

promaxbda

2009 PROMAX|BDA LATIN AMERICA CATEGORIES

IMPORTANT TO READ BEFORE ENTERING:

In the event that any individual category attracts fewer than 5 entries or less than 3 submitting companies, the organizer reserves the right to withdraw that category from the competition. In this event, the participating companies will receive a credit toward future entry fees. No cash refund will be given.

The award statues to be given for the 2009 award season will be gold and silver only. Certificates will be awarded to bronze winners. If in any category entries do not meet the standard deemed award worthy by the judges, it is possible that there will be no awards given in that category. Equally, if in any category an entry meets the silver standard but not the gold standard, it is possible that there will only be a silver award given in a category.

Please Note: All submissions become the property of Promax|BDA to be used at their discretion. All relevant permissions and copyrights are assumed to be cleared by the entrant. **Promax|BDA will not be responsible for the holding of any materials submitted after the awards period has ended and will not be returned.**

The judging rules can be provided upon request.

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

What is Eligible—The best design, promotion and marketing work broadcast, published or released in Central and South American markets, Spanish-language stations in the United States and Canada and work produced in Spain and Portugal specifically for these markets. Work entered must have been first presented or broadcast between September 1, 2008 and August 31, 2009.

Who is Eligible—The competition is open to all broadcasting, distribution, syndication, content companies, creative and design agencies in Central and South America, the United States, Canada, Spain and Portugal who produce promotion, marketing and design work for the markets described above.

Eligibility period September 1, 2008 – August 31, 2009

CATEGORY SUBMISSION GROUPS/SUBGROUPS

- Olympics Specific

- Outdoor, Out-Of-Home Print and Poster
 - o General and Content Promotion
 - o Craft

- Television/Video Presentation
 - o Network, Channel, Station, Platform/Branding/Image Promotion
 - o Content Promotion
 - o Trade/Internal Marketing
 - o Special Categories
 - o Craft

- Interactive
 - o Network, Channel, Station, Platform/Branding/Image Promotion
 - o Content Promotion
 - o DVD, Interactive TV, Mobile
 - o Craft

- Special Awards
 - o Special Project Award
 - o Rocket Award

THESE CATEGORIES CAN BE ENTERED BY ALL OF THE FOLLOWING COMPANY TYPES OR RELATED COMPANY TYPES AS APPROPRIATE TO THE CATEGORY DESCRIPTION INCLUDING:

- **Broadcast Networks**
- **Cable/Satellite Networks**
- **On-Line Content Channels/Platforms**
- **Cable/Satellite Platforms/ Service Providers**
- **Local Stations**
- **Agencies/Vendors**
- **Program Developers/Distributors/Syndicators**

2008 Summer Olympics

2008 was an Olympic year with two weeks of jaw-dropping performances and record-breaking medals with hundreds of media outlets globally vying for eyeballs and ad dollars.

This special list of categories was created to recognize outstanding marketing, promotion and design for the 2008 Summer Olympics.

Entries can be submitted by upload or tape. **Audio files, video files.** Single and Multiple entries.

Special Event Spot (OLYMPICS)

SC 1 (single) Any single spot created to promote the brand image of the Network, Channel, Station or Content Platform with a special event theme.

Single entry - video materials only, maximum duration of :90 or less.

SC 2 (multiple/campaign) Any series of thematically-related spots created to promoted the brand image of the Network, Channel, Station or Content Platform with a special event theme.

Multiple entry; minimum 2, maximum 5 related pieces - different items to be judged as a unified whole. Entries containing more than 5 elements may be disqualified. Video materials only :90 or less.

Sports Program Spot (OLYMPICS)

SC 3 (single) Any single spot created to promote a local or regional sports program.

Single entry - video materials only, maximum duration of :90 or less.

SC 4 (multiple/campaign) Any series of thematically-related spots created to promoted a local or regional sport program.

Multiple entry; minimum 2, maximum 5 related pieces - different items to be judged as a unified whole. Entries containing more than 5 elements may be disqualified. Video materials only :90 or less.

