

# promaxbda

## 2010 PROMAXBDA PROMOTION AND MARKETING AWARDS NORTH AMERICA CATEGORIES

The following guidelines are designed to explain the CONTENT & MATERIALS that can be entered into each category. The PromaxBDA Promotion & Marketing Awards celebrate the best practices in PROMOTION AND MARKETING by way of the enclosed categories.

### **Who Can Enter**

Entrant can represent the client, vendor or their agent; there is no stipulation in any category regarding the entrant so long that the work was for air, broadcast, publishing or release in the United States and Canada.

### **What Can Be Entered**

Please refer to the technical specifications within this document and at <http://prod.promaxbda.org/competitions/faqs.aspx> regarding physical and digital materials for submission and refer to the eligibility dates and categories for a qualification details.

### Digital Media:

The term *Digital Media* encompasses all material submitted on DVD, CD, flash/hard drive. Please refer to the category descriptions for more information regarding the types of media required for each category and note that this media will not be returned (i.e. flash/hard drives). Please go to <http://prod.promaxbda.org/competitions/faqs.aspx> for ALL technical specifications

### Video Upload:

The term *Video Upload* encompasses all material submitted by way of the PromaxBDA Awards digital upload system. Please refer to the category descriptions for more information regarding the types of media required for each category. Please go to <http://prod.promaxbda.org/competitions/faqs.aspx> for ALL technical specifications

### Printed Material:

The term *Printed Material* encompasses all material submitted mounted on card board/foam board or uploaded as .pdf in the awards system. Please refer to the category descriptions for more information regarding the types of media required for each category and note that this media will not be returned. Please go to <http://prod.promaxbda.org/competitions/faqs.aspx> for ALL technical specifications

### Premium Items:

The term *Premium Items* encompasses all promotional items such as t-shirts, mugs, calendars, pens, notepads, games, etc. Please refer to the category descriptions for more information regarding the types of items required for each category and how to submit them and note that this media will not be returned. Please go to <http://prod.promaxbda.org/competitions/faqs.aspx> for ALL submission specifications

### Collateral Items:

The term *Collateral Items* encompasses all collateral items that are essential elements created to support a promotional campaign such as pamphlets, flyers, brochures, displays, press kits, etc. Please refer to the category descriptions for more information regarding the types of items required for each category and how to submit them and note that this media will not be returned. Please go to <http://prod.promaxbda.org/competitions/faqs.aspx> for ALL submission specifications

### Interactive Media:

The term *Interactive Media* refers to any marketing, promotional or content produced in part or in full for any interactive platform, medium or technology including (but not limited to) web-sites, micro-sites, walled gardens, mobile, kiosk, CD, DVD, Enhanced or Interactive Programming Guide (EPG/IPG), digital advertising unit or email communication. Please refer to the category descriptions for more information regarding the types of items required for each category and how to submit them. Please go to <http://prod.promaxbda.org/competitions/faqs.aspx> for ALL submission specifications

**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**
- **Radio Stations**
- **Agencies/Vendors**
- **Program Developers/Distributors/Syndicators**

**IMPORTANT FOR YOU TO KNOW:**

- In the event that any individual category attracts fewer than 5 entries or less than submitting companies, the organizer reserves 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 refund will be given.
  - The awards to be given for the 2010 award season will be gold and silver only. 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.
  - PromaxBDA will not be responsible for the holding of any materials submitted after the awards period has ended. Such materials will not be returned. All submissions become the property of PromaxBDA to be used at their discretion.
  - All relevant permissions and copyrights are assumed to be cleared by the entrant.
  - 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.
  - The judging guidelines can be provided upon request.
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## **2010 PROMAXBDA PROMOTION & MARKETING NORTH AMERICA SUBMISSION GROUPS**

The PromaxBDA Promotion and Marketing North America Awards honor the best in promotion and marketing from any company or individual, broadcast, published or released in the United States and Canadian markets during the eligibility period.

The following categories are eligible for entries that have been broadcast, published or released in the United States and Canada during the eligibility period and will be judged on originality of design, excellence in execution and results in achieving its creative strategy.

All categories will be judged by a group of judges that are hand selected. Entries can be received by upload or tape, audio files, video files, print files. Single and Multiple entries.

### **2010 NEW CATEGORY:**

#### **CINEMATIC SPECIFIC**

**PAGE 8**

PO 1 PROMOS AT THE MOVIES (SINGLE)

### **2010 SPECIALIZED CATEGORIES:**

#### **2010 OLYMPICS SPECIFIC**

**PAGE 8**

SC 1 SPECIAL EVENT PROMOTION (SINGLE) (OLYMPICS)

SC 2 SPECIAL EVENT CAMPAIGN (MULTIPLE) (OLYMPICS)

SC 3 SPORTS PROGRAM PROMOTION (SINGLE) (OLYMPICS)

SC 4 SPORTS PROGRAM CAMPAIGN (MULTIPLE) (OLYMPICS)

SC 5 LIVE EVENT PROMOTION (SINGLE) (OLYMPICS)

SC 6 LIVE EVENT CAMPAIGN (MULTIPLE) (OLYMPICS)

SC 7 SPECIAL NEWS REPORT OR EVENT PROGRAM WEBSITE (SINGLE) (OLYMPICS)

### **2010 PROMOTION & MARKETING CATEGORIES**

#### **VOICE OVER:**

**PAGE 9**

VO 1 BEST FEMALE VO (SINGLE)

VO 2 BEST MALE VO (SINGLE)

#### **OUTDOOR, OUT-OF-HOME, PRINT AND POSTER:**

##### **GENERAL AND CONTENT PROMOTION**

**PAGE 10**

PR 1 CONSUMER PRINT AD (SINGLE)

PR 2 CONSUMER PRINT CAMPAIGN (MULTIPLE)

PR 3 TRADE PRINT AD (SINGLE)

PR 4 TRADE PRINT CAMPAIGN (MULTIPLE)

PR 5 OUTDOOR/ENVIRONMENTAL/TRANSIT AD (SINGLE)

PR 6 OUTDOOR/ENVIRONMENTAL/TRANSIT AD CAMPAIGN (MULTIPLE)

PR 7 MARKETING PRESENTATION – PRINT OR SPECIALTY (SINGLE OR MULTIPLE)

PR 8 SALES PROMOTION – COLLATERAL/SPECIALTY (SINGLE OR MULTIPLE)

PR 9 PROMOTIONAL ITEMS (SINGLE)

PR 10 HOLIDAY/SPECIAL EVENT (SINGLE OR MULTIPLE)

PR 11 STUNT PROMOTION (SINGLE OR MULTIPLE)

**RADIO STATION CATEGORIES**

**PAGE 11**

12 PRINT AD (SINGLE)

**CRAFT CATEGORIES**

**PAGE 12**

PR 13 COPYWRITING (SINGLE)

PR 14 ART DIRECTION/DESIGN (SINGLE)

**RADIO:**

**PAGE 12**

**NETWORK, CHANNEL, STATION, PLATFORM BRANDING/IMAGE PROMOTION USING RADIO**

RD 1 GENERAL BRANDING/IMAGE (SINGLE)

**CONTENT MARKETING USING RADIO**

**PAGE 12**

RD 2 PROMOTION FOR PROGRAM/SERIES (SINGLE)

RD 3 SPORTS PROGRAM PROMOTION (INCLUDING LIVE EVENT) (SINGLE)

RD 4 COMEDY PROGRAM PROMOTION (SINGLE)

RD 5 ENTERTAINMENT PROGRAM PROMOTION (SINGLE)

RD 6 HOLIDAY/SEASONAL/SPECIAL EVENT PROGRAM PROMOTION (SINGLE)

RD 7 DRAMATIC PROGRAM PROMOTION (SINGLE)

RD 8 NON-FICTION/REALITY PROGRAMMING PROMOTION (SINGLE)

**CRAFT CATEGORIES**

**PAGE 13**

RD 9 COPYWRITING (SINGLE)

RD 10 MUSIC PACKAGE/POST SCORE OR INSTRUMENTAL THEME WITH OR WITHOUT VOCALS (SINGLE)

RD 11 SOUND DESIGN (SINGLE)

**TELEVISION – VIDEO PRESENTATION:**

**NETWORK, CHANNEL, STATION, PLATFORM BRANDING/IMAGE PROMOTION**

**PAGE 14**

TV 1 GENERAL BRANDING/IMAGE (SINGLE)

TV 2 GENERAL BRANDING/IMAGE CAMPAIGN (MULTIPLE)

TV 3 LOWER THIRD PROMOTION (SINGLE OR MULTIPLE)

TV 4 HOLIDAY/SPECIAL EVENT PROMOTION (SINGLE)

TV 5 HOLIDAY/SPECIAL EVENT CAMPAIGN (MULTIPLE)

TV 6 ON-AIR PROMOTION FOR WEBSITE (SINGLE OR MULTIPLE)

**CONTENT PROMOTION**

**PAGE 15**

TV 7 PROGRAM PROMOTIONAL SPOT – IN HOUSE (SINGLE)

TV 8 PROGRAM PROMOTIONAL CAMPAIGN – IN HOUSE (MULTIPLE)

TV 9 PROGRAM PROMOTIONAL SPOT – OUT OF HOUSE (SINGLE)

TV 10 PROGRAM PROMOTIONAL CAMPAIGN – OUT OF HOUSE (MULTIPLE)

TV 11 NEWS/INFORMATION PROGRAM SPOT (SINGLE)

TV 12 NEWS/INFORMATION PROGRAM CAMPAIGN (MULTIPLE)

TV 13 SPECIAL NEWS REPORT OR EVENT PROGRAMMING (SINGLE OR MULTIPLE)

TV 14 SPORTS PROGRAM SPOT (NOT A LIVE EVENT) (SINGLE OR MULTIPLE)

TV 15 LIVE EVENT SPOT (SINGLE)

