEGORY LIST

Eligibility Period:
January 1, 2022 -
December 31, 2022

UPDATED: JULY 18, 2023

MARKETING CREATIVITY

GENERAL

| | |
|---|---|
| MC 01 BRAND IMAGE PROMO | 4 |
| MC 02 BRAND IMAGE PROMO CAMPAIGN | 4 |
| MC 03 BRAND PROMO: HOLIDAY OR SPECIAL EVENT PROMO | 4 |
| MC 04 BRAND PROMO: HOLIDAY OR SPECIAL EVENT CAMPAIGN | 4 |
| MC 05 BEST PROGRAM TRAILER | 4 |
| *MC 06 COMEDY PROGRAM TRAILER | 5 |
| *MC 07 DOCUMENTARY TRAILER | 5 |
| *MC 08 DRAMA PROGRAM TRAILER | 5 |
| MC 09 FUNNIEST PROMO | 5 |
| MC 10 IN-HOUSE PROGRAM PROMO | 5 |
| MC 11 IN-HOUSE PROGRAM PROMO CAMPAIGN | 6 |
| MC 12 OUT-OF-HOUSE PROGRAM PROMO | 6 |
| MC 13 OUT-OF-HOUSE PROGRAM PROMO CAMPAIGN | 6 |
| MC 14 "BEHIND THE SCENES" PROMO | 6 |
| MC 15 BLOCK OF PROGRAMMING PROMO OR CAMPAIGN | 6 |
| MC 16 COMEDY: PROGRAM PROMO | 7 |
| MC 17 DAYTIME: PROGRAM PROMO | 7 |
| MC 18 DOCUMENTARY: PROMO | 7 |
| MC 19 DRAMA: CLIP-BASED PROGRAM PROMO | 7 |
| MC 20 DRAMA: PROGRAM PROMO | 7 |
| MC 21 DRAMA: PROGRAM CAMPAIGN | 7 |
| MC 22 HOLIDAY/SEASONAL/SPECIAL EVENT PROGRAM PROMO | 8 |
| MC 23 HOLIDAY/SEASONAL/SPECIAL EVENT PROGRAM CAMPAIGN | 8 |
| MC 24 HOSTED/VARIETY ENTERTAINMENT: PROGRAM PROMO | 8 |
| MC 25 LIVE EVENT: PROGRAM PROMO | 8 |
| MC 26 REALITY/UNSCRIPTED: CLIP-BASED PROGRAM PROMO | 8 |
| MC 27 REALITY/UNSCRIPTED: PROGRAM PROMO | 8 |
| MC 28 REALITY/UNSCRIPTED: PROGRAM CAMPAIGN | 9 |
| MC 29 THEATRICAL MOVIE SHOWN ON TELEVISION PROMO - COMEDY | 9 |
| MC 30 THEATRICAL MOVIE SHOWN ON TELEVISION PROMO - DRAMA | 9 |
| MC 31 STUNT PROMOTION | 9 |
| MC 32 INTERNAL MARKETING PRESENTATION OR SIZZLE | 9 |
| MC 33 EXTERNAL MARKETING PRESENTATION OR SIZZLE | 9 |

SOCIAL ACTION

| | |
|--|----|
| MC 34 PUBLIC SERVICE ANNOUNCEMENT PROMO OR CAMPAIGN | 10 |
| MC 35 SOCIAL CAUSE PROMO OR CAMPAIGN | 10 |
| MC 36 SOCIAL GOOD PROMO OR CAMPAIGN - CURRENT WORLD EVENTS | 10 |

SPORTS

| | |
|---|----|
| MC 37 SPORTS: CLIP-BASED PROGRAM PROMO | 10 |
| MC 38 SPORTS: PROGRAM PROMO OR CAMPAIGN | 10 |
| *MC 39 WORLD CUP PROMO OR CAMPAIGN | 11 |
| MC 40 SPORTS: USE OF MUSIC | 11 |
| MC 41 SPORTS: USE OF AN ATHLETE | 11 |
| MC 42 SPORTS: EDITING | 11 |
| MC 43 SPORTS: DIRECTING | 11 |

NEWS/CURRENT EVENTS

| | |
|---|----|
| MC 44 NEWS: CLIP-BASED PROGRAM PROMO | 12 |
| MC 45 NEWS: PROGRAM/SPECIAL REPORT PROMO OR CAMPAIGN | 12 |
| MC 46 CURRENT AFFAIRS: BEST CLIP-BASED PROGRAM PROMO | 12 |
| MC 47 CURRENT AFFAIRS: BEST PROGRAM PROMO OR CAMPAIGN | 12 |

CHILDREN

| | |
|--|----|
| MC 48 CHILDREN: CLIP-BASED PROGRAM PROMO | 12 |
| MC 49 CHILDREN: PROGRAM PROMO | 13 |
| MC 50 CHILDREN: PROGRAM CAMPAIGN | 13 |

MARKETING CREATIVITY

CRAFT

| | |
|------------------------------|----|
| MC 51 EDITING | 13 |
| MC 52 COPYWRITING | 13 |
| MC 53 DIRECTING | 13 |
| MC 54 ANIMATION | 14 |
| MC 55 SOUND DESIGN | 14 |
| MC 56 VOICE-OVER PERFORMANCE | 14 |

AUDIO

| | |
|-------------------|----|
| MC 57 AUDIO PROMO | 14 |
|-------------------|----|

ART DIRECTION AND DESIGN

GENERAL

| | |
|---|----|
| AD 01 BRAND IMAGE DESIGN PROMO | 15 |
| AD 02 TOTAL BRAND IMAGE PACKAGE | 15 |
| AD 03 CHANNEL ID | 15 |
| AD 04 NEWS: PROGRAM OPEN/TITLES | 15 |
| AD 05 PROGRAM DESIGN PROMO | 15 |
| AD 06 TOTAL PROGRAM PACKAGE | 15 |
| AD 07 HOLIDAY/SEASONAL/SPECIAL EVENT DESIGN PROMO | 16 |
| AD 08 INTERSTITIAL/BUMPER | 16 |
| AD 09 TITLE SEQUENCE | 16 |
| AD 10 ANIMATION | 16 |
| AD 11 MOTION GRAPHICS | 16 |
| AD 12 TYPOGRAPHY | 16 |
| AD 13 SPORTS: IMAGE DESIGN PROMO OR CAMPAIGN | 17 |
| AD 14 SPORTS: PROGRAM OPEN/TITLES | 17 |

PRINT

| | |
|---|----|
| AD 15 TOTAL PRINT PACKAGE: BRAND OR PROGRAM | 17 |
| AD 16 PRINT: PRESS KIT | 17 |
| AD 17 PRINT: PREMIUM OR SPECIALTY ITEMS | 17 |

MULTIMEDIA

| | |
|--|----|
| AD 18 BRAND IMAGE - REBRAND, REFRESH OR LAUNCH | 18 |
|--|----|

CONTENT PARTNERSHIP

| | |
|--|----|
| CP 01 CONTENT PARTNERSHIP: PROMO/CAMPAIGN - ADVERTISING | 19 |
| CP 02 CONTENT PARTNERSHIP: PROGRAM/SERIES AND PRODUCT TIE IN | 19 |