Live Event Spot (OLYMPICS)

SC 5 (single) Any single spot created to promote a live event program.

Submission must be for a program aired live.

Single entry - video materials only, maximum duration of :90 or less.

SC 6 (multiple/campaign) Any series of spots created to promote a live event Program. Submission must be for a program aired live.

Multiple entry; minimum 2, maximum 5 related pieces - different items to be judged as a unified whole. Entries containing more than 5 elements may be disqualified. Video materials only :90 or less.

Website: Special News Report or Event Program (OLYMPICS)

SC 7 Any website created to promote a special news report/event program.

Single entry - Submit live URL or archived material on CD-ROM/DVD.

OUTDOOR, OUT-OF-HOME, PRINT AND POSTER

Physical materials and digital uploads are accepted for the following categories. If you believe the quality of the material lies in the physicality of it, we recommend mailing the material.

General and Content Promotion

Consumer Trade or Print Ad

PR 1 (single) Any print advertisement for a television channel, program, episode or series. Includes consumer and trade. *Single entry. Upload as a pdf or submit mounted print piece.*

Consumer Trade or Print Ad Campaign

PR 2 (multiple) Any printed marketing, advertising and/or related collateral pieces used for consumer or trade publications. This can include brochures, flyers, premiums or other advertising printed items.

Multiple entry; minimum 2 maximum 5 related pieces. Upload as a pdf or submit mounted print piece.

Outdoor/Environmental/Transit Ad

PR 3 (single) Any billboard or transit advertising for a television channel, program or series. Includes sides of buildings, bus sides, kiosks, etc.

Single entry. Upload as a pdf or submit mounted print piece. Submit a mounted photo if size prevents original material form being sent.

Outdoor/Environmental/Transit Ad Campaign

PR 4 (multiple) Any billboard or transit advertising campaign for a television channel, program or series. Includes sides of buildings, bus sides, kiosks, etc.

Multiple entry; minimum 2 maximum 5 related pieces. Upload as a pdf or submit mounted print piece. Submit a mounted photo if size prevents original material form being sent.

Press/Public Relations Campaign

PR 5 (multiple) Any **PR** campaign targeted to either the consumer or the trade. This can include brochures, press kits, premiums, flyers, video, web or media.

Multiple entry; minimum 2 maximum 5 related pieces. Upload as a pdf or submit mounted print piece. Submit a mounted photo if size prevents original material form being sent.

Collateral Material

PR 6 (single) Any items used as an individual promotional element. This can include brochures, press kits, flyers, specialty items, toys or apparel.

Single entry. Upload as a pdf or submit mounted print piece.

Collateral Material for a Campaign

PR 7 (multiple) Any items used as campaign elements. This can include brochures, press kits, flyers, specialty items, toys or apparel.

Multiple entry; minimum 2 maximum 5 related pieces. Upload as a pdf or submit mounted print piece.

Poster

PR 8 (single) Any poster advertising a television channel, program or series.

Single entry. Upload as a pdf or submit mounted print piece.

Stationery

PR 9 Includes letterhead, business card, envelope, etc. A group of up to 5 related stationery elements is considered as one entry.

Single entry. Upload as a pdf or submit mounted print piece; which must be mounted on 1 poster board.

Use of Typography/Off-Air

PR 10 Any off-air printed element that displays an original and effective use of typography.

Single entry. Upload as a pdf or submit mounted print piece; which must be mounted on 1 poster board.

Print Packaging – Video/DVD/CD

PR 11 Any packaging piece used for video sleeves, CD-ROM, DVD.

Single entry. Upload as a pdf or submit mounted print piece; which must be mounted on 1 poster board.

Overall Print Campaign

PR 12 (multiple) Printed materials promoting channel or programming. Can include ads, billboards, posters, collateral, etc.

Multiple entry; minimum 2 maximum 5 related pieces. Upload as a pdf or submit mounted print piece.

Craft Categories - Print

The following highlighted categories are craft categories all of which will be judged by a group of like-titled/skilled judges

Copywriting

PR 13 (single) A piece of printed material that demonstrates creative and effective copywriting.