- TV 16 LIVE EVENT CAMPAIGN (MULTIPLE)
- TV 17 COMEDY PROGRAM SPOT (SINGLE)
- TV 18 COMEDY PROGRAM CAMPAIGN (MULTIPLE)
- TV 19 ENTERTAINMENT PROGRAM SPOT (SINGLE)
- TV 20 ENTERTAINMENT PROGRAM CAMPAIGN (MULTIPLE)
- TV 21 HOLIDAY/SEASONAL/SPECIAL EVENT PROGRAM SPOT (SINGLE)
- TV 22 HOLIDAY/SEASONAL/SPECIAL EVENT PROGRAM CAMPAIGN (MULTIPLE)
- TV 23 DRAMATIC PROGRAM SPOT (SINGLE)
- TV 24 DRAMATIC PROGRAM CAMPAIGN (MULTIPLE)
- TV 25 CHILDREN'S PROGRAMMING SPOT – LIVE ACTION (SINGLE)
- TV 26 CHILDREN'S PROGRAMMING CAMPAIGN – LIVE ACTION (MULTIPLE)
- TV 27 CHILDREN'S PROGRAMMING SPOT – ANIMATED/MIXED (SINGLE)
- TV 28 CHILDREN'S PROGRAMMING CAMPAIGN – ANIMATED/MIXED (MULTIPLE)
- TV 29 NON-FICTION/REALITY PROGRAMMING SPOT (SINGLE)
- TV 30 NON-FICTION/REALITY PROGRAMMING CAMPAIGN (MULTIPLE)
- TV 31 ADULT PROGRAMMING SPOT (SINGLE)
- TV 32 ADULT PROGRAMMING CAMPAIGN (MULTIPLE)
- TV 33 DAYTIME PROGRAM SPOT (SINGLE)
- TV 34 DAYTIME PROGRAM CAMPAIGN (MULTIPLE)
- TV 35 MADE FOR TELEVISION MOVIE SPOT (SINGLE)
- TV 36 MADE FOR TELEVISION MOVIE CAMPAIGN (MULTIPLE)
- TV 37 THEATRICAL FILMS SHOWN ON TELEVISION PROMOTION (SINGLE OR MULTIPLE)
- TV 38 DAYPART/BLOCK OF PROGRAMS SPOT (SINGLE)
- TV 39 DAYPART./BLOCK OF PROGRAMS CAMPAIGN (MULTIPLE)
- TV 40 "BEHIND THE SCENES" PROMOTION – LONG/SHORT FORM (SINGLE OR MULTIPLE)
- TV 41 STUNT PROMOTION – ON-AIR ONLY (SINGLE OR MULTIPLE)
- TV 42 INTERSTITIAL/"PROMO-TAINMENT"/PROGRAM WRAPS CAMPAIGN (MULTIPLE)
- TV 43 INTERSTITIAL/"PROMO-TAINMENT"/MOVIE WRAPS CAMPAIGN (MULTIPLE)
- TV 44 INTERSTITIAL/ADVERTISER INTEGRATION/PROGRAM WRAPS CAMPAIGN (MULTIPLE)
- TV 45 ON-AIR CONSUMER TIE-IN PROMO (SINGLE)
- TV 46 ON-AIR CONSUMER TIE-IN PROMO CAMPAIGN (MULTIPLE)
- TV 47 PUBLIC SERVICE ANNOUNCEMENT (SINGLE)
- TV 48 PUBLIC SERVICE ANNOUNCEMENT CAMPAIGN (MULTIPLE)

**SYNDICATOR/PROGRAM DISTRIBUTOR CATEGORIES**

**PAGE 20**

- TV 49 PROGRAM PROMOTION SPOT OR CAMPAIGN – ENTERTAINMENT (SINGLE OR MULTIPLE)
- TV 50 PROGRAM PROMOTION SPOT OR CAMPAIGN – COMEDY (SINGLE OR MULTIPLE)
- TV 51 PROGRAM/MOVIE PROMOTION SPOT OR CAMPAIGN – ENTERTAINMENT USING INTEGRATED MEDIA (MULTIPLE)
- TV 51A DRAMATIC PROGRAMMING (SINGLE)
- TV 51B NON-FICTION/REALITY/SINGLE JUDGE/COURT PROGRAMMING (SINGLE)
- TV 51C CHILDREN'S PROGRAMMING (SINGLE)
- TV 51D HOLIDAY/SEASONAL/SPECIAL EVENT PROGRAMMING (SINGLE)

TV51E GENERAL BRANDING IMAGE (SINGLE)

**HOME ENTERTAINMENT CATEGORIES** **PAGE 21**

TV 52 MOVIE PROMOTION (SINGLE)

TV 53 MOVIE PROMOTION USING INTEGRATED MEDIA (MULTIPLE)

TV 54 TELEVISION SERIES PROMOTION (SINGLE)

TV 55 DVD CONTENT (SINGLE)

**RADIO STATIONS CATEGORIES** **PAGE 21**

TV 56 TV PROMOTION OR PROMOTION CAMPAIGN (SINGLE OR MULTIPLE)

**CABLE, SATELLITE AND ONLINE CONTENT PLATFORMS** **PAGE 22**

TV 57 BRANDING/IMAGE SPOT (SINGLE)

TV 58 BRANDING IMAGE CAMPAIGN (MULTIPLE)

TV 59 ON-SCREEN SERVICES PROMOTION (VOD, PPV, ETC) (SINGLE OR MULTIPLE)

TV 60 CONSUMER PROMOTION USING INTEGRATED MEDIA (SINGLE OR MULTIPLE)

**TRADE OR INTERNAL MARKETING (INDUSTRY FOCUSED: SALES, MARKETING OR UPFRONT PRESENTATIONS, ETC.)** **PAGE 22**

TV 61 MARKETING VIDEO/PRESENTATION – INTERNAL (SINGLE)

TV 62 MARKETING VIDEO/PRESENTATION – EXTERNAL (SINGLE)

TV 63 SALES/DEMO REEL (SINGLE)

**SPECIAL CATEGORIES** **PAGE 23**

TV 64 SOMETHING FOR NOTHING (SINGLE)

TV 65 BEST WORK NEVER SEEN (SINGLE)

TV 66 FUNNIEST PROMOTION (SINGLE)

**CRAFT CATEGORIES** **PAGE 23**

TV 67 EDITING (SINGLE)

TV 68 COPYWRITING (SINGLE)

TV 69 DIRECTING (SINGLE)

TV 70 DESIGN (SINGLE)

TV 71 USE OF ORIGINAL COMPOSITION IN A PROMOTION (SINGLE)

TV 72 MUSIC PACKAGE/POST SCORE OR INSTRUMENTAL THEME WITH OR WITHOUT VOCALS (SINGLE)

TV 73 SOUND DESIGN (SINGLE)

**INTERACTIVE:**

**INTERACTIVE MEDIA CATEGORIES** **PAGE 24**

IT 1 NETWORK/CHANNEL STATION/PLATFORM WEBSITE (SINGLE)

**CONTENT PROMOTION – WEBSITE** **PAGE 24**

IT 2 GENERAL ENTERTAINMENT PROGRAM PROMOTION(SINGLE)

IT 3 NEWS PROGRAM PROMOTION(SINGLE)

IT 4 SPORTS PROGRAM PROMOTION (SINGLE)

IT 5 COMEDY PROGRAM PROMOTION (SINGLE)

IT 6 DRAMATIC PROGRAM PROMOTION (SINGLE)

IT 7 CHILDREN'S PROGRAM PROMOTION (SINGLE)

IT 8 NON-FICTION/REALITY PROGRAM PROMOTION (SINGLE)

IT 9 HOLIDAY/SEASONAL/ENTERTAINMENT/SPECIAL EVENT PROGRAM PROMOTION (SINGLE)

**ONLINE/INTERACTIVE GAMES/IMMERGING PLATFORMS** **PAGE 25**

IT 10 GENERAL ENTERTAINMENT/CHANNEL (SINGLE)

**DVD, INTERACTIVE TV, MOBILE, IMMERGING PLATFORMS** **PAGE 25**

IT11 INTERACTIVE TELEVISION APPLICATION PROMOTION (SINGLE)

IT 12 MOBILE APPLICATION PROMOTION (SINGLE)

IT 13 MARKETING/ADVERTISING (SINGLE)

IT14 TAKE-OVER PROMOTION/ROAD BLOCKS (SINGLE)

IT15 VIRAL/WEB/USER GENERATED CONTENT (SINGLE)

IT 16 INTERACTIVE APPLICATIONS PROMOTION (SINGLE)

**CRAFT CATEGORIES** **PAGE 26**

IT 17 ART DIRECTION/DESIGN/ANIMATION (SINGLE)

IT 18 COPYWRITING (SINGLE)

IT 19 TECHNICAL INNOVATIONS (SINGLE)

## **INTEGRATED**

**INTEGRATED MEDIA CATEGORIES** **PAGE 27**

MM 1 GENERAL BRANDING/IMAGE CAMPAIGN USING INTEGRATED MEDIA (MULTIPLE)

MM 2 HOLIDAY/SPECIAL EVENT CAMPAIGN USING INTEGRATED MEDIA (MULTIPLE)

**CONTENT PROMOTION** **PAGE 27**

MM 3 PROGRAM/MOVIE PACKAGE MARKETING CAMPAIGN USING INTEGRATED MEDIA (MULTIPLE)

MM 4 NEWS/INFORMATION PROGRAM PROMOTION CAMPAIGN USING INTEGRATED MEDIA (MULTIPLE)

MM 5 SPORTS PROGRAM PROMOTION CAMPAIGN USING INTEGRATED MEDIA (MULTIPLE)

MM 6 COMEDY PROGRAM PROMOTION CAMPAGIN USING INTEGRATED MEDIA (MULTIPLE)

MM 7 HOLIDAY/SEASONAL/SPECIAL EVENT PROGRAM CAMPAIGN USING INTEGRATED MEDIA (MULTIPLE)

MM 8 DRAMATIC PROGRAM CAMPAGIN USING INTEGRATED MEDIA (MULTIPLE)

MM 9 CHILDREN'S PROGRAM CAMPAIGN USING INTEGRATED MEDIA (MULTIPLE)

MM 10 NON-FICTION/REALITY PROGRAMMING CAMPAIGN USING INTEGRATED MEDIA (MULTIPLE)

MM 11 DAYPART/BLOCK OF PROGRAMS CAMPAIGN USING INTEGRATED MEDIA (MULTIPLE)

**SPECIAL CATEGORIES:** **PAGE 29**

SA 1 SPECIAL PROJECT AWARD (SINGLE)

SA 2 ROCKET AWARD

**TECHNICAL SPECIFICATIONS** **PAGE 30**

## 2010 PROMAXBDA PROMOTION AND MARKETING NORTH AMERICA CATEGORIES

### **Note for all Local Stations**

In an effort to create a fair and an equitable competition, we are providing local stations with an option to compete amongst local stations for relevant categories. By choosing the “**Local**” option from the drop down menu when submitting an entry, that entry will automatically be designated to compete against other local-level stations. The purpose of this is to allow companies with similar audience shares, similar business objectives and presumably with similar resources, to compete at the same level.