DIGITAL & SOCIAL

| | |
|---|----|
| DS 01 WEBISODE | 20 |
| DS 02 MICRO VIDEO CONTENT | 20 |
| DS 03 TALENT/INFLUENCER INTEGRATION USING SOCIAL MEDIA | 20 |
| DS 04 USE OF PAID SOCIAL MEDIA | 20 |
| DS 05 ORGANIC USE OF SOCIAL MEDIA | 20 |
| *DS 06 SOCIAL MEDIA PROMOTIONAL VIDEO | 21 |
| DS 07 SOCIAL MEDIA ORIGINAL VIDEO CONTENT | 21 |
| DS 08 CONTENT FOR DIGITAL PROMO | 21 |
| *DS 09 VERTICAL VIDEO | 21 |
| DS 10 ONLINE ADVERTISING: BANNERS/SKYSCRAPERS/ CONTEXTUAL | 21 |
| DS 11 TECHNICAL INNOVATIONS: DIGITAL PLATFORMS | 21 |

KEY ART

| | |
|--|----|
| KA 01 KEY ART: POSTER | 22 |
| *KA 02 KEY ART: CAST/CHARACTER POSTER | 22 |
| KA 03 KEY ART: POSTER CAMPAIGN | 22 |
| KA 04 KEY ART: COPYWRITING | 22 |
| KA 05 KEY ART: ILLUSTRATION | 22 |
| KA 06 KEY ART: PHOTOGRAPHY | 22 |
| KA 07 KEY ART: RETOUCHING AND PRODUCTION | 23 |
| KA 08 KEY ART: CONSUMER OR TRADE PRINT AD | 23 |
| KA 09 KEY ART: LOGO DESIGN | 23 |
| KA 10 KEY ART: OUT-OF-HOME AD | 23 |
| KA 11 KEY ART: OUT-OF-HOME AD CAMPAIGN | 23 |
| KA 12 KEY ART: BEST OUTDOOR STATIC AD | 24 |
| KA 13 KEY ART: BEST OUTDOOR STATIC AD CAMPAIGN | 24 |

360 CAMPAIGN

| | |
|--|----|
| MP 01 360 CAMPAIGN: BRAND IMAGE | 25 |
| MP 02 360 CAMPAIGN: PROGRAM PROMOTION | 25 |
| MP 03 360 CAMPAIGN: DRAMA PROGRAM | 25 |
| MP 04 360 CAMPAIGN: REALITY/UNSCRIPTED PROGRAM | 25 |
| MP 05 360 CAMPAIGN: SEASONAL/SPECIAL EVENT PROGRAM | 26 |

SPECIAL CATEGORIES

| | |
|---|----|
| S 01 EXPERIENTIAL ACTIVATION | 27 |
| S 02 EXPERIENTIAL ACTIVATION FOR A CONSUMER EVENT | 27 |
| S 03 EVENT PRODUCTION DESIGN | 27 |
| S 04 SOMETHING FOR NOTHING | 27 |
| S 05 DELIVERING ON A DIME | 27 |
| S 06 SALON DES REFUSÉS | 27 |
| S 07 I'M NOT CRYING, YOU ARE! | 28 |
| S 08 OMG! | 28 |
| S 09 MUSIC VIDEO OR SHORT SUBJECT VIDEO | 28 |
| S 10 BEST USE OF MUSIC | 28 |
| S 11 BEST USE OF MUSIC WITH ORIGINAL LYRICS | 28 |
| S 12 BEST USE OF SCORE OR MUSIC WITHOUT LYRICS | 28 |

WHO & WHAT

2023 Global Excellence Awards

WHO CAN ENTER?

Open across all platforms producing, airing and streaming entertainment content. Entrant can represent the client, vendor or their agent; there is no stipulation in any category regarding the entrant so long as the work was aired, broadcast, published or released within the eligibility period. Submitted work must have been aired, broadcast, published or released during the eligibility period of:

January 1, 2022 through December 31, 2022

WHAT CAN BE ENTERED?

Work must have been aired, broadcast, published or released during the eligibility period of:

January 1, 2022 through December 31, 2022.

Please refer to the category qualification details, submission requirements and technical specifications within this document.

IMPORTANT FOR YOU TO KNOW

2023 Global Excellence Awards

ONE

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

TWO

All material submissions will not be returned and become the property of Promax to be used at their discretion.

THREE

Promax reserves the right to add, subtract, amend or otherwise revise any category, at any time as deemed necessary by the Awards staff or Committee. Notice and updates for any revisions/amendments will be posted on our website.

FOUR

It is the sole responsibility of the entrant to read each category description and corresponding eligibility criteria and determine qualifying categories for their submissions.

Promax does not and will not move any entry that may be miscategorized without a written request and consent from the entering company. Entries cannot be moved between categories once judging has started. Please be sure to closely review category descriptions before submitting.

SEVEN

TRANSLATIONS: 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.

FIVE

In the event that any category attracts fewer than 6 entries, Promax may reserve 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 refunds will be given.

SIX

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.



OUR JUDGING PROCESS

2023 Global Excellence Awards

FIRST ROUND JUDGING



The first round of judging includes a diverse line up of industry judges from the entertainment marketing industry. Each entry is evaluated and scored based on overall creativity, originality of concept, and message effectiveness. Finalists are determined by the first round of judging.

FINAL ROUND JUDGING



The top finalists in each category, as determined by the first round of judging, advance to the final round for jury consideration. An elite Jury of industry professionals deliberate over the finalist entries and decide the GOLD, SILVER, and BRONZE winners.

OF THE YEAR AWARDS (OTY)

Once winners are finalized and confirmed by the Promax awards team, each winning entry is assigned points based on the following criteria:

GOLD = 3 points
SILVER = 2 points
BRONZE = 1 point

CREATIVE MARKETING TEAM OF THE YEAR and AGENCY OF THE YEAR are decided by the final tally of points.



PROMAX OF THE YEAR AWARDS

These special awards are determined by the overall results of the competition.

***Please be sure to credit agencies appropriately when prompted during the submission process.**

CREATIVE MARKETING TEAM OF THE YEAR

A special award designed to recognize the standout in-house creative marketing team of the year.

AGENCY OF THE YEAR

A special award designed to recognize the standout out-of-house agency of the year (does not include 'in-house' agencies).

MARKETING CREATIVITY

Categories in this field include marketing and creative work to promote any entertainment platform or entertainment program across any platform.

GENERAL

MC01 BRAND IMAGE PROMO

A promo created to promote and enhance the brand image of a network, streaming platform, channel, station, studio, or cable/satellite provider. Does not include identification pieces (IDs: see design award categories).

SUBMISSION REQUIREMENTS:

One item per entry. Video needs to be two minutes (2:00) or less.