Single entry. Upload as a pdf or submit mounted print piece. Submit original material.

Art Direction/Design

PR 14 (single) A piece of printed material that demonstrates creative and effective art direction or design as it relates to the promotion.

Single entry. Upload as a pdf or submit mounted print piece. Submit original material.

TELEVISION - VIDEO PRESENTATION

Network, Channel, Station, Platform Branding/Image Promotion

General Branding/Image

TV 1 (single) Any single spot created to promote the brand image of a Network, Channel Station or Content Platform. Does not include identification (IDs)

Single entry - video materials only, maximum duration of :90 or less.

General Branding/Image Campaign

TV 2 (multiple/campaign) Any series of thematically-related spots created to promote the brand image of a Network, Channel Station or Content Platform. Does not include identification (IDs)

Multiple entry; minimum 2, maximum 5 related pieces - different items to be judged as a unified whole. Entries containing more than 5 elements may be disqualified. Video materials only :90 or less.

Holiday/Special Event Promotion

TV 3 (single) Any promo for a one-time special event including telethons, anniversaries, variety specials, etc.

Single entry - video materials only, maximum duration of :90 or less.

Holiday/Special Event Campaign

TV 4 (multiple) A set of spots tied to a theme, e.g. menu, line-up, time slot, program season, summer, holidays.

Multiple entry; minimum 2, maximum 5 related pieces - different items to be judged as a unified whole. Entries containing more than 5 elements may be disqualified. Video materials only :90 or less.

Content Promotion

Program Promotional Spot – In-House

TV 5 (single) Any single spot created to promote any program, series of programs, holiday, PSA initiative, program or channel related special events or daypart produced in-house.

Single entry - video materials only, maximum duration of :90 or less.

Program Promotional Campaign – In-House

TV 6 (multiple/campaign) A series of thematically-related spots to promote any program, series of programs, holiday, PSA initiative, program or channel related special events or daypart produced in-house.

Multiple entry; minimum 2, maximum 5 related pieces - different items to be judged as a unified whole. Entries containing more than 5 elements may be disqualified. Video materials only :90 or less.

Public Service Announcement

TV 7 (single) Any single spot created to promote awareness of public service issues, social action or community service announcement.

Single entry - video materials only, maximum duration of :90 or less.

Public Service Announcement Campaign

TV 8 (multiple/campaign) Any series of thematically-related spots created to promote awareness of public service issues, social action or community service announcement.

Multiple entry; minimum 2, maximum 5 related pieces - different items to be judged as a unified whole. Entries containing more than 5 elements may be disqualified. Video materials only :90 or less.

CATEGORIES TV 9 – TV 20 ARE OPEN TO SINGLE OR MULTIPLE ENTRIES AND WILL BE JUDGED ON THE IDEA AND THE COLLECTIVE OF WORK REGARDLESS OF THE QUANTITY. CAMPAIGN FEE APPLIES FOR TV 9 – TV 20.

Sport Promotion

TV 9 (single or multiple) Any promo for a sports event or sport related series on television.

Single entry OR Multiple entry; minimum 1, maximum 5 related pieces - multiple items to be judged as a unified whole. Entries containing more than 5 elements may be disqualified. Video materials only :90 or less.

News/Current Event Promotion

TV 10 (single or multiple) Any promo for a news or current events episode or series on television.

Single entry OR Multiple entry; minimum 1, maximum 5 related pieces - multiple items to be judged as a unified whole. Entries containing more than 5 elements may be disqualified. Video materials only :90 or less.

Reality Promotion

TV 11 (single or multiple) Any promo for a reality episode or series on television.
Single entry OR Multiple entry; minimum 1, maximum 5 related pieces - multiple items to be judged as a unified whole. Entries containing more than 5 elements may be disqualified. Video materials only :90 or less.

Documentary Promotion

TV 12 (single or multiple) Any promo for a documentary episode or series on television.
Single entry OR Multiple entry; minimum 1, maximum 5 related pieces - multiple items to be judged as a unified whole. Entries containing more than 5 elements may be disqualified. Video materials only :90 or less.