**Local** = Local Station Only

Please be aware that if this selection is not made at the time of entry, prior to finalizing your entries, your entry or entries will compete against all entries in that category.

### **2010 NEW CATEGORY**

*This new category can be entered by any individual or company creating promotion to be viewed exclusively in theaters to be used in the United States and Canada.*

#### **PO 1 Promos at the Movies**

**(single)** A single video-based promotion created to promote a program, series, channel or network for television utilizing the cinematic experience. *One item per entry. Each individual entry needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

### **2010 SPECIALIZED CATEGORIES**

*These specialized categories can be entered by any individual or company creating promotional materials in conjunction with the 2010 Winter Olympics to be used in the United States and Canada.*

#### **2010 SPECIAL CATEGORIES – 2010 WINTER OLYMPICS (SC1 – SC7)**

This special list of categories was created to recognize outstanding marketing, promotion and design for the 2010 Winter Olympics and is open to everyone worldwide within both the North America and World Gold Competitions and will be judged accordingly by a separate council of international judges. Entries can be received by upload or tape. Audio files, video files, web and print files are eligible.

PLEASE NOTE: *These specialized categories pertaining to the 2010 Winter Olympics have an extended eligibility period. All entries promoting the 2010 Winter Olympics must have aired on electronic media by the extended eligibility deadline of February 26, 2010.*

Single: Single entries will compete against other single entries

Multiple: Multiple entries (i.e. campaign) will compete against other campaigns

***The following group of categories are available for digital entry unless otherwise noted.***

#### **TELEVISION/VIDEO PRESENTATION:**

##### **SC 1 Special Event Promotion (OLYMPICS)**

**(single)** Any single video-based promotion created to promote the brand image of the network, channel, station or content platform with an Olympics event theme. *One item per entry. Each individual entry needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

### **SC 2 Special Event Campaign (OLYMPICS)**

**(multiple)** Any group of thematically-related video-based promotional material created to promote the brand image of the network, channel, station or content platform with an Olympics event theme. *Minimum two, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

### **SC 3 Sports Program Promotion (OLYMPICS)**

**(single)** Any single video-based promotion created to promote a local or regional sports program associated with the 2010 Winter Olympics by way of theme or content. *One item per entry. Each individual video needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

### **SC 4 Sports Program Campaign (OLYMPICS)**

**(multiple)** Any group of related video-based promotional material created to promote a local or regional sport program associated with the 2010 Winter Olympics by way of theme or content. *Minimum two, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

### **SC 5 Live Event Promotion (OLYMPICS)**

**(single)** Any single video-based promotion created to promote a live event program associated with the 2010 Winter Olympics by way of theme or content. Submission must be for a program that aired live. *One item per entry. Each individual video needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

### **SC 6 Live Event Campaign (OLYMPICS)**

**(multiple/campaign)** Any group of related video-based promotional material created to promote a live event program associated with the 2010 Winter Olympics by way of theme or content. Submission must be for a program aired live. *Minimum two, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

### **WEBSITE:**

#### **SC 7 Special News Report or Event Program Website (OLYMPICS)**

**(Single)** Any website created to promote a special news report/event program associated with the 2010 Winter Olympics by way of theme or content. *One item per entry. Submit live URL with any user name and password needed or archived interactive material on CD/DVD. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

### **VOICE OVER**

The voice over in any video or audio based promotion sets the tone for communication. It can be used to bring character to a specific message or stand for an entire brand. Voice over talent is an integral part of entertainment promotion and is a part of the strength of the PromaxBDA Association.

*The voice over categories can be entered by any individual or company creating or voicing promotion in the television entertainment industry to be used in the United States and Canada.*

#### **VO 01 Best Female VO**

**(Single)** Best performance by a female voice over artist for use in a promotion, marketing or sales piece. On-air, online, radio and corporate entries are accepted. *One item per entry. Each individual video or audio entry needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

#### **VO 02 Best Male VO**

**(Single)** Best performance by a male voice over artist for use in promotion, marketing or sales piece. On-air, online, radio and corporate entries are accepted. *One item per entry. Each individual video or audio entry needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

## **OUTDOOR, OUT-OF-HOME, PRINT AND POSTER**

### **Print Categories (PR 1-14)**

This group of categories is broadly open to any print-based marketing or promotional material created or commissioned by a broadcast or cable network, channel, station, content brand, cable or satellite provider, syndicator, studio, production company, individual or entity. Please check categories for specific entry guidelines and the promaxbda.org website for all technical and print specification details.

Work produced by an in-house (station or network creative or off-air promotion department) or out-of-house (agency/creative service company, vendor) is eligible. The entry must be utilized by a broadcast/electronic media-related entity such as a broadcast or cable station, a video post-production facility, a design firm specializing in broadcast media or an Internet broadcaster (Web) as appropriate to the category. Please list Submitting Company name (Client) and Submitting Agency in the online entry form as appropriate.

Single: Single entries will compete against other single entries

Multiple: Multiple entries (i.e. campaign) will compete against other campaigns

***The following group of categories are available for digital entry unless otherwise noted and will be judged equally with submitted mounted print pieces.***

### **General and Content Promotion**

***These categories can be entered by any individual or company creating promotional material for broadcast or cable network, channel, station, content brand, cable or satellite provider, syndicator or studio to be used in the United States and Canada.***

#### **PR 1 Consumer Print Ad**

**(single)** Any single print piece of advertising created to advertise a program, series or a network, published in a consumer publication. *One item per entry. Each piece may be uploaded as a .pdf or must be mounted and labeled. See entry guidelines in this document or on promaxbda.org for print entry specifications.*

#### **PR 2 Consumer Print Campaign**

**(multiple)** Any group of printed pieces of advertising created to promote a program, series or a network, for the consumer. *Minimum two, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. For all print material, each piece may be uploaded as a .pdf or must be mounted and labeled. See entry guidelines in this document or on promaxbda.org for print entry specifications.*

#### **PR 3 Trade Print Ad**

**(single)** Any single print piece of advertising created to promote a program, series or a network and published in a consumer trade publication. *One item per entry. Each piece may be uploaded as a .pdf or must be mounted and labeled. See entry guidelines in this document or on promaxbda.org for print entry specifications.*

#### **PR 4 Trade Print Campaign**

**(multiple)** Any group of printed pieces of advertising created to promote a program, series or a network, for trade publications. *Minimum two, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. For all print material, each piece may be uploaded as a .pdf or must be mounted and labeled. See entry guidelines in this document or on promaxbda.org for print entry specifications.*

#### **PR 5 Outdoor/Environmental/Transit Ad**

**(single)** Any single promotional piece of advertising (i.e. billboard, bus side, electronic, building sides or 3D outdoor) created to promote a program, series or network. Submit photo showing relationship to environment; for electronic/animated must submit video of ad and its relationship to environment. *One item per entry. Each piece may be uploaded as a .pdf or must be mounted and labeled. See entry guidelines in this document or on promaxbda.org for print entry specifications.*

#### **PR 6 Outdoor/Environmental/Transit Ad Campaign**

**(multiple)** Any combination of promotional piece of advertising (i.e. billboard, bus side, electronic, building sides or 3D outdoor) created to promote a program, series or network. Submit photo showing relationship to environment; for electronic/animated must submit video of ad and its relationship to environment. *Minimum two, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. For all print material, each piece may be uploaded as a .pdf or must be mounted and labeled. See entry guidelines in this document or on promaxbda.org for print entry specifications.*

**PR 7 Marketing Presentation - Print or Specialty**

**(single or multiple)** Any single or combination of printed material or specialty items created to promote programming or facilities to affiliates, vendor capabilities, systems, advertisers, agencies or funders, etc. Open to broadcast or cable network, channel, station, content brand, cable or satellite provider, syndicator, studio, production company, individual or entity. *Minimum one, maximum five, related but different items per entry to be judged as a unified whole. Submit original material. Printed materials must be mounted. Digital upload option not available for this category*

**PR 8 Sales Promotion - Collateral/Specialty**

**(single or multiple)** A single or combination of sales promotional items such as: T-shirts, premiums, novelty items, etc., created to promote a broadcast or cable network, channel, station, content brand, cable or satellite provider, syndicator, studio, production company, individual or entity. *Minimum one, maximum five, related but different items per entry to be judged as a unified whole. Submit original items. Printed material must be mounted. Digital upload option not available for this category*

**PR 9 Promotional Items**

**(single)** Any single promotional item such as: a T-shirt, premium, novelty item, etc., created to promote a broadcast or cable network, channel, station, content brand, cable or satellite provider, syndicator or studio, specifically. *Submit original items. One item per entry. Each piece must be labeled. See entry guidelines in this document or on promaxbda.org for print entry specifications. Digital upload option not available for this category.*

**PR 10 Holiday/Special Event**

**(single or multiple)** Any single or combination of printed materials or specialty items created to promote a holiday or special event for a broadcast or cable network, channel, station, content brand, cable or satellite provider, syndicator or studio, specifically. *Minimum one, maximum five, related but different items per entry to be judged as a unified whole. Submit original items. Printed material must be mounted. Digital upload option not available for this category*

**PR 11 Stunt Promotion**

**(single or multiple)** Any single advertisement or series of advertisements that use a surprising, out-of-the-ordinary creative approach to the promotion of a one-time programming or network/channel or station event. *Minimum one, maximum five, related but different items per entry to be judged as a unified whole. Submit original items. Printed material must be mounted. Digital upload option not available for this category*

**Radio Station Categories**

*These categories can be entered by any individual or company creating advertising in print for any local, regional, national or online radio station/system to be used in the United States and Canada.*

**PR 12 Print Ad**

**(single)** Any single printed material or outdoor advertisement for radio stations or radio programs, including direct mail, transit, billboard, poster or consumer or trade. *One item per entry. Each piece may be uploaded as a .pdf or must be mounted and labeled. See entry guidelines in this document or on promaxbda.org for print entry specifications.*

### **Craft Categories**

The following highlighted categories are craft categories recognizing the individual components of any given promotion all of which will be judged by a group of like-titled/skilled judges.