MC02 BRAND IMAGE PROMO CAMPAIGN

A promo campaign created to promote the brand image of a network, streaming platform, channel, station, studio, or cable/satellite provider. Does not include identification pieces (IDs: see design award categories).

SUBMISSION REQUIREMENTS:

Minimum three, maximum five items. Each video needs to be two minutes (2:00) or less.

MC03 BRAND PROMO: HOLIDAY OR SPECIAL EVENT PROMO

A promo created to promote the brand image of a network, streaming platform, channel, station, studio or cable/satellite provider associated with or using a seasonal, holiday, or special event theme.

SUBMISSION REQUIREMENTS:

One item per entry. Video needs to be two minutes (2:00) or less.

MC04 BRAND PROMO: HOLIDAY OR SPECIAL EVENT CAMPAIGN

A campaign created to promote the brand image of a network, streaming platform, channel, station, studio, cable/satellite provider associated with or using a seasonal, holiday, or special event theme.

SUBMISSION REQUIREMENTS:

Minimum three, maximum five items. Videos needs to be two minutes (2:00) or less.

MC05 BEST PROGRAM TRAILER

A trailer created to promote any program, series or original content. Open to all genres.

SUBMISSION REQUIREMENTS:

One item per entry. Video needs to be four minutes (4:00) or less.

MARKETING CREATIVITY

Categories in this field include marketing and creative work to promote any entertainment platform or entertainment program across any platform.

GENERAL ENTERTAINMENT

*MC06 COMEDY PROGRAM TRAILER

A trailer created to promote a comedy program, series or original content.

SUBMISSION REQUIREMENTS:

One item per entry. Video needs to be four minutes (4:00) or less.

*MC07 DOCUMENTARY TRAILER

A trailer created to promote a documentary program, series or film which shows real events or provides information about a particular subject.

SUBMISSION REQUIREMENTS:

One item per entry. Video needs to be four minutes (4:00) or less.

*MC08 DRAMA PROGRAM TRAILER

A trailer created to promote a drama program, series or original content.

SUBMISSION REQUIREMENTS:

One item per entry. Video needs to be four minutes (4:00) or less.

MC09 FUNNIEST PROMO

It's as subjective as it sounds, but every year there is that hilarious spot that just needs to be recognized. Any promo that's funny!

SUBMISSION REQUIREMENTS:

One item per entry. Video needs to be two minutes (2:00) or less.

MC10 IN-HOUSE PROGRAM PROMO

A promo created to promote any program, series or original content produced in-house at any network, channel, content platform, or distributor. MUST include full list of credits. NOTE: To be eligible as in-house, 100% of the work must be created by internal staff in at least four of these five areas:

1. script or concept
2. sound
3. visuals
4. design/graphics
5. editorial

SUBMISSION REQUIREMENTS:

One item per entry. Video needs to be two minutes (2:00) or less. FULL CREDIT LIST MUST BE SUBMITTED WITH ALL ENTRIES.

MARKETING CREATIVITY

Categories in this field include marketing and creative work to promote any entertainment platform or entertainment program across any platform.

GENERAL

MC11 IN-HOUSE PROGRAM PROMO CAMPAIGN

A campaign created to promote any program, series or original content. Must be produced in-house at any network, streaming platform, channel, content platform, or distributor. MUST include full list of credits. NOTE: To be eligible as in-house, 100% of the work must be created by internal staff in at least four of these five areas:

1. script or concept
2. sound
3. visuals
4. design/graphics
5. editorial

SUBMISSION REQUIREMENTS:

Minimum three, maximum five items. Videos need to be two minutes (2:00) or less.

FULL CREDIT LIST MUST BE SUBMITTED WITH ALL ENTRIES.

MC12 OUT-OF-HOUSE PROGRAM PROMO

A promo created to promote any program, series or original content. MUST be produced out-of-house (by an agency/creative service company or vendor).

SUBMISSION REQUIREMENTS:

One item per entry. Video needs to be two minutes (2:00) or less.

MC13 OUT-OF-HOUSE PROGRAM PROMO CAMPAIGN

A campaign created to promote any program, series or original content. MUST be produced out-of-house (by an agency/creative service company or vendor).

SUBMISSION REQUIREMENTS:

Minimum three, maximum five items. Videos need to be two minutes (2:00) or less.

MC14 "BEHIND THE SCENES" PROMO

A single or group of "behind the scenes" or "making of" promos used to promote a program, series, or original content.

SUBMISSION REQUIREMENTS:

Minimum one, maximum five items. Videos need to be five minutes (5:00) or less.

MC15 BLOCK OF PROGRAMMING PROMO OR CAMPAIGN

A single or group of promos created to promote a regularly scheduled, related block of programming.

SUBMISSION REQUIREMENTS:

Minimum one, maximum five items. Videos need to be two minutes (2:00) or less.

MARKETING CREATIVITY

Categories in this field include marketing and creative work to promote any entertainment platform or entertainment program across any platform.

GENERAL

MC16 COMEDY: PROGRAM PROMO

A promo created to promote a comedy program, series or original content.

SUBMISSION REQUIREMENTS:

One item per entry. Video needs to be two minutes (2:00) or less.

MC17 DAYTIME: PROGRAM PROMO

A promo created to promote a daytime entertainment program or series.

SUBMISSION REQUIREMENTS:

One item per entry. Video needs to be two minutes (2:00) or less.

MC18 DOCUMENTARY: PROMO

A promo created to promote a documentary program, series or film which shows real events or provides information about a particular subject.

SUBMISSION REQUIREMENTS:

One item per entry. Video needs to be two minutes (2:00) or less.

MC19 DRAMA: CLIP-BASED PROGRAM PROMO

A clip-based promo created to promote a drama program, series or original content.

SUBMISSION REQUIREMENTS:

One item per entry. Video needs to be two minutes (2:00) or less.

MC20 DRAMA: PROGRAM PROMO

A promo created to promote a drama program, series or original content.

SUBMISSION REQUIREMENTS:

One item per entry. Video needs to be two minutes (2:00) or less.

MC21 DRAMA: PROGRAM CAMPAIGN

A campaign created to promote a drama program, series or original content.

SUBMISSION REQUIREMENTS:

Minimum three, maximum five items. Videos need to be two minutes (2:00) or less.

MARKETING CREATIVITY

Categories in this field include marketing and creative work to promote any entertainment platform or entertainment program across any platform.

GENERAL

MC22 HOLIDAY/SEASONAL/SPECIAL EVENT PROGRAM PROMO

A promo created to promote a seasonal, holiday, or special event program, series or original content.

SUBMISSION REQUIREMENTS:

One item per entry. Video needs to be two minutes (2:00) or less.

MC23 HOLIDAY/SEASONAL/SPECIAL EVENT PROGRAM CAMPAIGN

A campaign created to promote a seasonal, holiday, or special event program, series or original content.

SUBMISSION REQUIREMENTS:

Minimum three, maximum five items. Videos needs to be two minutes (2:00) or less.

