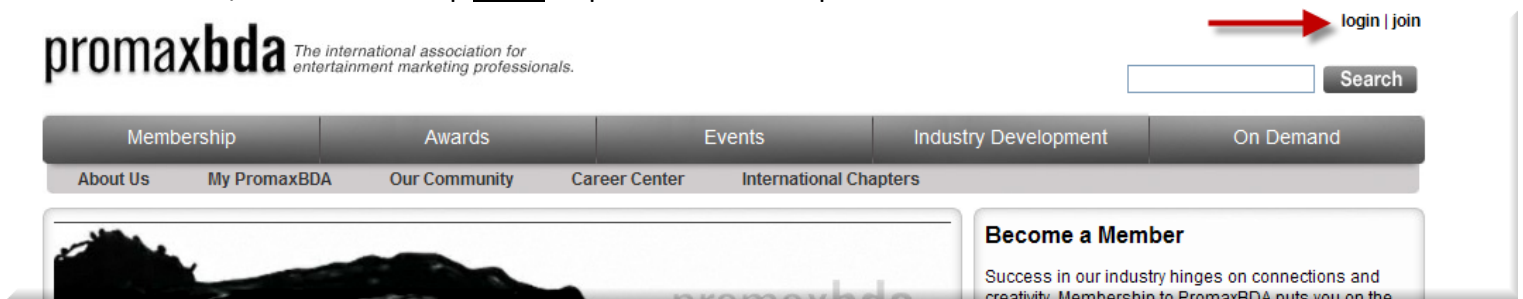


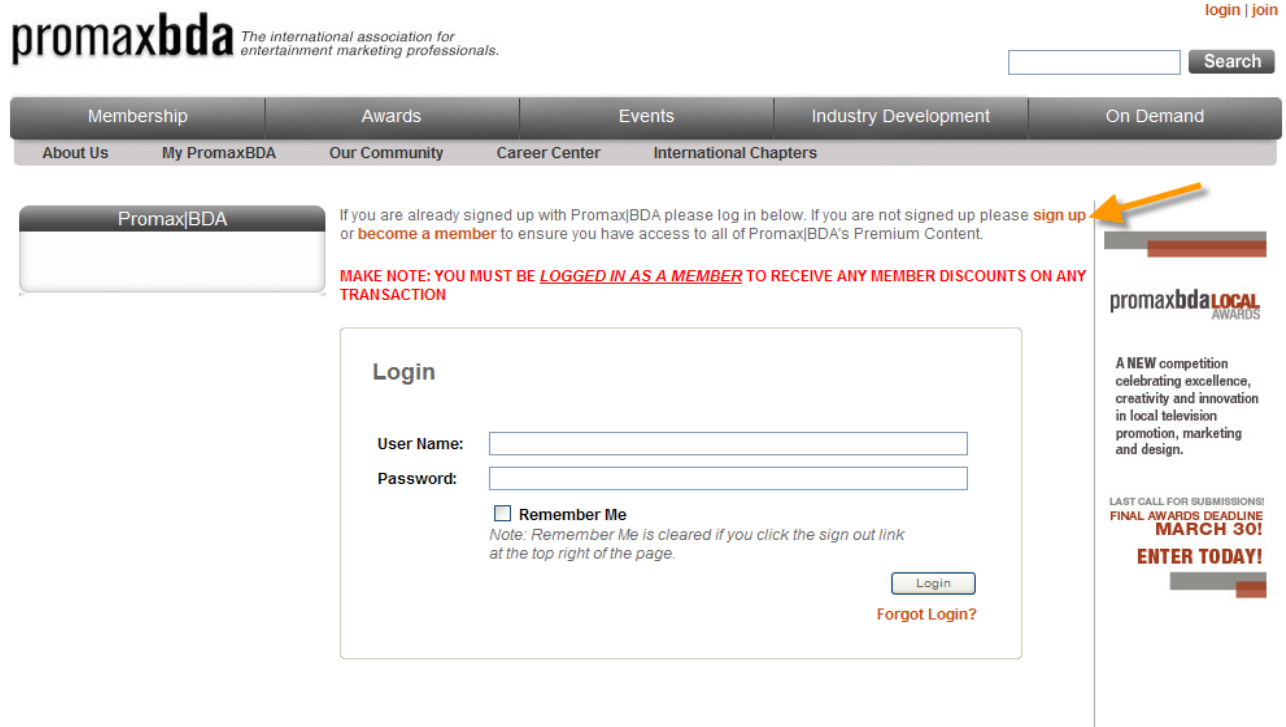
STUDENT COMPETITIONS HOW TO SUBMIT AN ENTRY

BEFORE YOU BEGIN:

- In order to access the Awards Online Entry System you will need to have a profile set up on our website.
- A PromaxBDA/MI6 membership is not required to create a profile.