#### **PR 13 Copywriting**

**(single)** Any single piece of printed material including but not limited to consumer advertisements, billboards, posters or direct mail that demonstrates creative and effective copywriting; *One item per entry. Each piece may be uploaded as a .pdf or must be mounted and labeled. See entry guidelines in this document or on promaxbda.org for print entry specifications.*

#### **PR 14 Art Direction/Design**

**(single)** Any single piece of printed material including but not limited to consumer ads, billboards, posters or direct mail that demonstrates creative and effective art direction or design as it relates to the promotion. *One item per entry. Each piece may be uploaded as a .pdf or must be mounted and labeled. See entry guidelines in this document or on promaxbda.org for print entry specifications.*

## **RADIO**

### **Radio Categories (RD 1-11)**

This group of categories is broadly open to any radio-based marketing or promotional content created or commissioned by a broadcast or cable network, channel, station, content brand, cable or satellite provider, syndicator, studio, production company, individual or entity. Please check categories for specific entry guidelines and the promaxbda.org website for all technical specification details.

Single: Single entries will compete against other single entries

Multiple: Multiple entries (i.e. campaign) will compete against other campaigns

***The following group of categories are available for digital entry unless otherwise noted.***

### **Network, Channel, Station, Platform Branding/Image Promotion**

#### **Using Radio**

***These categories can be entered by any individual or company creating promotional audio-based materials for a radio/audio broadcast station, broadcast or cable network, channel or station to be used in the United States and Canada.***

#### **RD 1 General Branding/Image**

**(single)** Any single radio spot created to promote a network, channel, station or platform. *One item per entry. Each individual entry needs to be ninety seconds (:90) or less. Submit on CD or upload. See entry guidelines in this document or on promaxbda.org for radio entry specifications.*

### **Content Marketing using Radio**

***These categories can be entered by any individual or company creating promotional audio-based materials for a radio/audio broadcast program, station or content brand, broadcast or cable network, channel, station, content brand, cable or satellite provider, syndicator or studio to be used in the United States and Canada.***

#### **RD 2 Promotion for Program/Series**

**(single)** Any single radio spot created to promote a program, series, movie, news or current affairs program, etc. *One item per entry. Each individual entry needs to be ninety seconds (:90) or less. Submit on CD or upload. See entry guidelines in this document or on promaxbda.org for radio entry specifications.*

#### **RD 3 Sports Program Promotion (including live event)**

**(single)** Any single radio spot created to promote a sports program including a live sports event. *One item per entry. Each individual entry needs to be ninety seconds (:90) or less. Submit on CD or upload. See entry guidelines in this document or on promaxbda.org for radio entry specifications.*

#### **RD 4 Comedy Program Promotion**

**(single)** Any single radio spot created to promote a comedy program or series. *One item per entry. Each individual entry needs to be ninety seconds (:90) or less. Submit on CD or upload. See entry guidelines in this document or on promaxbda.org for radio entry specifications.*

**RD 5 Entertainment Program Promotion**

**(single)** Any single radio spot created to promote a general entertainment program or series. *One item per entry. Each individual entry needs to be ninety seconds (:90) or less. Submit on CD or upload. See entry guidelines in this document or on promaxbda.org for radio entry specifications.*

**RD 6 Holiday/Seasonal/Special Event Program Promotion**

**(single)** Any single radio spot created to promote a holiday, seasonal or special event program or series. *One item per entry. Each individual entry needs to be ninety seconds (:90) or less. Submit on CD or upload. See entry guidelines in this document or on promaxbda.org for radio entry specifications.*

**RD 7 Dramatic Program Promotion**

**(single)** Any single radio spot created to promote a dramatic program or series. *One item per entry. Each individual entry needs to be ninety seconds (:90) or less. Submit on CD or upload. See entry guidelines in this document or on promaxbda.org for radio entry specifications.*

**RD 8 Non-Fiction/Reality Programming Promotion**

**(single)** Any single radio spot created to promote a non-fiction/reality program. *One item per entry. Each individual entry needs to be ninety seconds (:90) or less. Submit on CD or upload. See entry guidelines in this document or on promaxbda.org for radio entry specifications.*

**Craft Categories**

The following highlighted categories are craft categories recognizing the individual components of any given piece of promotion or marketing all of which will be judged by a group of like-titled/skilled judges.

**RD 9 Copywriting**

**(single)** Any single audio-based promotional material that demonstrates creative and effective copywriting/scriptwriting. *One item per entry. Each individual entry needs to be ninety seconds (:90) or less. Submit on CD or upload. See entry guidelines in this document or on promaxbda.org for radio entry specifications.*

**RD 10 Music Package/Post Score or Instrumental Theme With or Without Vocals**

**(single)** Any single radio-based promotional material that demonstrates creative and effective use of music. Original score or library music permitted. *One item per entry. Each individual entry needs to be ninety seconds (:90) or less. Submit on CD or upload. See entry guidelines in this document or on promaxbda.org for radio entry specifications.*

**RD 11 Sound Design**

**(single)** Any single radio-based promotional material that demonstrates creative and effective use of sound design. Components may include, but are not limited to: music, sound effects, voice talent, etc. *One item per entry. Each individual entry needs to be ninety seconds (:90) or less. Submit on CD or upload. See entry guidelines in this document or on promaxbda.org for radio entry specifications.*

## TELEVISION - VIDEO PRESENTATION

### **Television/Video Presentation Categories (TV 1-73)**

This group of categories is broadly open to any video-based marketing or promotional material created or commissioned by a broadcast or cable network, channel, station, content brand, cable or satellite provider, syndicator, studio, production company, individual or entity. Please check categories for specific entry guidelines and the promaxbda.org website for all technical specification details.

Work produced by an in-house (station or network creative or on-air promotion department) or out-of-house (agency/creative service company, vendor) is eligible. Please list Submitting Company name (Client) and Submitting Agency in the online entry form as appropriate.

Single: Single entries will compete against other single entries

Multiple: Multiple entries (i.e. campaign) will compete against other campaigns

*The following group of categories are available for digital entry unless otherwise noted.*

### **Network, Channel, Station, Platform Branding/Image Promotion**

*These categories can be entered by any individual or company creating promotional video-based materials for a broadcast or cable network, channel, station, cable or satellite provider or content provider to be used in the United States and Canada.*

#### **TV 1 General Branding/Image**

**(single)** Any single video-based promotional material created to promote the brand image of a network, channel, station or content platform. Does not include identification pieces (IDs: see *design awards* categories) *One item per entry. Each individual video needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications*

#### **TV 2 General Branding/Image Campaign**

**(multiple)** Any group of thematically-related video-based promotional material created to promote the brand image of a network, channel, station or content platform. Does not include identification pieces (IDs: see *design awards* categories). *Minimum two, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

#### **TV 3 Lower Third Promotion**

**(single or multiple)** Any single lower third promotion or series of lower third promotions created to promote a program, series, channel or network during a program. *Minimum one, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

#### **TV 4 Holiday/Special Event Promotion**

**(single)** Any single video-based promotional material created to promote the brand image of the network, channel, station or content platform associated with or using a holiday or special event theme. *One item per entry. Each individual video needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

#### **TV 5 Holiday/Special Event Campaign**

**(multiple)** Any group of related video-based promotional material created to promote the brand image of the network, channel, station or content platform associated with or using a holiday or special event theme. *Minimum two, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

**TV 6 On-Air Promotion for Website**

**(single or multiple)** A single or group of related video-based promotional material created to promote any aspect of a network's or program's website. *Minimum one, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

**Content Promotion**

***These categories can be entered by any individual or company creating promotional video-based materials specifically for a program to be used in the United States and Canada.***

These categories of the TELEVISION – VIDEO PRESENTATION competition are open for any video-based marketing or promotional material produced or commissioned by any broadcast or cable network, channel, station, content brand, syndicator, studio, production company, individual or entity specific to a particular program, series or show **to be used in the United States and Canada.**

**TV 7 Program Promotional Spot – In-House**

**(single)** Any single video-based promotional material created to promote any program, series of programs, holiday, public service announcement initiative, program or channel-related special events or daypart/related programming produced by an in-house team at a broadcast or cable network, channel, station or content brand. *One item per entry. Each individual video needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

**TV 8 Program Promotional Campaign – In-House**

**(multiple)** Any group of related video-based promotional material created to promote any program, series of programs, holiday, public service announcement initiative, program or channel related special events or daypart/related programming produced by an in-house team at a broadcast or cable network, channel, station or content brand. *Minimum two, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

**TV 9 Program Promotional Spot – Out-of-House**

**(single)** Any single video-based promotional material created to promote any program, series of programs, holiday, public service announcement initiative, program or channel-related special events or daypart/related programming produced out-of-house (by an agency/creative service company, vendor). *One item per entry. Each individual video needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

**TV 10 Program Promotional Campaign – Out-of-House**

**(multiple)** Any group of related video-based promotional material created to promote any program, series of programs, holiday, public service announcement initiative, program or channel related special events or daypart/related programming produced out-of-house (by an agency/creative service company, vendor). *Minimum two, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

**TV 11 News/Information Program Spot**

**(single)** Any single video-based promotional material created to promote a news, information or current affairs program, etc. *One item per entry. Each individual video needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

**TV 12 News/Information Program Campaign**

**(multiple)** Any group of related video-based promotional material created to promote a news information or current affairs program, etc. *Minimum two, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

**TV 13 Special News Report or Event Programming (Environmental, Political Debates, etc.)**

**single or multiple )** Any single or group of related video-based promotional material created to promote a special report/event program relating to news information or current affairs, etc. *Minimum one, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

**TV 14 Sports Program Spot (not a live event/game)**

**(single or multiple)** Any single or group of related video-based promotional material created to promote a sports program, series or sports news program, etc. EXCLUDING a live event or game. *Minimum one, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org all for technical specifications.*

**TV 15 Live Event Spot**

**(single)** Any single video-based promotional material created to promote a one-time live event program. Submission must be for a program aired live such as a game or special event. *One item per entry. Each individual video needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

**TV 16 Live Event Campaign**

**(multiple)** Any single or group of related video-based promotional material created to promote a one-time, live event program. Submission must be for a program aired live. *Minimum two, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

**TV 17 Comedy Program Spot**

**(single)** Any single video-based promotional material created to promote a comedy program, series, movie, etc. *One item per entry. Each individual video needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