MC24 HOSTED/VARIETY ENTERTAINMENT: PROGRAM PROMO

A promo created to promote an entertainment, music, or variety program or series (e.g., variety, talk show, quiz show, talent show, award show).

SUBMISSION REQUIREMENTS:

One item per entry. Video needs to be two minutes (2:00) or less.

MC25 LIVE EVENT: PROGRAM PROMO

A promo created to promote a one-time live event program. Submission must be for a program aired live.

SUBMISSION REQUIREMENTS:

One item per entry. Video needs to be two minutes (2:00) or less.

MC26 REALITY/UNSCRIPTED: CLIP-BASED PROGRAM PROMO

A clip-based promo created to promote a reality/unscripted program, series or original content.

SUBMISSION REQUIREMENTS:

One item per entry. Video needs to be two minutes (2:00) or less.

MC27 REALITY/UNSCRIPTED: PROGRAM PROMO

A promo created to promote a reality/unscripted program, series or original content.

SUBMISSION REQUIREMENTS:

One item per entry. Video needs to be two minutes (2:00) or less.

MARKETING CREATIVITY

Categories in this field include marketing and creative work to promote any entertainment platform or entertainment program across any platform.

GENERAL

MC28 REALITY/UNSCRIPTED: PROGRAM CAMPAIGN

A campaign created to promote a reality/unscripted program, series or original content.

SUBMISSION REQUIREMENTS:

Minimum three, maximum five items. Videos needs to be two minutes (2:00) or less.

MC29 THEATRICAL MOVIE SHOWN ON TELEVISION PROMO - COMEDY

A promo created to promote a comedy movie or movies originally released in theaters, now available for viewing on television or a streaming platform (NOT in current theatrical release).

SUBMISSION REQUIREMENTS:

One item per entry. Video needs to be two minutes (2:00) or less.

MC30 THEATRICAL MOVIE SHOWN ON TELEVISION PROMO - DRAMA

A promo created to promote a drama movie or movies originally released in theaters, now available for viewing on television or a streaming platform (NOT in current theatrical release).

SUBMISSION REQUIREMENTS:

One item per entry. Video needs to be two minutes (2:00) or less.

MC31 STUNT PROMOTION

A single or group of promos with a surprising, out-of-the-ordinary approach to promote a program, series or original content.

SUBMISSION REQUIREMENTS:

Minimum one, maximum five items. Videos need to be two minutes (2:00) or less.

MC32 INTERNAL MARKETING PRESENTATION OR SIZZLE

A presentation created to promote branding, programming, capabilities, or facilities to internal personnel, employees, and vendors, including long-form promotional spots, sizzles, year-ends, etc. MUST specify in Marketing Objective to whom the video was presented.

SUBMISSION REQUIREMENTS:

One item per entry. Video needs to be four minutes (4:00) or less.

MC33 EXTERNAL MARKETING PRESENTATION OR SIZZLE

A presentation created to promote branding, programming, capabilities, or facilities to external affiliates, systems, advertisers, agencies, or funders, including long-form promotional spots, upfronts, industry events, etc. MUST specify in Marketing Objective to whom the video was presented.

SUBMISSION REQUIREMENTS:

One item per entry. Video needs to be four minutes (4:00) or less.

MARKETING CREATIVITY

Categories in this field include marketing and creative work to promote any entertainment platform or entertainment program across any platform.

SOCIAL ACTION

MC34 PUBLIC SERVICE ANNOUNCEMENT PROMO OR CAMPAIGN

A single or group of promos created to raise community awareness and to change public attitudes, opinions, or even behavior towards an issue. MUST have a clear call to action.

SUBMISSION REQUIREMENTS:

Minimum one, maximum five items. Videos need to be two minutes (2:00) or less.

MC35 SOCIAL CAUSE PROMO OR CAMPAIGN

A single or group of promos whose objectives may include increasing awareness for a cause, inspiring action, crowd funding for a social good project and promoting philanthropic work.

SUBMISSION REQUIREMENTS:

Minimum one, maximum five items. Videos need to be two minutes (2:00) or less.

MC36 SOCIAL GOOD PROMO OR CAMPAIGN - CURRENT WORLD EVENTS

A creative and impactful promo or campaign in response to the current world events. (i.e. environment, health or diversity)

SUBMISSION REQUIREMENTS:

Minimum one, maximum five items. Videos need to be two minutes (2:00) or less.

SPORTS

MC37 SPORTS: CLIP-BASED PROGRAM PROMO

A clip-based promo created to promote a sports program, series or original content (can include sports news programs and live sports events).

SUBMISSION REQUIREMENTS:

One item per entry. Video needs to be two minutes (2:00) or less.

MC38 SPORTS: PROGRAM PROMO OR CAMPAIGN

A single or group of promos created to promote a sports program, series or original content (can include sports news programs and live sports events).

SUBMISSION REQUIREMENTS:

Minimum one, maximum five items. Videos need to be two minutes (2:00) or less.

MARKETING CREATIVITY

Categories in this field include marketing and creative work to promote any entertainment platform or entertainment program across any platform.

SPORTS

*MC39 WORLD CUP PROMO OR CAMPAIGN

A single or group of promos created to promote the 2022 World Cup or any events associated with it.

SUBMISSION REQUIREMENTS:

Minimum one, maximum five items. Videos need to be two minutes (2:00) or less.

MC40 SPORTS: USE OF MUSIC

Creative and effective use of music that supports the creative direction of a promo for any sports program, series, sports news program, original content, etc.

SUBMISSION REQUIREMENTS:

One item per entry. Video needs to be ninety seconds (2:00) or less.

MC41 SPORTS: USE OF AN ATHLETE

Creative and effective use of an athlete in a promo for any sports program, series, sports news program, original content, etc.

SUBMISSION REQUIREMENTS:

One item per entry. Video needs to be ninety seconds (2:00) or less.

MC42 SPORTS: EDITING

A sports specific promo, presentation, interstitial, etc., that demonstrates creative and effective video editing.

SUBMISSION REQUIREMENTS:

One item per entry. Video needs to be ninety seconds (2:00) or less.

MC43 SPORTS: DIRECTING

A sports specific promo that demonstrates superior execution of mise-en-scène including direction of actors, camera setups, oversight of production design, etc.

SUBMISSION REQUIREMENTS:

One item per entry. Video needs to be ninety seconds (2:00) or less.

MARKETING CREATIVITY

Categories in this field include marketing and creative work to promote any entertainment platform or entertainment program across any platform.

NEWS/CURRENT EVENTS

MC44 NEWS: CLIP-BASED PROGRAM PROMO

A clip-based promo created to promote a news program.

SUBMISSION REQUIREMENTS:

One item per entry. Video needs to be two minutes (2:00) or less.

MC45 NEWS: PROGRAM/SPECIAL REPORT PROMO OR CAMPAIGN

A single or group of promos created to promote a news program, a special report/event, information, etc.

SUBMISSION REQUIREMENTS:

Minimum one, maximum five items. Videos need to be two minutes (2:00) or less.

