



## ELIGIBILITY REQUIREMENTS

All entries must have been produced for the European Market or commissioned by European-based companies and must have been broadcast, published, released or aired between 1 January 2011 and 31 December 2011. The entrant can be within or outside of these markets so long that the work itself was released or aired in the European markets. The same criteria apply for all eligible materials for entry

In the event that any individual category attracts fewer than 10 entries the organiser reserves the right to withdraw that category. In this event the participating companies will receive a credit towards future entry fees. No cash refund will be given.

## 2012 PROMAXBDA EUROPE CATEGORIES

**The final deadline for the competition is 26 January, 2012 (Thursday) at 24:00hrs PST (UTC/GMT -8 hours.)** Please see below for all pricing details and corresponding entry deadlines.

***PLEASE NOTE NEW SHIPPING DETAILS:*** All physical materials submitted must be received by 17:00hrs PST (UTC/GMT -8 hours) on 27 January, 2012 (Friday), at the PromaxBDA offices in Santa Monica, CA, U.S.

*PromaxBDA International*  
1522-e Cloverfield Blvd.  
Santa Monica, CA 90404  
U.S.

## \*2012 NEW CATEGORIES

### THE GRAND PRIX AWARDS

**The following categories are not eligible for entry but will be determined by the overall results of the competition. Please consider this and these categories when determining your entry strategy.**

#### **\*IN-HOUSE MARKETING TEAM OF THE YEAR**

A special award designed to recognize the standout in-house marketing team of the year. This category will be judged by a designated elite jury of industry professionals to determine the winner from all of the entrants of the competition.

#### **\*IN-HOUSE DESIGN TEAM OF THE YEAR**

A special award designed to recognize the standout in-house design team of the year. This category will be judged by a designated elite jury of industry professionals to determine the winner from all of the entrants of the competition.

#### **\*OUT-OF-HOUSE AGENCY OF THE YEAR**

A special award designed to recognize the standout out-of-house agency (does not include "in-house agencies") of the year. This category will be judged by a designated elite jury of industry professionals to determine the winner from all of the entrants of the competition.

### PROMOTION & MARKETING CATEGORIES

The PromaxBDA promotion and marketing categories for Europe have been designed for the submission of the best work in promotion and marketing for electronic media from any company or individual whose work was aired or otherwise released in the European markets during the eligibility period. The entrant can be within or outside of these markets so long that the work itself was released or aired in the European markets.

The following categories will be judged on overall creativity, production quality and results in achieving its marketing objective

### **1. BEST PROGRAMME BRANDING/IMAGE CAMPAIGN**

(multiple entry) A group of thematically-related video-based promos promoting a show, episode, film on TV, programme, series of programmes, etc. Can include promo packaging elements such as bumpers, interstitials or stings as a part of the campaign.

Minimum 2, maximum 4, related videos. Maximum duration of each video needs to be ninety (:90) seconds or less. Maximum entry length 5 minutes total.

### **2. BEST GENERAL BRANDING/IMAGE PROMOTION**

(single entry) Any video-based individual promo created to promote the brand image of a network, channel or content brand or platform.

One item per entry. Video only. Each individual entry needs to be ninety seconds (:90) or less

### **3. BEST GENERAL BRANDING/IMAGE CAMPAIGN**

(multiple entry) A group of thematically-related video-based promos created to promote the brand image of a network, channel or content brand or platform. Can include promo packaging elements such as bumpers, interstitials or stings as a part of the campaign.

Minimum 2, maximum 4, related videos. Maximum duration of each video needs to be ninety (:90) seconds or less. Maximum entry length 5 minutes total.

### **4. BEST THEMED PROMOTION OR CAMPAIGN**

(single or multiple entry) Any video-based promo or campaign tied to a seasonal, holiday or creative theme.

Minimum 1, maximum 4, related videos. Maximum duration of each video needs to be ninety (:90) seconds or less. Maximum entry length 5 minutes total.

### **5. BEST SPECIAL EVENT PROMOTION**

(single entry) Any video-based promo for a one-time special event including telethons, contests, anniversaries, specials, etc., *EXCLUDING public service announcements and sporting events.*

One item per entry. Video only. Each individual entry needs to be ninety seconds (:90) or less.