**TV 18 Comedy Program Campaign**

**(multiple)** Any single or group of related video-based promotional material created to promote a comedy program, series, movie, etc. *Minimum two, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

**TV 19 Entertainment Program Spot**

**(single)** Any single video-based promotional material created to promote a general entertainment program, series or movie program, etc. *One item per entry. Each individual video needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

**TV 20 Entertainment Program Campaign**

**(multiple)** Any single or group of related video-based promotional material created to promote a general entertainment program, series or movie program, etc. *Minimum two, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

**TV 21 Holiday/Seasonal/Special Event Program Spot**

**(single)** Any single video-based promotional material created to promote a holiday, seasonal, special event program, series, movie, news or current affairs program, etc. *One item per entry. Each individual video needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

**TV 22 Holiday/Seasonal/Special Event Program Campaign**

**(multiple)** Any single or group of related video-based promotional material created to promote a holiday, seasonal or special event program, series, movie, news or current affairs program, etc. *Minimum two, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications,*

**TV 23 Dramatic Program Spot**

**(single)** Any single video-based promotional material created to promote a dramatic series. *One item per entry. Each individual video needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

**TV 24 Dramatic Program Campaign**

**(multiple)** Any group of related video-based promotional material created to promote a dramatic program, series, movie, news or current affairs program, etc. *Minimum two, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

**TV 25 Children's Programming Spot — Live action**

**(single)** Any single video-based promotional material created to promote a children's live action program, series, movie, news or current affairs program, etc. *One item per entry. Each individual video needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for technical specifications.*

**TV 26 Children's Programming Campaign — Live action**

**(multiple)** Any group of related video-based promotional material created to promote a children's live action program, series, movie, news or current affairs program, etc. *Minimum two, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

**TV 27 Children's Programming Spot — Animated/Mixed**

**(single)** Any single video-based promotional material created to promote a children's animated/mixed media program, series, movie, news or current affairs program, etc. *One item per entry. Each individual video needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

**TV 28 Children's Programming Campaign — Animated/Mixed**

**(multiple)** Any group of related video-based promotional material created to promote a children's animated/mixed media program, series, movie, news or current affairs program, etc. *Minimum two, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

**TV 29 Non-Fiction/Reality Programming Spot**

**(single)** Any single video-based promotional material created to promote a non-fiction/reality program, series, movie, news or current affairs program, etc. *One item per entry. Each individual video needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

**TV 30 Non-Fiction/Reality Programming Campaign**

**(multiple)** Any group of related video-based promotional material created to promote a non-fiction/reality program, series, movie, news or current affairs program, etc. *Minimum two, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

**TV 31 Adult Programming Spot**

**(single)** Any single video-based promotional material created to promote an adult or exotic program, series, movie, news or current affairs program, etc. *One item per entry. Each individual video needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

**TV 32 Adult Programming Campaign**

**(multiple)** Any group of related video-based promotional material created to promote an adult or exotic program, series, movie, news or current affairs program, etc. *Minimum two, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

**TV 33 Daytime Program Spot**

**(single)** Any single video-based promotional material created to promote a daytime entertainment program, series, movie, news or current affairs program, etc. *One item per entry. Each individual video needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

**TV 34 Daytime Program Campaign**

**(multiple)** Any group of related video-based promotional material created to promote a daytime entertainment program, series, movie, news or current affairs program, etc. *Minimum two, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

**TV 35 Made-for-Television Movie Spot**

**(single)** Any single video-based promotional material created to promote a made-for-television movie. *One item per entry. Each individual video needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

**TV 36 Made-for-Television Movie Campaign**

**(multiple)** Any group of related video-based promotional material created to promote a made-for-television movie. *Minimum two, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

**TV 37 Theatrical Films Shown on Television Promotion**

**(single or multiple)** Any single or group of related video-based promotional material created to promote a theatrical film (NOT in current theatrical release) being shown on television. *Minimum one, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

**TV 38 Daypart/Block of Programs Spot**

**(single)** Any single video-based promotional material created to promote any regularly scheduled, related block of programming. *One item per entry. Each individual video needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

**TV 39 Daypart/Block of Programs Campaign**

**(multiple)** Any group of related video-based promotional material or packaging created to promote any daypart or block of programs. *Minimum two, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

**TV 40 "Behind the Scenes" Promotion - Long/Short Form**

**(single or multiple)** Any single or group of video-based "behind the scenes" or "making of" promotional material used to promote specific programs, series, movies, etc. and/or the network. If full promotion is longer than allotted time, entry must be edited to fit the time specifications. *Minimum one, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be five minutes (5:00) or less with a total running time of 10 minutes (10:00) or less for all entries together. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

**TV 41 Stunt Promotion - On-Air Only**

**(single or multiple)** Any single or group of related video-based promotional material that uses a surprising, out-of-the-ordinary creative approach to the promotion of a one-time on-air programming event. *Minimum one, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

**TV 42 Interstitial/"Promo-tainment"/Program Wraps Campaign**

**(multiple)** Any group of related non-traditional video-based promotional or informational material used in conjunction with a program designed to enhance the brand identity of programs, series and/or the channel/network or station. *Minimum two, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be three minutes (3:00) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

**TV 43 Interstitial/"Promo-tainment"/Movie Wraps Campaign**

**(multiple)** Any group of related non-traditional video-based promotional or informational material used in conjunction with the airing of a movie designed to enhance the brand identity of the movie or the channel/network or station. *Minimum two, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be three minutes (3:00) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

**TV 44 Interstitial/Advertiser Integration/Program Wraps Campaign**

**(multiple)** Any group of related non-traditional video-based sponsored promotion material designed to integrate the advertiser with the brand identity of specific program, movie or network. *Minimum two, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be three minutes (3:00) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

**TV 45 On-Air Consumer Tie-In Promo**

**(single)** Any single video-based promotional material created to enhance the sales department's ability to generate advertising/income based on a promotion or other on-air concept for an advertiser. For example, a sponsored promo, product placement, special giveaway or contest. *One item per entry. Each individual video needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

**TV 46 On-Air Consumer Tie-In Promo Campaign**

**(multiple/campaign)** Any group of related non-traditional video-based promotional material created to enhance the sales department's ability to generate advertising/income based on a promotion or other on-air concept for an advertiser. For example, a sponsored promo, product placement, special giveaway or contest. *Minimum two, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

**TV 47 Public Service Announcement**

**(single)** Any single video-based promotional material created to promote awareness of public service issues, social action or community service announcement. *One item per entry. Each individual video needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

**TV 48 Public Service Announcement Campaign**

**(multiple)** Any group of related non-traditional video-based promotional material created to promote awareness of public service issues, social action or community service announcement. *Minimum two, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

**Syndicator/Program Distributor Categories TV49-TV51G**

*These categories of the TELEVISION – VIDEO PRESENTATION competition are open for any video-based marketing or promotional material produced or commissioned by any broadcast or cable network, channel, station, content brand, syndicator, studio, production company, individual or entity specific to a particular program, series or show to be used in the United States and Canada.*

**TV 49 Program Promotion Spot or Campaign - Entertainment**

**(single or multiple)** Any single spot or group of related video-based promotional material created to promote a syndicated/distributed entertainment program to local audiences, stations or other program buyers. *Minimum one, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

**TV 50 Program Promotion Spot or Campaign - Comedy**

**(single or multiple)** Any single or group of related video-based promotional material created to promote a syndicated/distributed comedy program to local audiences, stations or other program buyers. *Minimum one, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

**TV 51 Program/Movie Promotion Spot or Campaign - Entertainment Using Integrated Media**

**(multiple)** Any group of related promotional material in two or more media including but not exclusive to print ads, kits, premiums, videotapes and other material designed to promote a general entertainment program/movie to local audiences, stations or other program buyers. *Minimum two, maximum six, related but different items per entry to be judged as a unified whole. No more than three pieces of material in any one medium. Entries containing more than six pieces of material may be disqualified. For any video materials, each video needs to be ninety (:90) seconds or less. For any print material, each piece must be mounted and labeled. For any web materials, submit URL of live website including any login information or submit archived website material on CD/DVD. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

**TV 51A Dramatic Programming**

**(single)** Any single video-based promotional material created to promote a dramatic program or series in syndication/for distribution. *One item per entry. Each individual video needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

**TV 51B Non-Fiction/Reality/Single Judge/Court Programming**

**(single)** Any single video-based promotional material created to promote a non-fiction/reality or single judge/court program, series, movie, news or current affairs program in syndication/for distribution. *One item per entry. Each individual video needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

**TV 51C Children's Programming**

**(single)** Any single video-based promotional material created to promote a children's live action, animated or mixed media program, series, movie, news or current affairs program, etc. in syndication/for distribution. *One item per entry. Each individual video needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

**TV 51D Holiday/Seasonal/Special Event Programming**

**(single)** Any single video-based promotional material created to promote a holiday, seasonal, special event program, series, movie, news or current affairs program, etc. in syndication/for distribution. *One item per entry. Each individual video needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications*

**TV 51E General Branding/Image**

**(single)** Any single video-based promotional material created to promote the brand image of a network, channel station or content platform for a syndicator or program distributor. Does not include identification pieces (IDs: see design awards categories) *One item per entry. Each individual video needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications*

**Home Entertainment Categories**

*These categories can be entered by any individual or company creating promotional video-based materials for home entertainment specifically - to be used in the United States and Canada.*

**TV 52 Movie Promotion**

**(single)** Any single video-based promotional material created to promote a movie released on DVD or digital media. (Includes: action/adventure, comedy, sci-fi, children's and drama themed films.) *One item per entry. Each individual video needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

**TV 53 Movie Promotion Using Integrated Media**

**(multiple)** Any group of related promotional material in two or more media including but not exclusive to print ads, kits, premiums, videotapes and other material designed to promote a movie released on DVD or digital media. *Minimum two, maximum six, related but different items per entry to be judged as a unified whole. No more than three pieces of material in any one medium. Entries containing more than six pieces of material may be disqualified. For any video materials, each video needs to be ninety (:90) seconds or less. For any print material, each piece must be mounted and labeled. For any web materials, submit URL of live website including any login information or submit archived website material on CD/DVD. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

**TV 54 Television Series Promotion**

**(single)** Any single video-based promotional material created to promote a television series released on DVD or digital media. *One item per entry. Each individual video needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for technical specifications.*