MC46 CURRENT AFFAIRS: BEST CLIP-BASED PROGRAM PROMO

A clip-based promo created to promote a current affairs program.

SUBMISSION REQUIREMENTS:

One item per entry. Video needs to be two minutes (2:00) or less.

MC47 CURRENT AFFAIRS: BEST PROGRAM PROMO OR CAMPAIGN

A single or group of promos created to promote a current affairs program.

SUBMISSION REQUIREMENTS:

Minimum one, maximum five items. Videos need to be two minutes (2:00) or less.

CHILDREN

MC48 CHILDREN: CLIP-BASED PROGRAM PROMO

A clip-based promo created to promote a children's program, series or original content.

SUBMISSION REQUIREMENTS:

One item per entry. Video needs to be two minutes (2:00) or less.

MARKETING CREATIVITY

Categories in this field include marketing and creative work to promote any entertainment platform or entertainment program across any platform.

CHILDREN

MC49 CHILDREN: PROGRAM PROMO

A promo created to promote a children's program, series or original content.

SUBMISSION REQUIREMENTS:

One item per entry. Video needs to be two minutes (2:00) or less.

MC50 CHILDREN: PROGRAM CAMPAIGN

A campaign created to promote a children's program, series or original content.

SUBMISSION REQUIREMENTS:

Minimum three, maximum five items. Videos needs to be two minutes (2:00) or less.

CRAFT

MC51 EDITING

A promo, presentation, interstitial, etc., that demonstrates creative and effective video editing.

SUBMISSION REQUIREMENTS:

One item per entry. Video needs to be two minutes (2:00) or less.

MC52 COPYWRITING

A promo, presentation, interstitial, etc., that demonstrates creative and effective copywriting.

SUBMISSION REQUIREMENTS:

One item per entry. Video needs to be two minutes (2:00) or less.

MC53 DIRECTING

A promo, presentation, interstitial, etc., that demonstrates superior directing skills and execution of mise-en-scène including direction of actors, camera setups, oversight of production design, etc.

SUBMISSION REQUIREMENTS:

One item per entry. Video needs to be two minutes (2:00) or less.

MARKETING CREATIVITY

Categories in this field include marketing and creative work to promote any entertainment platform or entertainment program across any platform.

CRAFT

MC54 ANIMATION

A promo, presentation, interstitial, etc., that demonstrates creative and effective use of animation including typography or 2-D or 3-D manipulation. Any entry containing live footage may be disqualified.

SUBMISSION REQUIREMENTS:

One item per entry. Video needs to be two minutes (2:00) or less.

MC55 SOUND DESIGN

A promo, presentation, interstitial, etc., that demonstrates creative and effective use of sound components including music, sound effects, voice talent, etc.

SUBMISSION REQUIREMENTS:

One item per entry. Video needs to be two minutes (2:00) or less.

MC56 VOICE-OVER PERFORMANCE

Best performance by a voice-over artist for use in a promotional marketing sales piece or series of pieces. Audio promos are accepted.

SUBMISSION REQUIREMENTS:

One item per entry. Video or audio needs to be two minutes (2:00) or less. For audio, upload as .mov.

AUDIO

MC57 AUDIO PROMO

An audio promo created to promote any program, series or original content for radio, streaming, etc.

SUBMISSION REQUIREMENTS:

One item per entry. Audio needs to be two minutes (2:00) or less. Upload as .mov.

ART DIRECTION AND DESIGN

Categories in this field include design and execution efforts to promote any entertainment platform or entertainment program across any platform.

GENERAL

AD01 BRAND IMAGE DESIGN PROMO

A promo using on-air materials/elements designed specifically to promote a network, streaming platform, channel, station, studio, or cable/satellite provider.

SUBMISSION REQUIREMENTS:

One item per entry. Video needs to be two minutes (2:00) or less.

AD02 TOTAL BRAND IMAGE PACKAGE

A group of on-air materials/elements designed specifically to promote a network, streaming platform, channel, station, studio, cable/satellite provider. May submit promos, IDs, bumpers, lower thirds, etc. or a compilation in lieu of separate campaign assets.

SUBMISSION REQUIREMENTS:

Minimum one, maximum five items. Maximum duration of each video must be two minutes (2:00) or less. Compilations must be three minutes (3:00) or less.

AD03 CHANNEL ID

A single or group of IDs designed to reinforce a network, streaming platform, channel, station, studio, cable/satellite provider. No promos/spots; ID's only.

SUBMISSION REQUIREMENTS:

Minimum one, maximum five items. Videos need to be thirty seconds (:30) or less.

AD04 NEWS: PROGRAM OPEN/TITLES

An opening, title sequence, and/or transitional promotional breaks designed specifically for news or current affairs programs.

SUBMISSION REQUIREMENTS:

One item per entry. Video needs to be two minutes (2:00) or less.

AD05 PROGRAM DESIGN PROMO

A promo using on-air materials/elements designed specifically to promote any program, series or original content.

SUBMISSION REQUIREMENTS:

One item per entry. Video needs to be two minutes (2:00) or less.

AD06 TOTAL PROGRAM PACKAGE

A package of on-air material/elements designed specifically to promote a program, series or original content. May submit promos, IDs, bumpers, lower thirds, etc. or a compilation in lieu of separate campaign assets.

SUBMISSION REQUIREMENTS:

Minimum one, maximum five items. Maximum duration of each video must be two minutes (2:00) or less. Compilations must be three minutes (3:00) or less.

ART DIRECTION AND DESIGN

Categories in this field include design and execution efforts to promote any entertainment platform or entertainment program across any platform.

GENERAL

AD07 HOLIDAY/SEASONAL/SPECIAL EVENT DESIGN PROMO

A promo using materials/elements designed specifically to promote a holiday, seasonal, or special event program, series or original content.

SUBMISSION REQUIREMENTS:

One item per entry. Video needs to be two minutes (2:00) or less.

AD08 INTERSTITIAL/BUMPER

A single or group of interstitials/bumpers designed specifically to, without overt promotion, bridge gaps between programming.

SUBMISSION REQUIREMENTS:

Minimum one, maximum five items. Videos need to be two minutes (2:00) or less.

AD09 TITLE SEQUENCE

An opening title sequence designed specifically for a program, series or original content. EXCLUDES news or sports programs.

SUBMISSION REQUIREMENTS:

One item per entry. Video needs to be two minutes (2:00) or less.

AD10 ANIMATION

A promo, presentation, interstitial, etc., that demonstrates artistically creative and effective use of animation.

SUBMISSION REQUIREMENTS:

One item per entry. Video needs to be two minutes (2:00) or less.

AD11 MOTION GRAPHICS

A promo, presentation, interstitial, etc., that demonstrates creative and effective use of motion graphics.

SUBMISSION REQUIREMENTS:

One item per entry. Video needs to be two minutes (2:00) or less.

AD12 TYPOGRAPHY

A promo, presentation, interstitial, etc. that demonstrates exceptional use of typography.