- You may then choose to **A.** Create a profile (non-member) or **B.** You may choose to become a member and create a profile.



GETTING STARTED...

- To access our Awards Online Entry System, please go to our website:

www.promaxbda.org

- Log in to the system using your **USER NAME** and **PASSWORD**

Login

User Name:

Password:

Remember Me

Note: Remember Me is cleared if you click the sign out link at the top right of the page.

Login

[Forgot Login?](#)

- Once logged in, please proceed to the **INDUSTRY DEVELOPMENT** tab and click on **STUDENT OPPORTUNITIES**.

promaxbda The international association for entertainment marketing professionals.

[Welcome Guest](#) | [Edit Profile](#) | [my portfolio](#) | [my favorites](#) | [sign out](#)
[update my profile](#) | [my transactions](#) | [my membership](#) | [my shopping cart](#) |
[change my login](#) | [change my password](#)

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Membership Awards Events **Industry Development** On Demand
About Us My PromaxBDA Our Community Career Center International Chapter [New](#) [Admin](#) [Manage Tabs](#) [Videos](#)

2011 **MI6** APRIL 7TH SAN FRANCISCO
IT STARTS HERE!

KUDO TSUNODA
PETER MOORE
DAVE KNOX

LATEST SPEAKER ANNOUNCEMENTS!

MI6 2011
It Starts Here

▶ Promo Pathway
▶ Student Opportunities
▶ Creative Educators Forum
▶ Mentorship Program
▶ PromaxBDA Diversity Council

JOIN THE MOVEMENT!
renew today!

PromaxBDA memberships start at \$199

- Choose the competition you would like to submit your work in.

Membership	Awards	Events	Industry Development	On Demand
About Us	My PromaxBDA	Our Community	Career Center	International Chapters
			Admin	Manage Tape Videos

Industry Development

- Promo Pathway
- Student Opportunities
- Creative Educators Forum
- Mentorship Program
- PromaxBDA Diversity Council



Student Opportunities

PromaxBDA has developed multiple programs to expose students to the incredible opportunities in marketing, promotion and media design in the entertainment industry that includes multiple competitions, a portfolio night at the PromaxBDA conference, an internship program and access to unique events throughout the year.

While membership is not a requirement for many of the opportunities PromaxBDA offers students, a PromaxBDA365 Academic membership provides students the opportunity to attend the PromaxBDA Conference with an exclusive student rate and enjoy the benefits of membership. Consider becoming a member today to maximize your career success post-graduation.

[PromaxBDA365 Academic Membership](#)



[MI6 Making the Cut Awards Competition](#)

[PromaxBDA Making the Cut Awards Competition](#)

[Student Design Awards Competition](#)

[PromaxBDA: The Conference 2011 Intern Positions](#)

If you have any questions, please contact the Director of Industry Development and Diversity, Katerina Zacharia at katerina@promaxbda.org.

2011 PROMAXBDA AWARDS COMPETITIONS

Last Call for Entries!
Final Awards
Deadline March 25!
ENTER TODAY!



- Then click the **ENTER NOW** button

MI6 Making the Cut

- How to Submit
- Making the Cut FAQs
- Specs for Video Upload



Got game? Can you cut a trailer? How about a trailer for your favorite video game?

ENTER NOW!



Now's your chance to show your skills!

MI6, Microsoft and Capcom are offering college students the opportunity to create an original, non-traditional trailer for one of their hit video games with the inaugural Making the Cut MI6 competition.

With today's ever-changing media outlets, gamers are seeking out compelling and original experiences across media platforms, and media executives are taking notice. From fan-made trailers and commercials to video blogs and reviews, user-generated content is helping to drive the new gaming landscape. Here's your chance to leverage your skills to expose an industry to your creative approach.

The winner will have his or her work highlighted on Halo Facebook fan pages, Halo site, and Capcom's websites, as well as receive a free registration to the 2011 MI6 Video Game Marketing Conference and Awards Show where he or she will be recognized with an award.