**TV 55 DVD Content**

**(single)** Any DVD containing special features/bonus features material designed to promote programming or business. Judged on overall creativity, design, menu, content, ease of use, technical achievement. *One item per entry. Submit DVD in original packaging with instructions. **Digital upload option not available for this category***

### **Radio Stations Categories**

*These categories can be entered by any individual or company creating promotional video-based materials for radio stations or radio programs to be used in the United States and Canada.*

#### **TV 56 TV Promotion or Promotion Campaign**

**(single or multiple)** Any single or group of related video-based promotional material created to promote a program or station to consumers. *Minimum one, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

### **Cable, Satellite and Online Content Platforms**

*These categories can be entered by any individual or company creating promotional video-based materials for cable, satellite and online content platforms to be used in the United States and Canada.*

#### **TV 57 Branding/Image Spot**

**(single)** Any single video-based promotional material created to promote the brand or image of the cable, satellite or online content platform system. *One item per entry. Each individual video needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

#### **TV 58 Branding/Image Campaign**

**(multiple)** Any group of related video-based promotional material created to promote the brand or image of the cable, satellite or online content platform system. *Minimum two, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

#### **TV 59 On-Screen Services Promotion (VOD, PPV, etc)**

**(single or multiple)** Any single or group of related video-based promotional material designed to enhance the brand identity of specific platform offerings including: PPV, VOD or interactive TV or the system. *Minimum one, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

#### **TV 60 Consumer Promotion Using Integrated Media**

**(single or multiple)** Any group of related promotional material in two or more media including but not exclusive to print ads, kits, premiums and videotapes and other items showcasing a value-added or sponsor tie-in consumer promotion designed to enhance audience program promotion. Submit a single spot or an appropriate combination of on-air, radio, print or collateral in order to substantiate award entry. *Minimum two, maximum six, related but different items per entry to be judged as a unified whole. No more than three pieces of material in any one medium. Entries containing more than six pieces of material may be disqualified. For any video materials, each video needs to be ninety (:90) seconds or less. For any print material, each piece must be mounted and labeled. For any web materials, submit URL of live website including any login information or submit archived website material on CD/DVD. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

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

#### **TV 61 Marketing Video/Presentation - Internal**

**(single)** Any single video-based presentation created to promote programming or facilities to internal personnel, employees and vendors, including long-form promotional spots. *One item per entry. Each individual video needs to be three minutes (3:00) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

**TV 62 Marketing Video/Presentation - External**

**(single)** Any single video-based presentation created to promote multiple programming or facilities to external affiliates, systems, advertisers, agencies or funders; includes long-form promotional spots. *One item per entry. Each individual video needs to be three minutes (3:00) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

**TV 63 Sales/Demo Reel**

**(single)** Any single video-based presentation created to promote the capabilities of a company providing trade or internal marketing services to the industry. *One item per entry. Each individual video needs to be three minutes (3:00) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

**Special Categories**

**TV 64 Something For Nothing**

**(single)** It's a mission impossible, but it's up to you to make it possible! A simple but effective video-based promotion that's clearly executed on a small budget (max. \$5,000US). Entries must include a breakdown of all costs and time used to produce (including any in-house resources). *One item per entry. Each individual video needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

**TV 65 Best Work Never Seen**

**(single)** Now's the time for everyone to see that brilliant work that your boss or your client just didn't "get"! Any promotional material which was produced but never made it to air. Please indicate in the marketing objective field the reasons why it was not used. *One item per entry. Each individual video needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

**TV 66 Funniest Promo**

**(single)** It's as subjective as it sounds, but every year there is that gut-buster that just needs to be recognized. Any video-based promotion that's funny - that's the criteria! *One item per entry. Each individual video needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

**Craft Categories**

The following highlighted categories are craft categories recognizing the individual components of any given piece of promotion or marketing all of which will be judged by a group of like titled/skilled judges.

**TV 67 Editing**

**(single)** Any single video-based promotion, presentation, interstitial etc. that demonstrates creative and effective promo editing. *One item per entry. Each individual video needs to be two minutes (2:00) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

**TV 68 Copywriting**

**(single)** Any single video-based promotion, presentation, interstitial, etc. that demonstrates creative and effective copywriting; *One item per entry. Each individual video needs to be two minutes (2:00) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

**TV 69 Directing**

**(single)** Any single video-based promotion that demonstrates superior execution of mise-en-scène including direction of actors, camera set-ups, oversight of production design, etc. *One item per entry. Each individual video needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

**TV 70 Design**

**(single)** Any single video-based promotion that best uses design to convey its promotional message. *One item per entry. Each individual video needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

**TV 71 Use of an Original Composition in a Promo**

**(single)** Any single video-based promotion that makes creative use of an original score. *One item per entry. Each individual video needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

**TV 72 Music Package/Post Score or Instrumental Theme With or Without Vocals**

**(single)** Any single video-based promotion that makes creative use of music packages, post scores or instrumental themes with or without vocals. Original score or library music is permitted. Syndicated packages are allowed only if majority lyrics are custom. *One item per entry. Each individual video needs to be ninety three minutes (3:00) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

**TV 73 Sound Design**

**(single)** Any single video-based promotion that demonstrates creative and effective use of sound components including music, sound effects, voice talent, etc. *One item per entry. Each individual video needs to be ninety seconds (:90) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

**INTERACTIVE**

**INTERACTIVE MEDIA CATEGORIES (IT 1-19)**

This group of categories is broadly open to any marketing, promotional or content produced in part or in full for any interactive platform, medium or technology including (but not limited to) web-sites, micro-sites, walled gardens, mobile, kiosk, CD, DVD, Enhanced or Interactive Programming Guide (EPG/IPG), digital advertising unit or email communication created or commissioned by a broadcast or cable network, channel, station, content brand, cable or satellite provider, syndicator, studio, production company, individual or entity. Please check categories for specific entry guidelines and the promaxbda.org website for all technical specification details.

Single: Single entries will compete against other single entries

**\*NOTE: all work entered into the IT (interactive) categories are for single entry only. It is the entrant's responsibility to provide a working site for the judges to review. Any missing usernames or passwords or non-working/active URLs submitted will not be refunded.**

*The following group of categories are available for digital entry unless otherwise noted.*

**Network, Channel, Station, Platform Branding/Image – Website**

*These categories can be entered by any individual or company creating promotional website-based materials for a broadcast or cable network, channel, station, cable or satellite provider, content provider to be used in the United States and Canada.*

**IT 1 Network/Channel/Station/Platform Website**

**(Single)** Any consumer website created to promote the brand/image of a network, channel, station or content platform. *One item per entry. Submit live URL with any user name and password needed or archived interactive material on CD/DVD. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

**Content Promotion – Website**

*These categories can be entered by any individual or company creating promotional website-based materials specifically for a program to be used in the United States and Canada.*

**IT 2 General Entertainment Program Promotion**

**(single)** Any consumer website created to promote a program, series, movie, news or current affairs program, etc. *One item per entry. Submit live URL with any user name and password needed or archived interactive material on CD/DVD. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

**IT 3 News Program Promotion**

**(single)** Any consumer website created to promote a news/information/current affairs program. *One item per entry. Submit live URL with any user name and password needed or archived interactive material on CD/DVD. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

**IT 4 Sports Program Promotion**

**(single)** Any consumer website created to promote a sports program or series. *One item per entry. Submit live URL with any user name and password needed or archived interactive material on CD/DVD. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

**IT 5 Comedy Program Promotion**

**(single)** Any consumer website created to promote a comedy program, series, movie, etc. *One item per entry. Submit live URL with any user name and password needed or archived interactive material on CD/DVD. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

**IT 6 Dramatic Program Promotion**

**(single)** Any consumer website created to promote a dramatic program, series or movie. *One item per entry. Submit live URL with any user name and password needed or archived interactive material on CD/DVD. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

**IT 7 Children's Program Promotion**

**(single)** Any consumer website created to promote a children's program, series or movie. *One item per entry. Submit live URL with any user name and password needed or archived interactive material on CD/DVD. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

**IT 8 Non-Fiction/Reality Program Promotion**

**(single)** Any consumer website created to promote a non-fiction/reality program, series, movie, news or current affairs program, etc. *One item per entry. Submit live URL with any user name and password needed or archived interactive material on CD/DVD. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

**IT 9 Holiday/Seasonal/Entertainment/Special Event Program Promotion**

**(single)** Any consumer website created to promote a holiday, seasonal, special event single program or one-time event. *One item per entry. Submit live URL with any user name and password needed or archived interactive material on CD/DVD. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

**On-Line/Interactive Games/Immerging Platforms**

*These categories can be entered by any individual or company using on-line/ Interactive games on immerging platforms as promotional materials to be used in the United States and Canada.*

**IT 10 General Entertainment/Channel**

**(Single)** Any online, mobile or otherwise interactive game developed to promote/enhance a specific program, special event, or channel. *One item per entry. Submit live URL with any user name and password needed or archived interactive material on CD/DVD. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

**DVD, Interactive TV, Mobile/ Immerging Platforms**

*These categories can be entered by any individual or company using DVD, interactive TV or Mobile/ immerging platforms as promotional materials to be used in the United States and Canada.*

**IT 11 Interactive Television Application Promotion**

**(single)** Any interactive television application developed specifically to promote/enhance the channel or channel programming. *One item per entry. Submit live URL with any user name and password needed or archived interactive material on CD/DVD. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

**IT 12 Mobile Application Promotion**

**(single)** Any mobile application developed specifically to promote/enhance the channel or channel programming. *As appropriate, submit live URL or archived material on CD-ROM/DVD.*

**IT 13 Marketing/Advertising**

**(single)** Any online marketing and advertising using an animated or flash banner, pop-up, flash movie, splash page, etc. to promote a program or a network, channel, station or system via the Internet. Work will be judged on creativity and quality of design. *One item per entry. Submit live URL with any user name and password needed or archived interactive material on CD/DVD. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

**IT 14 Take-Over Promotion/Road Blocks**

**(single)** Any online take-over promotion or road block use to promote a program or a network, channel, station or system via the Internet. Work will be judged on creativity and quality of design. *One item per entry. Submit live URL with any user name and password needed or archived interactive material on CD/DVD. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

**IT 15 Viral/Web/User Generated Content**

**(single)** Any single piece of viral/web/user generated content used to promote a program or a network, channel, station or system via the Internet. Work will be judged on creativity and quality of design. *One item per entry. Submit live URL with any user name and password needed or archived interactive material on CD/DVD. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

**IT 16 Interactive Applications Promotion**

**(single)** Any single example of an innovative marketing strategy using interactive media such as broadband, mobile phone, VOD, etc. Entry must demonstrate interactivity and effectiveness in achieving results. *One item per entry. Submit live URL with any user name and password needed or archived interactive material on CD/DVD. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

**Craft Categories**

The following highlighted categories are craft categories recognizing the individual components of any given piece of promotion or marketing all of which will be judged by a group of like titled/skilled judges.