Telenovela Promotion

TV 13 (single or multiple) Any promo for a telenovela episode or series on television.
Single entry OR Multiple entry; minimum 1, maximum 5 related pieces - multiple items to be judged as a unified whole. Entries containing more than 5 elements may be disqualified. Video materials only :90 or less.

Children's Promotion

TV 14 (single or multiple) Any promo for a children's program episode or series on television.
Single entry OR Multiple entry; minimum 1, maximum 5 related pieces - multiple items to be judged as a unified whole. Entries containing more than 5 elements may be disqualified. Video materials only :90 or less.

Comedy Promotion

TV 15 (single or multiple) Any promo for a sitcom, comedy episode or series on television.
Single entry OR Multiple entry; minimum 1, maximum 5 related pieces - multiple items to be judged as a unified whole. Entries containing more than 5 elements may be disqualified. Video materials only :90 or less.

Drama Promotion

TV 16 (single or multiple) Any promo for a drama program episode or series on television.
Single entry OR Multiple entry; minimum 1, maximum 5 related pieces - multiple items to be judged as a unified whole. Entries containing more than 5 elements may be disqualified. Video materials only :90 or less.

Television Film Promotion

TV 17 (single or multiple) Any promo for a made-for-television film.

Single entry OR Multiple entry; minimum 1, maximum 5 related pieces - multiple items to be judged as a unified whole. Entries containing more than 5 elements may be disqualified. Video materials only :90 or less.

Movie Promotion

TV 18 (single or multiple) Any promo for a theatrical film released to television.

Single entry OR Multiple entry; minimum 1, maximum 5 related pieces - multiple items to be judged as a unified whole. Entries containing more than 5 elements may be disqualified. Video materials only :90 or less.

Action/Adventure Program Promotion

TV 19 (single or multiple) Any promo for an action/adventure program episode or series on television.

Single entry OR Multiple entry; minimum 1, maximum 5 related pieces - multiple items to be judged as a unified whole. Entries containing more than 5 elements may be disqualified. Video materials only :90 or less.

Entertainment/Music/Variety Promotion

TV 20 (single or multiple) Any promo for an entertainment/music/variety program, episode or series.

Single entry OR Multiple entry; minimum 1, maximum 5 related pieces - multiple items to be judged as a unified whole. Entries containing more than 5 elements may be disqualified. Video materials only :90 or less.

Funniest Promo

TV 21 (single) It's as subjective as it sounds, but every year there is that gut-buster that just needs to be recognized. Any on-air promotion that's funny. That's the criteria!

Single entry - video materials only, maximum duration of :90 or less.

Promo Not Using Programming Footage

TV 22 (single) Any promo using material exclusively and specifically produced to promote a television episode or series without using program footage. Your entry will be disqualified if it contains any program footage, aside from title/graphic elements.

Single entry - video materials only, maximum duration of :90 or less.

Special Project

TV 23 (single) Event and/or activity designed to draw attention to programming, personnel, the event or the community.

Single entry - Up to a maximum of 2 minutes will be screened for judging purposes. Please edit accordingly. Video material only.

Interstitial

TV 24 (single) Any single spot designed to bridge gaps between programming, *Single entry - video materials only, maximum duration of 3:00 or less.*

Interstitial Campaign/Series

TV 25 (multiple) Any series of promotional on-air material designed to bridge gaps between programming.

Multiple entry - minimum 2, maximum 5 related pieces - multiple items to be judged as a unified whole. Entries containing more than 5 elements may be disqualified. Video materials only 3:00 or less each.

Cable System/MSO Promotion

TV 26 (single) Any promo created to promote Cable System or MSO. *Single entry - video materials only, maximum duration of 3:00 or less.*

TV Promotion Website

TV 27 (single) Spot promoting any aspect of a channel/network or program's website.

Single entry - Submit live URL or archived material on CD-ROM/DVD.