SUBMISSION REQUIREMENTS:

One item per entry. Submit as aired. Video needs to be two minutes (2:00) or less.

ART DIRECTION AND DESIGN

Categories in this field include design and execution efforts to promote any entertainment platform or entertainment program across any platform.

GENERAL

AD13 SPORTS: IMAGE DESIGN PROMO OR CAMPAIGN

A single or group of promos using on-air materials/elements designed to promote a specific sports program, series or original content (can include sports news programs and live sports events).

SUBMISSION REQUIREMENTS:

Minimum one, maximum five items. Videos need to be two minutes (2:00) or less.

AD14 SPORTS: PROGRAM OPEN/TITLES

An opening, title sequence, and/or transitional promotional breaks designed specifically for a sports program, series or original content (can include sports news programs and live sports events).

SUBMISSION REQUIREMENTS:

One item per entry. Video needs to be two minutes (2:00) or less.

PRINT

AD15 TOTAL PRINT PACKAGE: BRAND OR PROGRAM

A total package of print elements designed to promote a network, channel, station, studio, cable/satellite provider, streaming platform, program, series or original content (may include packaging, outdoor, poster, kits, collateral, advertising, stationery, etc.). May submit a case study in lieu of separate campaign assets.

SUBMISSION REQUIREMENTS:

Minimum one, maximum five items. Must submit .PDF or videos demonstrating items and highlighting the intended way to use them.

AD16 PRINT: PRESS KIT

A direct marketing piece designed specifically for promotional and press-related purposes created to promote a program, series, original content, network, streaming platform, channel, station, studio or cable/satellite provider.

SUBMISSION REQUIREMENTS:

One item per entry. Must submit .PDF or video demonstrating items and highlighting the intended way to use them.

AD17 PRINT: PREMIUM OR SPECIALTY ITEMS

A single or group of premium or specialty items (T-shirts, novelties, printed items, invitations or designed cards etc.) created to promote a program, series, original content, network, streaming platform, channel, station, studio or cable/satellite provider.

SUBMISSION REQUIREMENTS:

Minimum one, maximum five items. Must submit .PDF or videos demonstrating items and highlighting the intended way to use them.

ART DIRECTION AND DESIGN

Categories in this field include design and execution efforts to promote any entertainment platform or entertainment program across any platform.

MULTIMEDIA

AD18 BRAND IMAGE - REBRAND, REFRESH OR LAUNCH

A package of design elements for the rebrand, refresh or relaunch of a network, streaming platform, channel, station, studio, or cable/satellite provider. May submit promos, IDs, bumpers, lower thirds, etc. or a compilation in lieu of separate campaign assets.

SUBMISSION REQUIREMENTS:

Minimum one, maximum five items. Maximum duration of each video must be two minutes (2:00) or less. Compilations must be three minutes (3:00) or less.

CONTENT PARTNERSHIP

Categories in this field include marketing promotion work in partnership between two brands (movies, programs, consumer brands, etc.).

CP01 CONTENT PARTNERSHIP: PROMO/CAMPAIGN - ADVERTISING

A single or group of promos that effectively supports the promotion and marketing of a program, series or original content, created to enhance the sales department's ability to generate advertising/income based on a promotion or other concept for an advertiser.

SUBMISSION REQUIREMENTS:

Minimum one, maximum five, items per entry. Each individual video needs to be two minutes (2:00) or less.

CP02 CONTENT PARTNERSHIP: PROGRAM/SERIES AND PRODUCT TIE IN

Any cross brand promo with a product tie-in for a program, series or original content to market or promote across any media.

SUBMISSION REQUIREMENTS:

One item per entry. Video needs to be two minutes (2:00) or less.

DIGITAL & SOCIAL

Categories in this field include digital and social media efforts promoting any entertainment platform or entertainment program across any platform.

DS01 WEBISODE

A webisode that promotes a program, series, original content, network, streaming platform, channel, station, studio, or cable/satellite provider virally or digitally but not via broadcast.

SUBMISSION REQUIREMENTS:

One item per entry. Video needs to be five minutes (5:00) or less.

DS02 MICRO VIDEO CONTENT

Short-form content that makes a big impact. This category is specifically for effective micro video content used across social media platforms created from any existing program. These posts are intended for social, mobile, apps, etc., and may include stealth campaign marketing. Marketing Objective MUST include which social media platform(s) video was posted on.

SUBMISSION REQUIREMENTS:

One item per entry. Video needs to be thirty seconds (:30) or less.

DS03 TALENT/INFLUENCER INTEGRATION USING SOCIAL MEDIA

Integration of an talent/influencer as part of a social media campaign that supports the promotion and marketing of a program, series, original content, network, streaming platform, channel, station, studio, or cable/satellite. Marketing Objective MUST include which social media platform(s) video was posted on. May submit a case study in lieu of separate campaign assets.

SUBMISSION REQUIREMENTS:

Minimum one, maximum five items. Must submit as archived interactive material via video upload. Each video needs to be two minutes (2:00) or less. Case studies must be three minutes (3:00) or less.

DS04 USE OF PAID SOCIAL MEDIA

An innovative and effective use of paid social media or owned channels that effectively supports the promotion and marketing of a program, series, original content, network, streaming platform, channel, station, studio, or cable/satellite provider.

Marketing Objective MUST include which social media platform(s) video was posted on. May submit a case study in lieu of separate campaign assets.

SUBMISSION REQUIREMENTS:

Minimum one, maximum five items. Must submit as archived interactive material via video upload. Each video needs to be two minutes (2:00) or less. Case studies must be three minutes (3:00) or less.

DS05 ORGANIC USE OF SOCIAL MEDIA

An innovative and effective use of organic social media or owned channels that effectively supports the promotion and marketing of a program, series, original content, network, streaming platform, channel, station, studio, or cable/satellite provider. Marketing Objective MUST include which social media platform(s) video was posted on. May submit a case study in lieu of separate campaign assets.

SUBMISSION REQUIREMENTS:

Minimum one, maximum five items. Must submit as archived interactive material via video upload. Each video needs to be two minutes (2:00) or less. Case studies must be three minutes (3:00) or less.

DIGITAL & SOCIAL

Categories in this field include digital and social media efforts promoting any entertainment platform or entertainment program across any platform.

*DS06 SOCIAL MEDIA PROMOTIONAL VIDEO

Promotional video released on social media to promote a program, series, original content, network, streaming platform, channel, station, studio, or cable/satellite provider. Marketing Objective MUST include which social media platform(s) video was posted on.

SUBMISSION REQUIREMENTS:

One item per entry. Must submit as archived interactive material via video upload. Video needs to be two minutes (2:00) or less.

DS07 SOCIAL MEDIA ORIGINAL CONTENT

Original video content produced and released exclusively on a social media platform to promote a program, series, original content, network, streaming platform, channel, station, studio, or cable/satellite provider. Marketing Objective MUST include which social media platform(s) video was posted on.