**IT 17 Art Direction/Design/Animation**

**(single)** Any website or interactive application that demonstrates creative and effective art direction/design/animation. *One item per entry. Submit live URL with any user name and password needed or archived interactive material on CD/DVD. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

**IT 18 Copywriting**

**(single)** Any website or interactive application that demonstrates creative and effective copywriting. *One item per entry. Submit live URL with any user name and password needed or archived interactive material on CD/DVD. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

**IT 19 Technical Innovations**

**(single)** Any website or interactive application that demonstrates creative and innovative technology applications as it relates to the promotion objectives. *One item per entry. Submit live URL with any user name and password needed or archived interactive material on CD/DVD. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

## **INTEGRATED MEDIA PROMOTION**

### **INTEGRATED MEDIA CATEGORIES (MM 1 – 11)**

This group of categories is broadly open to any promotional material in two or more media (i.e. video, print, interactive, audio, etc.) created or commissioned by a general entertainment broadcast or cable network, channel, station, content brand, cable or satellite provider, syndicator, studio, production company, individual or entity. Please check categories for specific entry guidelines and the promaxbda.org website for all technical specification details.

Multiple: Multiple entries (i.e. campaign) will compete against other campaigns

**\*NOTE: all work entered into the MM (multimedia) categories must be using two or more media. *The following group of categories are available for digital entry unless otherwise noted.***

### **Network, Channel, Station, Platform Branding/Image Promotion**

*These categories can be entered by any individual or company creating promotional multiple media materials for a broadcast or cable network, channel, station, cable or satellite provider, content provider to be used in the United States and Canada.*

#### **MM 1 General Branding/Image Campaign Using Integrated Media**

**(multiple)** A combination of thematically-related elements of promotional material including but not exclusive to print ads, kits, premiums, videotapes and other material designed to promote the brand image of a Network, Channel, Station or Content Platform. *Minimum two, maximum six, related but different items per entry to be judged as a unified whole. No more than four pieces of material in any one medium. Entries containing more than six pieces of material may be disqualified. For any video materials, each video needs to be ninety (:90) seconds or less. For any print material, each piece must be mounted and labeled. For any web materials, submit URL of live website including any login information or submit archived website material on CD/DVD. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

#### **MM 2 Holiday/Special Event Campaign Using Integrated Media**

**(multiple)** A combination of thematically-related elements of promotional material including but not exclusive to print ads, kits, premiums, videotapes and other material designed to promote a holiday or special event on Network, Channel, Station or Content Platform. Not program specific. *Minimum two, maximum six, related but different items per entry to be judged as a unified whole. No more than four pieces of material in any one medium. Entries containing more than six pieces of material may be disqualified. For any video materials, each video needs to be ninety (:90) seconds or less. For any print material, each piece must be mounted and labeled. For any web materials, submit URL of live website including any login information or submit archived website material on CD/DVD. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

### **Content Promotion**

*These categories can be entered by any individual or company creating promotional multiple media materials for a specifically for a program to be used in the United States and Canada.*

#### **MM 3 Program/Movie Package Marketing Campaign Using Integrated Media**

**(multiple)** A combination of thematically-related elements of promotional material including but not exclusive to print ads, kits, premiums, videotapes and other material designed to promote a program, series, movie, public service announcement, etc. *Minimum two, maximum six, related but different items per entry to be judged as a unified whole. No more than four pieces of material in any one medium. Entries containing more than six pieces of material may be disqualified. For any video materials, each video needs to be ninety (:90) seconds or less. For any print material, each piece must be mounted and labeled. For any web materials, submit URL of live website including any login information or submit archived website material on CD/DVD. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

**MM 4 News/Information Program Promotion Campaign Using Integrated Media**

**(multiple)** A series of thematically-related elements of promotional material including but not exclusive to print ads, kits, premiums, videotapes and other material created to promote a news, information or current affairs program or series. *Minimum two, maximum six, related but different items per entry to be judged as a unified whole. No more than four pieces of material in any one medium. Entries containing more than six pieces of material may be disqualified. For any video materials, each video needs to be ninety (:90) seconds or less.*

*For any print material, each piece must be mounted and labeled. For any web materials, submit URL of live website including any login information or submit archived website material on CD/DVD. See entry guidelines in this document or on [promaxbda.org](http://promaxbda.org) for all technical specifications.*

**MM 5 Sports Program Promotion Campaign Using Integrated Media**

**(multiple)** A combination of thematically-related elements of promotional material including but not exclusive to print ads, kits, premiums, videotapes and other material created to promote a sports program. *Minimum two, maximum six, related but different items per entry to be judged as a unified whole. No more than four pieces of material in any one medium. Entries containing more than six pieces of material may be disqualified.*

*For any video materials, each video needs to be ninety (:90) seconds or less. For any print material, each piece must be mounted and labeled. For any web materials, submit URL of live website including any login information or submit archived website material on CD/DVD. See entry guidelines in this document or on [promaxbda.org](http://promaxbda.org) for all technical specifications.*

**MM 6 Comedy Program Promotion Campaign Using Integrated Media**

**(multiple)** A combination of thematically-related elements of promotional material including but not exclusive to print ads, kits, premiums, videotapes and other material created to promote a comedy program. *Minimum two, maximum six, related but different items per entry to be judged as a unified whole. No more than four pieces of material in any one medium. Entries containing more than six pieces of material may be disqualified.*

*For any video materials, each video needs to be ninety (:90) seconds or less. For any print material, each piece must be mounted and labeled. For any web materials, submit URL of live website including any login information or submit archived website material on CD/DVD. See entry guidelines in this document or on [promaxbda.org](http://promaxbda.org) for all technical specifications.*

**MM 7 Holiday/Seasonal/Special Event Program Campaign Using Integrated Media**

**(multiple)** A combination of thematically-related elements of promotional material including but not exclusive to print ads, kits, premiums, videotapes and other material created to promote a holiday/seasonal program or special event program. *Minimum two, maximum six, related but different items per entry to be judged as a unified whole. No more than four pieces of material in any one medium. Entries containing more than six pieces of material may be disqualified.*

*For any video materials, each video needs to be ninety (:90) seconds or less. For any print material, each piece must be mounted and labeled. For any web materials, submit URL of live website including any login information or submit archived website material on CD/DVD. See entry guidelines in this document or on [promaxbda.org](http://promaxbda.org) for all technical specifications.*

**MM 8 Dramatic Program Campaign Using Integrated Media**

**(multiple)** A combination of thematically-related elements of promotional material including but not exclusive to print ads, kits, premiums, videotapes and other material created to promote a dramatic program. *Minimum two, maximum six, related but different items per entry to be judged as a unified whole. No more than four pieces of material in any one medium. Entries containing more than six pieces of material may be disqualified.*

*For any video materials, each video needs to be ninety (:90) seconds or less. For any print material, each piece must be mounted and labeled. For any web materials, submit URL of live website including any login information or submit archived website material on CD/DVD. See entry guidelines in this document or on [promaxbda.org](http://promaxbda.org) for all technical specifications.*

**MM 9 Children's Program Campaign Using Integrated Media**

**(multiple)** A combination of thematically-related elements of promotional material including but not exclusive to print ads, kits, premiums, videotapes and other material created to promote a children's program. *Minimum two, maximum six, related but different items per entry to be judged as a unified whole. No more than four pieces of material in any one medium. Entries containing more than six pieces of material may be disqualified.*

*For any video materials, each video needs to be ninety (:90) seconds or less. For any print material, each piece must be mounted and labeled. For any web materials, submit URL of live website including any login information or submit archived website material on CD/DVD. See entry guidelines in this document or on [promaxbda.org](http://promaxbda.org) for all technical specifications.*

**MM 10 Non-Fiction/Reality Programming Campaign Using Integrated Media**

**(multiple)** A combination of thematically-related elements of promotional material including but not exclusive to print ads, kits, premiums, videotapes and other material created to promote a non-fiction/reality program. *Minimum two, maximum six, related but different items per entry to be judged as a unified whole. No more than four pieces of material in any one medium. Entries containing more than six pieces of material may be disqualified. For any video materials, each video needs to be ninety (:90) seconds or less. For any print material, each piece must be mounted and labeled. For any web materials, submit URL of live website including any login information or submit archived website material on CD/DVD. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

**MM 11 Daypart/Block of Programs Campaign Using Integrated Media**

**(multiple)** A combination of thematically-related elements of promotional material including but not exclusive to print ads, kits, premiums, videotapes and other material created to promote a daypart or related block of programs. *Minimum two, maximum six, related but different items per entry to be judged as a unified whole. No more than four pieces of material in any one medium. Entries containing more than six pieces of material may be disqualified. For any video materials, each video needs to be ninety (:90) seconds or less. For any print material, each piece must be mounted and labeled. For any web materials, submit URL of live website including any login information or submit archived website material on CD/DVD. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

**SPECIAL CATEGORIES**

**SA 1 Special Project Award**

**(single)** Any single video-based entry showcasing an out-of-the-ordinary event and/or activity designed to draw attention to programming, personnel, the community or a public service organization. *One item per entry. Each individual entry needs to be five minutes (5:00) or less. See entry guidelines in this document or on promaxbda.org for all technical specifications.*

**SA 2 Rocket Award**

**(single or multiple)** A special award designed to recognize a producer or marketer with two years or less experience in promotion or marketing, who is already creating outstanding work. This individual may be employed by a company or be a freelancer. You may nominate a deserving individual, or you may nominate yourself. *Up to three samples of promotion or marketing materials should be submitted for consideration to be judged as one entry. The objective of the submissions should be provided, along with a CV, résumé or short bio. Video entries only, maximum total duration three minutes (3:00).*

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**AGAIN, IMPORTANT FOR YOU TO KNOW:**

- 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 towards future entry fees. No cash refund will be given.
- The awards to be given for the 2010 award season will be gold and silver only. 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.
- PromaxBDA will not be responsible for the holding of any materials submitted after the awards period has ended. Such materials will not be returned. All submissions become the property of PromaxBDA to be used at their discretion.
- All relevant permissions and copyrights are assumed to be cleared by the entrant.
- 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.
- The judging guidelines can be provided upon request.