2011 AWARDS
Last Final Deadl
ENT
pron

ENTRIES DASHBOARD

- Your entries dashboard will allow you the opportunity to choose the competition you wish to submit to.

Entries Dashboard

Award Entries For: Stacy La Cotera [update my profile](#)
PromaxBDA

Membership: Member Expires: 12/31/2009

Competition:

Making The Cut 2011 - PromaxBDA
2011 BDA North America Student Awards
Making The Cut 2011 - MI6
2011 PromaxBDA Arabia Awards
2011 PromaxBDA Local Awards
2011 PromaxBDA Design Awards - North America
2011 PromaxBDA Design Awards - World Gold
2011 PromaxBDA Promotion and Marketing Awards - North America
2011 PromaxBDA Promotion and Marketing Awards - World Gold
2011 PromaxBDA India Awards
2011 MI6 Competition
2011 PromaxBDA Europe Awards

[Filter Entries By](#)

Company:

Category:

Title:

[Contact Us](#) [Privacy](#) [STAY CONNECTED:](#) [t](#) [f](#) [in](#) [You](#) [v](#) © 2010 PromaxBDA

- Once you have selected the competition of your choice you will be given the option to add an entry.

Entries Dashboard



Award Entries For: Stacy La Cotera [update my profile](#)
PromaxBDA

Membership: Member Expires: 12/31/2009

Competition:

[Filter Entries By](#)

Company:

Category:

Title:

No entries found for selected competition.

SUBMITTING YOUR ENTRIES

STEP 1 - ENTRY DETAILS

1. Choose your category
2. Enter the title of your Entry
3. Enter your marketing objective
**Remember your marketing objective counts for 1/3 of your score*
4. Enter the credited company name/Student Name(s)
5. Click **NEXT**

Step 1 Entry Details	Step 2 Credits	Step 3 Review Entry	Step 4 Payment	Step 5 Confirmation
--------------------------------	-------------------	------------------------	-------------------	------------------------

View a complete list of Categories and descriptions [Back to Dashboard](#) [Next](#) →

Entry Details

Competition: Making The Cut 2011 - MI6

→ * Category: ---Select---

→ * Entry Title:

* Marketing Objective / Creative Strategy: (Min 25 characters, Max 1000 characters) When completing the Online Entry, in **1000 characters or less** (characters, not words,) please indicate the purpose of the project, the creative brief, and its intended audience and result. **A Marketing Objective is not a description of the piece.** It is your opportunity to give the judges an indication of the marketing challenge that this particular piece presented (goal, budget, time constraints, etc.) what was the objective, was it successful, etc.

→

You have **1000** characters remaining...

Student Name(s) → * Credited Company:

→ * Media Type: ---Select---
---Select---
Video Upload

***Please note:** Entries are reviewed and scored based on original entry information as entered by the entrant.

Video Upload

When you choose to submit your work by video upload you will be taken to a screen that will allow you to:

1. Browse for your video
2. Enter the title of your video
3. Upload your video

Upload Video

! Once the upload video box appears, please allow the upload box to completely disappear before continuing with additional uploads. To ensure all uploads save properly, please make sure you click the "Save & Continue" button when you are done. Failure to click this button could result in the loss of one or more videos.

Video Upload Slots Available: 1
Videos Uploaded: 0

Current Upload Video Description:
Cancel

Select a Video * ENTRY 16527 - NBC Sunday Night **Browse**

Title *

Upload **Clear**

Upload Successful

Once your video has been uploaded successfully you may **SAVE AND CONTINUE**

Step 1 Entry Details	Step 2 Credits	Step 3 Review Entry	Step 4 Payment	Step 5 Confirmation
--------------------------------	-------------------	------------------------	-------------------	------------------------

Upload Video

! Once the upload video box appears, please allow the upload box to completely disappear before continuing with additional uploads. To ensure all uploads save properly, please make sure you click the "Save & Continue" button when you are done. Failure to click this button could result in the loss of one or more videos.

Video Upload Slots Available: 1
Videos Uploaded: **1**

Current Upload Video Description:

Video uploaded successfully!

Save & Continue

STEP 2 – ADDING CREDIT(S)

***Please Note:** This is not required for the student competitions but the system will not let you proceed without adding at least 1 credit. You may enter default student information to satisfy the system requirement and to move on to the next step

- Please click **NEXT** when done.