THE FOLLOWING CATEGORIES ARE SPECIFICALLY DESIGN FOCUSED CATEGORIES

Art Direction: TV Promotion - Website

TV 28 (Single) Spot promoting any aspect of a channel/network, or program's website.

Single entry - Submit live URL or archived material on CD-ROM/DVD.

On-Air Identity

TV 29 (single) Any on-air graphic presentation that brands a channel on television.

Single entry - video materials only, maximum duration of :90 or less.

On-Air Identity Campaign

TV 30 (multiple)

Any on-air graphic presentation which brands a channel on television

Multiple entry; minimum 2, maximum 5 related pieces - different items to be judged as a unified whole. Entries containing more than 5 elements may be disqualified. Video materials only :90 or less.

On-Air Program Packaging

TV 31 (multiple)

Any on-air graphic presentation which brands a television program.

Multiple entry; minimum 2, maximum 5 related pieces - different items to be judged as a unified whole. Entries containing more than 5 elements may be disqualified.

Video materials only :90 or less.

Program Open

TV 32 (single)

Material used for the open of a show.

Single entry - video materials only, maximum duration of :90 or less.

News/Informational Graphics

TV 33 (single)

Any graphic execution expressly produced for news. Including lower thirds, over-the-shoulder and full screen graphics.

Single entry - video materials only, maximum duration :90 or less.

Promotional Animation

TV 34 (single)

Any spot that best uses design to convey its promotional message.

Single entry - video materials only, maximum duration :90 or less.

Original Logo Design

TV 35 (single)

Show the use of the logo (station or program) in opens, bumpers and/or program intros.

Single entry - video materials only, maximum duration :30 or less.

Use of Typography/On-Air

TV 36 (single)

Any on-air element that displays an original and effective use of typography.

Single entry - video materials only, maximum duration :30 or less

Total Package Design

TV 37 (multiple)

Related elements used on-air and/or off-air. These can include opens, bumpers, ID's, sets, premiums, print or signage.

Multiple entry; minimum 2, maximum 5 related pieces - different items to be judged as a unified whole. Entries containing more than 5 elements may be disqualified. Video materials:90 or less. Print materials may be uploaded.

Trade or Internal Marketing (industry focused: sales, marketing or upfront presentations etc.)

Marketing Video/Presentation – Internal

TV 38 (single) Any video presentation created to promote programming or facilities to internal personnel, employees and vendors; includes long-form promotional spots.

Single entry - video materials only, maximum duration of video or excerpt 4:00

Marketing Video/Presentation – External

TV 39 (single) Created to promote multiple programming or facilities to external affiliates, systems, advertisers, agencies or funders; includes long-form promotional spots.

Single entry - video materials only, maximum duration of video or excerpt 4:00

Sales/Demo Reel

TV 40 (single) Created to promote the capabilities of a company providing services to the industry.

Single entry - video materials only, maximum duration of video or excerpt 4:00

Craft Categories – TV

Sound Design

TV 41 (single) Any promo demonstrating inventive and successful use of sound design, including music, effects and/or voice.

Single entry - video materials only, maximum duration :90 or less.

May be submitted on videotape or CD.

Copywriting

TV 42 (single) Any promo that features compelling, creative copy.

Single entry - video materials only, maximum duration of :90 or less.

Editing

TV 43 (single) Any promo that demonstrates creative and effective editing. *Single entry - video materials only, maximum duration :90 or less.*

INTERACTIVE

Who should enter: Interactive categories are open to all constituencies: Broadcast Networks, Cable & Satellite Channels, Broadcast Television Stations, Syndicator/Program Distributors, Radio Stations and Cable, Satellite and On-Line Content Platforms, Systems in the United States and Canada

Network, Channel, Station, Platform Branding/Image-Website

Network/Channel/Station/Platform Website

IT 1 (single) Any website created to promote the brand/image of a Network, Channel, Station or Content Platform.

Single entry - Submit live URL or archived material on CD-ROM/DVD.

Content Promotion – Website

Programming Website

IT 2 (single) Any website created to promote a general entertainment program, series, movie, news or current affairs program, etc.