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**If you have any questions about the awards competitions, the categories, entering or judging, please contact us at:**

**PromaxBDA Awards Department**  
Tel: 310.789.1501  
E-mail: [awards@promaxbda.org](mailto:awards@promaxbda.org)

## Specs for Video Upload

Maximum file size: 100MB per file

Audio Compression: AAC audio compression.

Video Compression

- Original file bit rate: 2-3mbps, preferably
- FPS: 30
- Preferably H.264 video compression (better compression)
- 16:9 aspect ratio - *If the original content was formatted 4:3, please provide content in 4:3 anamorphic or provide curtains (black bars on each side) to accommodate appropriately for 16:9 playback.*

### Standard Encoding Specs - DETAILED

These are general QuickTime specs that should be easily applied within your non-linear editing tool such as Final Cut Pro or Adobe Premiere. These setting can also be used in QuickTime Pro.

NOTE: File names should never contain spaces and please ALWAYS de-interlace

### Video Settings

Frame Size: Your final output size (ex. 4:3 - 320x240, 16:9 - 480x270)

Pixel aspect: 1.0 - Square pixels

File Format: Sorenson 3 or H.264

Extension: .mov

De-interlacing: Always de-interlace

Frame Rate: 30 fps

Key Frame Interval: 90 frames per keyframe

Bit Rate Type: Constant

Bit Rate Kbps: 3000Kbps

### Audio Settings

Audio Enabled: Checkbox is selected

Audio Codec: Linear PCM or AAC

Channels: Stereo

Sample Rate: 48khz

Quality: High

Bit Rate: 128 Kbps

NOTE: when using AAC Audio please ensure you output Stereo audio, not Mono

**\* Important notes:** When naming a file, please do not use spaces or special characters. We suggest using an underscore to represent a space. Example: chuck\_video\_from\_the\_beach.mov  
If submitting a second version of a video clip, please include V2 (for Version 2) in the name of the file. chuck\_video\_from\_the\_beach\_V2.mov

## Shipping

*DO NOT FORGET TO PRINT YOUR LABELS AND ATTACH THEM TO EACH ENTRY.*

- *Within the on-line awards entry process you will see a "print labels" button after you have paid for your entry. It is extremely important that you print your label and attach it to your entry to ensure we receive it and check it in for the competition properly.*

*PACK ALL OF YOUR ITEMS WITH CARE TO ENSURE THEY REACH PROMAXBDA SAFELY AND INTACT.*

- Please pack all your items very carefully, particularly mounted boards and premium items, since they run a higher risk of being damaged in transit.

*NUMBER YOUR BOXES CLEARLY TO ENSURE THEY REACH PROMAXBDA COMPLETELY*

- Number your shipments of multiple boxes (1 of 4, 2 of 4, etc.) on the outside of each box of the shipment so that we can ensure we have received your complete entry package.

*NOTATE ON OR WITHIN THE BOX WHICH COMPETITION YOUR SHIPMENT IS FOR*

- Be sure to notate which competition you are entering (i.e. Latin America, MI6, Promotion & Marketing, World Gold Design, etc.)

### **PLEASE SEND YOUR ENTRIES TO:**

PromaxBDA|MI6  
Attn: AWARDS  
1522e Cloverfield Blvd.  
Santa Monica, CA 90404  
USA

**NOTE: All submissions immediately become the property of PromaxBDA to be used at their discretion. All relevant permissions and copyrights are assumed to be cleared by the entrant.**

### **Do you have any awards questions?**

Please contact us at:  
Tel. 310.789.1503, 310.789.1501  
Fax. 310.788.7616  
E-mail: [stacy@promaxbda.org](mailto:stacy@promaxbda.org) or [jessicak@promaxbda.org](mailto:jessicak@promaxbda.org)

## How to build your tape

Before you build your tape, please enter all entry information on the Online Entry page. This will allow you to obtain the Entry Number information that is required for slating your entry.

It is very important that you follow the guidelines on how to edit and build your tape to ensure the material you are submitting is viewed and judged properly.

- ONLY BETA SP AND DIGITAL BETA VIDEO TAPES IN NTSC FORMAT WILL BE ACCEPTED.

- ***SUBMIT ALL CONTENT FORMATTED 16:9.***

IF THE ORIGINAL CONTENT WAS FORMATTED 4:3, PLEASE PROVIDE CONTENT IN 4:3 ANAMORPHIC OR PROVIDE CURTAINS (BLACK BARS ON EACH SIDE) TO ACCOMMODATE APPROPRIATELY FOR 16:9 PLAYBACK.

- YOU CAN SUBMIT ALL YOUR ENTRIES ON ONE TAPE IF SPACE ALLOWS.
- PLEASE DO NOT SEND ONE TAPE PER ENTRY, THIS IS NOT ONLY AN UNNECESSARY EXTRA COST FOR YOUR COMPANY, BUT ALSO MEANS EXTRA TIME AND HANDLING FOR PROCESSING.

Please read and follow these guidelines to ensure the correct editing of your tape:

- Please begin your tape at the one hour mark (01:00:00), with ten seconds (:10) of color bars and tone
- Add two seconds (:02) black
- Follow with five seconds (:05) of the slate
- The slate must contain:
  - Entry Number
  - Entry Title
  - Submitting Company
- Follow the slate with your video spot
- Follow with five seconds (:05) of black after the spot
- Follow with the slate for the next entry and repeat the process.

When entering Campaign entries, you will need only one slate for the entire set of spots that compose the campaign.

### **Do you have any awards questions?**

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Fax. +310.788.7616

E-mail: [stacy@promaxbda.org](mailto:stacy@promaxbda.org) or [jessicak@promaxbda.org](mailto:jessicak@promaxbda.org)

## Premium and Collateral Entry Requirements

**Premium items** are promotional items such as t-shirts, mugs, calendars, pens, notepads, games, etc.

**Collateral items** are essential elements created to support a promotional campaign such as pamphlets, flyers, brochures, displays, press kits, etc.

PLEASE FOLLOW THESE GUIDELINES WHEN SUBMITTING PREMIUM ITEMS AND/OR COLLATERAL ITEMS

- Submit original Premium and Collateral Items to avoid disqualification. If you are unable to submit the original item, please contact the awards department so that they may make a judges notation.
- All printed pieces and photographs should be entered in a digital media format (DVD, CD or flash/hard drive).
- If it is absolutely necessary to submit physically (i.e. category requirement), the entry must be mounted on a poster board unless size or weight prohibits. Please refer to the "Print Requirements" for guidelines.
- Premium and Collateral items should be submitted in a zip lock-type bag with the entry ID label attached to the outside of the bag to ensure safe and complete distribution to the judging panel.
- Please include an Entry ID label (provided by the online entry system) with each piece.

**IMPORTANT: You will be able to print the Entry ID Labels for all your items during the payment process for all your entries.**

### Translations

Due to the international composition of our judging panels, we must request that all non-English language Premium and Collateral entries be accompanied by English translation, whenever necessary, for judging purposes.

Please Note: All submissions immediately become the property of PromaxBDA to be used at their discretion. All relevant permissions and copyrights are assumed to be cleared by the entrant. We are not able to return any materials submitted for entry.

### Do you have any awards questions?

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Fax. +310.788.7616

E-mail: [stacy@promaxbda.org](mailto:stacy@promaxbda.org) or [jessicak@promaxbda.org](mailto:jessicak@promaxbda.org)

## **Print Entry Requirements**

PLEASE FOLLOW THESE GUIDELINES WHEN SUBMITTING A PRINT ENTRY

- All printed pieces and photographs should be uploaded through our online entry process as a jpeg or pdf.
- If it is absolutely necessary to submit physically, please follow these instructions:
- All print entries (stats, tear-sheets, photos, samples, etc.) must be mounted on black poster board 14" x 20" or 20" x 30."
- All entries larger than 20" x 30" should be submitted as an 8" x 10" photo and mounted on a 14" x 20" black poster board.
- A poster may be submitted actual size by mounting it on two black poster boards that are hinged together. (No un-mounted posters will be accepted.)
- If size prohibits the actual piece being entered, such as a billboard, you may submit an 8" x 10" photo mounted on a 14" x 20" black poster board.
- If not easily mounted, to prevent damage, you may submit brochures, folded pieces, etc. in a padded envelope.
- Place an entry ID label (provided by the online entry system) on the **back** of each poster board in the **upper right hand corner**.

### **Translations**

Due to the international composition of our judging panels, we must request that all non-English language print entries provide English translation for judging purposes.

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. We are not able to return any materials submitted for entry.

### **Do you have any awards questions?**

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Fax. +310.788.7616

E-mail: [stacy@promaxbda.org](mailto:stacy@promaxbda.org) or [jessicak@promaxbda.org](mailto:jessicak@promaxbda.org)

## Digital Media Entry Requirements

### What is Digital Media?

The term **Digital Media** encompasses all material submitted on DVD, CD, flash/hard drive. Please refer to the category descriptions for more information regarding the types of media required for each category and note that this media will not be returned (i.e. flash/hard drives).

#### PLEASE FOLLOW THESE GUIDELINES FOR ALL DIGITAL MEDIA ENTRIES

- The technical requirements (MAC or PC) must be clearly marked on all Digital Media entries.
- Attach an Online Entry Label (provided by the online entry system).
- For flash/hard drives it is required that they are placed in a bag/package to ensure the label can be clearly read.
- Please make sure that all materials are in NTSC or Region Free format.
- ALSO ensure that any relevant content is formatted 16:9. If the original content was formatted 4:3, please provide curtains (black bars on either side) to accommodate appropriately for 16:9 playback.

### Translations

Due to the international composition of our judging panels, we must request that all non-English language entries provide English translations for judging purposes.

Please Note: All submissions become the property of PromaxBDA to be used at their discretion. All relevant permissions and copyrights are assumed to be cleared by the entrant. We are not able to return any materials submitted for entry.

### Do you have any awards questions?

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