Step 1 Entry Details **Step 2 Credits** Step 3 Review Entry Step 4 Payment Step 5 Confirmation

Credits

[Add Credits Later](#) [Back to Dashboard](#) [Next →](#)

Credits may be added at any time while the competition is open. If you would like to add Credits for this entry at another time you can do so by clicking on the "Add Credits Later" link.

! Important: You must add at least one credit in order to pay for your entries. You will be able to change your credits after payment, as long as the competition is open. Please include information in every box of the credit line. You may use "N/A" when a credit is not applicable (such as a first and last name when you are crediting an Agency.) All incomplete credit lines will be ignored while saving your credits.

* At least one credit is required in order to pay for your entries

Order	Company	Title	First Name	Last Name
1	John	Agency	John	John
---#---		---Select---		
---#---		---Select---		
---#---		---Select---		

STEP 3 – REVIEW YOUR ENTRY INFORMATION

- Here you may review your entry detail and click **NEXT** when complete

STEP 4 – PAYMENT

***Please Note:** There is no charge to submit entries into a student competition.

- In order to finalize your entry you must click **CONTINUE TO PAYMENT**.

Step 1 Entry Details	Step 2 Credits	Step 3 Review Entry	Step 4 Payment	Step 5 Confirmation
If you would like to pay at a later time click the Back to Dashboard button below.				
To pay for the item(s) listed below click Continue to Payment button at the bottom right of the page. Once payment has been processed for an entry you will not be able to modify any entered information except Marketing Objective and Credits.				
⚠ Important: Make sure to verify your order again on the next page before submitting payment!				
Entry ID	Title			
32372	Test Entry			
			Back to Dashboard	Continue to Payment

- Next you will be taken to a “shopping cart” please click **CONTINUE TO PAYMENT**

Shopping cart

Global shopping cart						
Bill To			Ship To Edit Shipping Address			
Stacy La Cotera PromaxBDA stacy@promaxbda.org 1522e Cloverfield Blvd. Santa Monica, CA 90404 United States			Stacy La Cotera 1522e Cloverfield Blvd. Santa Monica, CA 90404 United States Ship To Attention: Stacy D La Cotera Ship To Company: PromaxBDA			
Remove	Type	Description	Qty	Unit Price	Line Total	
<input type="checkbox"/>	SALES	2011 MI6 Making The Cut - Single Entry 32372	1	\$0.00	\$0.00	
					\$0.00	
Select Shipping Options			Shipping(SHIP-HAND-INTL):		\$0.00	
					Total before tax:	\$0.00
					Estimated tax:	\$0.00
					Order Total:	\$0.00
Currency						
Select Currency		US Dollar				
Discounts						
Type		Coupons				
Code		<input type="text"/>		<input type="button" value="Add discount"/>		
<input type="button" value="Update cart"/>		<input type="button" value="Print"/>		<input type="button" value="Continue to payment"/>		

- You will then be taken to a confirmation page. This is your confirmation that your entry has been successfully entered. You may click **DONE** to exit.

Purchase | Confirmation 

PLEASE CAREFULLY READ THE INSTRUCTIONS BELOW					
Your Order is not complete until we receive your payment.					
Order Number: INV-21213-Q2KTW6					
Please print out a copy of this form and follow the instructions below					
Purchase Information					
Date of Purchase: Mar 25 2011 7:45PM					
Stacy La Cotera					
Credit Card Number (Last four digits):					
Invoice Number: INV-21213-Q2KTW6					
Bill To Address			Ship To Address		
Stacy La Cotera			Stacy La Cotera		
PromaxBDA			1522e Cloverfield Blvd.		
stacy@promaxbda.org			Santa Monica, CA 90404		
1522e Cloverfield Blvd.			United States		
Santa Monica, CA 90404			Stacy D La Cotera		
United States			PromaxBDA		
Contact Number: 56570					
Detail					
Type	Description	Quantity	Unit Price	Line Total	
Sales Non Inventory	2011 MI6 Making The Cut - Single Entry 32372	1	\$ 0.00	\$ 0.00	
			Shipping: (SHIP-HAND-INTL):	\$ 0.00	
			Tax:	\$ 0.00	
			Total:	\$ 0.00	
			Paid Amount:	\$ 0.00	
			Balance:	\$ 0.00	
				<input type="button" value="Ok"/>	<input type="button" value="Print"/>