Single entry - Submit live URL or archived material on CD-ROM/DVD.

DVD, Interactive TV, Mobile/ Immerging Platforms

Interactive Applications Promotion

IT 3 (single) Innovative marketing strategies using interactive media such as Broadband, Mobil Phone, VOD, etc. Entry must demonstrate interactivity and effectiveness in achieving results.

Single entry - Submit live URL or archived material on CD-ROM/DVD.

Interactive Applications Promotion Campaign

IT 4 (multiple) Innovative marketing strategies using interactive media such as Broadband, Mobil Phone, VOD, etc. Entries must demonstrate interactivity and effectiveness in achieving results.

Multiple entry; minimum 2, maximum 5 related pieces - different items to be judged as a unified whole. Entries containing more than 5 elements may be disqualified. Any combination of media. Submit live URL, or upload archived material.

Online Advertising

IT 5 (single) Including banner, flash, static or animated; Work will be judged on effectiveness of marketing strategy.

Submit live URL or archived material on CD-ROM/DVD.

Promotional CD/DVD

IT 6 (single) Any CD or DVD created to promote a channel, programming or business. Work will be judged on effectiveness of marketing strategy. Entry must demonstrate interactivity and effectiveness in achieving results.

Submit CD-ROM or DVD with instructions. May be uploaded as a pdf.

DVD Design

IT 7 (single) Any DVD created for channel, programming or business; Judged on overall creativity, design, menu, content, ease of use, technical achievement.

Submit DVD. Please do not submit any HD DVD's.

Online Advertising Design

IT 8 (single) Any animated or flash banner, pop-up, flash movie, splash page, etc. Work will be judged based on Creativity and Quality of Design.

Submit live URL, or archived material on CD-ROM OR DVD-ROM. :90 or less.

IT 9 Web Site Design (single) Entries will be judged on design. Submit web site used to promote television station or program.

Submit live URL or archived material on CD-ROM/DVD.

Interactive Applications Promotions Design

IT 10 (single) Design for innovative marketing strategies such as Broadband, Mobile Phones, VOD, etc. Work will be judged on its design quality and its interactivity. *Submit live URL or archived material on CD-ROM/DVD.*

Craft Categories - Interactive

The following highlighted categories are craft categories all of which will be judged by a group of like titled/skilled professionals

Art Direction/Design/Animation

IT 11 (single) Any website or interactive application that demonstrates creative and effective art direction/design/animation.

Single entry - Submit live URL, or archived material on CD-ROM/DVD. Maximum duration: 90 seconds.

Copywriting

IT 12 (single) Any website or interactive application that demonstrates creative and effective copywriting.

Single entry - Submit live URL, or archived material on CD-ROM/DVD. Maximum duration: 90 seconds.

Technical Innovations

IT 13 (single) Any website or interactive application that demonstrates creative and innovative technology applications as it relates to the promotion objectives.

Single entry - Submit live URL, or archived material on CD-ROM/DVD. Maximum duration: 90 seconds.

Special Categories

ROCKET AWARD

SP 1 (multiple) This award is designed to recognize a producer, marketer or designer with 2 or less years of experience in promotion, marketing or design who is already creating outstanding work. If you know of someone with outstanding work, you may nominate him or her, or you may self-nominate.

Multiple entry. Up to 5 samples in either promotion, marketing or design should be submitted for consideration. Video material only; total entry should not exceed 3 minutes. Please copy and paste resume/biography in the designated field.

Something For Nothing

SP 2 (single) It's a mission impossible but it's up to you to make it very possible! A simple but effective on-air promotion that's clearly executed on a small budget (max. \$5,000). Entries must include a breakdown of all costs and time (including in-house resources)

Single entry - video materials only, maximum duration of :90 or less.

Best Work Never Seen

SP 3 (single) Now's the time for everyone to see that brilliance that your boss or your client just didn't "get"! Any promotional material, on-air and off-air, which was produced but never aired or published. Please indicate in the marketing objective field the reasons why it was not used.

Single entry - video materials only, maximum duration of :90 or less.