SUBMISSION REQUIREMENTS:

One item per entry. Must submit as archived interactive material via video upload. Video needs to be two minutes (2:00) or less.

DS08 CONTENT FOR DIGITAL PROMO

A single piece of viral/web or mobile content used to promote a program, series, original content, network, streaming platform, channel, station, studio, or cable/satellite provider via the Internet.

SUBMISSION REQUIREMENTS:

One item per entry. Must submit as archived interactive material via video upload. Video needs to be three minutes (3:00) or less.

*DS09 VERTICAL VIDEO

A vertical video produced specifically for/released exclusively on a social media platform that promotes a program, series, original content, network, streaming platform, channel, station, studio, or cable/satellite provider. Marketing Objective MUST include which social media platform(s) video was posted on.

SUBMISSION REQUIREMENTS:

One item per entry. Video needs to be two minutes (2:00) or less.

DS10 ONLINE ADVERTISING: BANNERS/SKYSCRAPERS/ CONTEXTUAL

An online advertising banner or contextual advertising designed to promote a program, series, original content, network, channel, station or streaming platform (may include animated or flash banners).

SUBMISSION REQUIREMENTS:

One item per entry. Must submit as archived interactive material via video upload. Video needs to be three minutes (3:00) or less.

DS11 TECHNICAL INNOVATIONS: DIGITAL PLATFORMS

A website, social, interactive, or mobile application that demonstrates a creative and innovative use of technology as it relates to the promotion objectives.

SUBMISSION REQUIREMENTS:

One item per entry. Must submit as archived interactive material via video upload. Video needs to be three minutes (3:00) or less.

KEY ART

Categories in this field include key art design and execution for print, static and digital to promote any entertainment platform or entertainment program across any platform.

KA01 KEY ART: POSTER

A single key art/poster designed to promote a program, series, original content, network, streaming platform, channel, station, studio, or cable/satellite provider.

SUBMISSION REQUIREMENTS:

One item per entry. Piece must be uploaded as a .PDF.

*KA02 KEY ART: CAST/CHARACTER POSTER

A single key art/poster using the cast or a single character to drive viewership for a program, series, original content, network, streaming platform, channel, station, studio, or cable/satellite provider.

SUBMISSION REQUIREMENTS:

One item per entry. Piece must be uploaded as a .PDF.

KA03 KEY ART: POSTER CAMPAIGN

A group of key art/posters designed to promote a program, series, original content, network, streaming platform, channel, station, studio, or cable/satellite provider.

SUBMISSION REQUIREMENTS:

Minimum three, maximum five items. For all print material, each piece must be uploaded as a .PDF.

KA04 KEY ART: COPYWRITING

A single key art/poster that demonstrates creative and effective copywriting for a program, series, original content, network, streaming platform, channel, station, studio, or cable/satellite provider.

SUBMISSION REQUIREMENTS:

One item per entry. Piece must be uploaded as a .PDF.

KA05 KEY ART: ILLUSTRATION

A single key art/poster highlighting visual elements such as drawing, painting, digital graphics for a program, series, original content, network, streaming platform, channel, station, studio, or cable/satellite provider.

SUBMISSION REQUIREMENTS:

One item per entry. Piece must be uploaded as a .PDF.

KA06 KEY ART: PHOTOGRAPHY

A single key art/poster highlighting photography such as editing, lighting, color, camera choices for a program, series, original content, network, streaming platform, channel, station, studio, or cable/satellite provider.

SUBMISSION REQUIREMENTS:

One item per entry. Piece must be uploaded as a .PDF.

KEY ART

Categories in this field include key art design and execution for print, static and digital to promote any entertainment platform or entertainment program across any platform.

KA07 KEY ART: RETOUCHING AND PRODUCTION

A single key art/poster that demonstrates excellence in the art of retouching or post-production art finishing for a program, series, original content, network, streaming platform, channel, station, studio, or cable/satellite provider.

SUBMISSION REQUIREMENTS:

One item per entry. Piece must be uploaded as a .PDF.

KA08 KEY ART: CONSUMER OR TRADE PRINT AD

A single printed piece of advertising or group of printed pieces of advertising designed to promote a program, series, original content, network, streaming platform, channel, station, studio, or cable/satellite provider published in a consumer or trade publication. Marketing Objective MUST include print run number.

SUBMISSION REQUIREMENTS:

One item per entry. Image must be uploaded as a .PDF.

KA09 KEY ART: LOGO DESIGN

A single logo designed to promote a program, series, original content, network, streaming platform, channel, station, studio, or cable/satellite provider in print.

SUBMISSION REQUIREMENTS:

One item per entry. Image must be uploaded as a .PDF.

KA10 KEY ART: OUT-OF-HOME AD

An out-of-home ad campaign created to effectively promote a program, series, original content, network, streaming platform, channel, station, studio, or cable/satellite provider. May include billboards, transit, shelter, takeovers, etc. Static and digital ads accepted. Submit as a .PDF photos or videos; MUST show relationship to environment.

SUBMISSION REQUIREMENTS:

One item per entry. Each image must be uploaded as a .PDF; any video needs to be thirty seconds (:30) or less.

KA11 KEY ART: OUT-OF-HOME AD CAMPAIGN

An out-of-home ad created to effectively promote a program, series, original content, network, streaming platform, channel, station, studio, or cable/satellite provider. May include billboards, transit, shelter, takeovers, etc. Static and digital ads accepted. Submit as a .PDF photos or videos; MUST show relationship to environment.

SUBMISSION REQUIREMENTS:

Minimum three, maximum five items. Each image must be uploaded as a .PDF; any video needs to be thirty seconds (:30) or less.

KEY ART

Categories in this field include key art design and execution for print, static and digital to promote any entertainment platform or entertainment program across any platform.

KA12 KEY ART: BEST OUTDOOR STATIC AD

A single example of static outdoor advertising designed to promote a program, series, original content, network, streaming platform, channel, station, studio, or cable/satellite provider. Includes billboards, building sides, bus shelters, 3-D outdoor, etc. Submit as a .PDF; MUST show relationship to environment.

SUBMISSION REQUIREMENTS:

One item per entry. Image must be uploaded as a .PDF.

KA13 KEY ART: BEST OUTDOOR STATIC AD CAMPAIGN

A group of related static outdoor advertising designed to promote a program, series, original content, network, streaming platform, channel, station, studio, or cable/satellite provider. Includes billboards, building sides, bus shelters, 3-D outdoor, etc. Submit as a .PDF; MUST show relationship to environment.

SUBMISSION REQUIREMENTS:

Minimum three, maximum five items. For all print material, each piece must be uploaded as a .PDF.

360 CAMPAIGN

Categories in this field include 360/multi-media campaigns promoting any entertainment platform or entertainment program across any platform.

MP01 360 CAMPAIGN: BRAND IMAGE

A 360 campaign created to promote and enhance the brand image of a network, streaming platform, channel, station, studio or cable/satellite provider. Materials may include promos, print ads, kits, premiums, podcasts, mobile apps, etc. Elements MUST highlight advertising campaigns showcased through multiple mediums. May submit a case study in lieu of separate campaign assets.

SUBMISSION REQUIREMENTS:

Minimum one, maximum six items. No more than three pieces of material in any one medium. Any videos need to be four minutes (4:00) or less. Any print/collateral/premium materials must be uploaded as a .PDF. Submit URLs as archived website material via video upload. Case studies must be five minutes (5:00) or less.

MP02 360 CAMPAIGN: PROGRAM PROMOTION

A 360 campaign created to promote any program, series or original content. Materials may include promos, print ads, kits, premiums, podcasts, mobile apps, etc. Elements MUST highlight advertising campaigns showcased through multiple mediums. May submit a case study in lieu of separate campaign assets.

SUBMISSION REQUIREMENTS:

Minimum one, maximum six items. No more than three pieces of material in any one medium. Any videos need to be four minutes (4:00) or less. Any print/collateral/premium materials must be uploaded as a .PDF. Submit URLs as archived website material via video upload. Case studies must be five minutes (5:00) or less.

MP03 360 CAMPAIGN: DRAMA PROGRAM

A 360 campaign created to promote a drama program, series or original content. Materials may include promos, print ads, kits, premiums, podcasts, mobile apps, etc. Elements MUST highlight advertising campaigns showcased through multiple mediums. May submit a case study in lieu of separate campaign assets.

SUBMISSION REQUIREMENTS:

Minimum one, maximum six items. No more than three pieces of material in any one medium. Any videos need to be four minutes (4:00) or less. Any print/collateral/premium materials must be uploaded as a .PDF. Submit URLs as archived website material via video upload. Case studies must be five minutes (5:00) or less.

MP04 360 CAMPAIGN: REALITY/UNSCRIPTED PROGRAM

A 360 campaign created to promote a reality/unscripted program, series or original content. Materials may include promos, print ads, kits, premiums, podcasts, mobile apps, etc. Elements MUST highlight advertising campaigns showcased through multiple mediums. May submit a case study in lieu of separate campaign assets.

SUBMISSION REQUIREMENTS:

Minimum one, maximum six items. No more than three pieces of material in any one medium. Any videos need to be four minutes (4:00) or less. Any print/collateral/premium materials must be uploaded as a .PDF. Submit URLs as archived website material via video upload. Case studies must be five minutes (5:00) or less.

360 CAMPAIGN

Categories in this field include 360/multi-media campaigns promoting any entertainment platform or entertainment program across any platform.

MP05 360 CAMPAIGN: SEASONAL/SPECIAL EVENT PROGRAM

A 360 campaign created to promote a seasonal/special event program, series or original content. Materials may include promos, print ads, kits, premiums, podcasts, mobile apps, etc. Elements MUST highlight advertising campaigns showcased through multiple mediums. May submit a case study in lieu of separate campaign assets.

SUBMISSION REQUIREMENTS:

Minimum one, maximum six items. No more than three pieces of material in any one medium. Any videos need to be four minutes (4:00) or less. Any print/collateral/premium materials must be uploaded as a .PDF. Submit URLs as archived website material via video upload. Case studies must be five minutes (5:00) or less.

SPECIAL CATEGORIES

Categories in this field include special efforts promoting any entertainment platform or program across any platform.

S01 EXPERIENTIAL ACTIVATION

A creatively executed physical or virtual activation/experience that supports the promotion of a program, series, original content, network, streaming platform, channel, station, studio, or cable/satellite provider.

SUBMISSION REQUIREMENTS:

One item per entry. Video must convey experience, needs to be three minutes (3:00) or less.

S02 EXPERIENTIAL ACTIVATION FOR A CONSUMER EVENT

Best trade, consumer or virtual event activation that promoted a program, series, original content, network, streaming platform, channel, station, studio, or cable/satellite provider. Inclusive of consumer and trade events, national or international (Comic-Con, Sundance, NAB, SXSW, etc.).

SUBMISSION REQUIREMENTS:

One item per entry. Video must convey experience, needs to be three minutes (3:00) or less.

S03 EVENT PRODUCTION DESIGN

Showcasing the production design elements for a live or virtual event intended to promote a program, series, original content, network, streaming platform, channel, station, studio, or cable/satellite provider.

SUBMISSION REQUIREMENTS:

One item per entry. Video must convey experience, needs to be three minutes (3:00) or less.

S04 SOMETHING FOR NOTHING

It's a mission impossible, but it's up to you to make it possible! A simple but effective promo that's clearly executed on a small budget (maximum \$5,000). Entries MUST include a breakdown of all costs and time used to produce (including any in-house resources) in the Marketing Objective.

SUBMISSION REQUIREMENTS:

One item per entry. Video needs to be two minutes (2:00) or less.

S05 DELIVERING ON A DIME

This is an opportunity to really show-off your creative muscles by showcasing your promo with a budget between \$5,000 - \$30,000, including live action production.

SUBMISSION REQUIREMENTS:

One item per entry. Video needs to be two minutes (2:00) or less.

S06 SALON DES REFUSÉS

Work that was pitched but never aired or published but was well worth the creative effort! MUST indicate in the Marketing Objective field the reasons why it was not used. Submit video or print at stage of cancellation.

SUBMISSION REQUIREMENTS:

One item per entry. Video needs to be two minutes (2:00) or less. Print entries must be uploaded as a .PDF.

SPECIAL CATEGORIES

Categories in this field include special efforts promoting any entertainment platform or program across any platform.

S07 I'M NOT CRYING, YOU ARE!

A promo that is touching, impactful, emotional or a real tearjerker.

SUBMISSION REQUIREMENTS:

One item per entry. Video needs to be two minutes (2:00) or less.

S08 OMG!

A promo designed to shock and create controversy in order to get you to remember it.

SUBMISSION REQUIREMENTS:

One item per entry. Video needs to be two minutes (2:00) or less.

S09 MUSIC VIDEO OR SHORT SUBJECT VIDEO

A single music video or short subject video created to promote a program, series, original content, network, streaming platform, channel, station, studio, or cable/satellite provider.

SUBMISSION REQUIREMENTS:

One item per entry. Video needs to be five minutes (5:00) or less.

S10 BEST USE OF MUSIC

A promo that demonstrates creative and effective use of music WITH lyrics. Any music with lyrics is eligible.

SUBMISSION REQUIREMENTS:

One item per entry. Video needs to be two minutes (2:00) or less.

S11 BEST USE OF MUSIC WITH ORIGINAL LYRICS

A promo that demonstrates creative and effective use of music that contains ORIGINAL lyrics. Original lyrics MUST be created specifically for the promo.

SUBMISSION REQUIREMENTS:

One item per entry. Video needs to be two minutes (2:00) or less.

S12 BEST USE OF SCORE OR MUSIC WITHOUT LYRICS

A promo that demonstrates creative and effective use of a score or music WITHOUT lyrics.

SUBMISSION REQUIREMENTS:

One item per entry. Video needs to be two minutes (2:00) or less.



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