### **6. BEST NEWS OR CURRENT AFFAIRS PROMOTION OR CAMPAIGN**

(single or multiple entry) Any video-based promo or campaign for news coverage, a news service or current affairs programme or series of programmes.

Minimum 1, maximum 4, related videos. Maximum duration of each video needs to be ninety (:90) seconds or less. Maximum entry length 5 minutes total

### **7. BEST DOCUMENTARY OR FACTUAL ENTERTAINMENT PROMOTION**

(single entry) Any video-based promo for a documentary or factual entertainment programme or series of programmes.

One item per entry. Video only. Each individual entry needs to be ninety seconds (:90) or less.

### **8. BEST ENTERTAINMENT/MUSIC/VARIETY/COMEDY PROMOTION**

(single entry) Any video-based promo for an entertainment, music or variety programme (e.g. family entertainment, quiz shows, talent shows, comedy, etc.) or series of programmes.

One item per entry. Video only. Each individual entry needs to be ninety seconds (:90) or less.

### **9. BEST INTEGRATED MARKETING CAMPAIGN**

(multiple entry) Any integrated marketing campaign for a network, channel or programme, content brand or platform that uses at least 3 forms of media.

Minimum 3, maximum 5 related elements - One element must be on-air/video-based. Maximum duration of each video needs to be ninety (:90) seconds or less. Please do not send actual physical collateral, poster, photo or artwork. Any print material for this category will be judged online and will require a PDF upload for judging.

### **10. BEST LEISURE & LIFESTYLE PROMOTION**

(single entry) Any video-based promo for leisure or lifestyle programme or series of programmes including daytime, makeover, how to, cooking, travel, shopping, fashion programming, etc.

One item per entry. Video only. Each individual entry needs to be ninety seconds (:90) or less.

### **11. BEST REALITY/DOCU-DRAMA PROMOTION**

(single entry) Any video-based promo for reality / docudrama entertainment programme or series of programmes.

One item per entry. Video only. Each individual entry needs to be ninety seconds (:90) or less.

### **12. BEST CHILDREN'S PROMOTION**

(single entry) Any video-based promo for a children's programme or series of programmes.

One item per entry. Video only. Each individual entry needs to be ninety seconds (:90) or less.

### **13. BEST DRAMA PROMOTION**

(single entry) Any video-based promo specifically for a dramatic programme or series of programmes.

One item per entry. Video only. Each individual entry needs to be ninety seconds (:90) or less.

#### **14. BEST SPORTS PROMOTION OR CAMPAIGN (LIVE EVENT/GAME)**

(single or multiple entry) Any single or group of thematically-related video-based promos created to promote a one-time live sports event programme (including Euro Cups, World Cups, Olympics, tournaments, etc.).

Minimum 1, maximum 5 videos. Maximum duration of each video needs to be ninety (:90) seconds or less. Maximum entry length 5 minutes total.

#### **15. BEST SPORTS PROMOTION OR CAMPAIGN (NOT A LIVE EVENT/GAME)**

(single or multiple entry) Any single or group of thematically-related video-based promos created to promote a sports programme, series of sports news programmes, *EXCLUDING a live event or game.*

Minimum 1, maximum 5 videos. Maximum duration of each video needs to be ninety (:90) seconds or less. Maximum entry length 5 minutes total.

#### **16. BEST MOVIE ON TV PROMOTION**

(single entry) Any video-based promo for a film (NOT in *current* theatrical release) being shown on television, including made-for-television movies.

One item per entry. Video only. Each individual entry needs to be ninety seconds (:90) or less.

#### **17. MOST INNOVATIVE CROSS-PLATFORM PROMOTION**

(multiple entry) Any innovative idea marketing a network, channel or content brand cross-platform including on-air, off-air, environmental, experiential, online, etc.

Minimum 3, maximum 5 elements shown on tape or uploaded. Maximum video entry length 5 minutes total. Any unique entry formats not listed must be approved. Please inquire with the PromaxBDA Awards department. Applies to this category only.

#### **18. BEST SPONSOR INTEGRATION**

(single entry) Any video-based promotion that integrates a sponsor/consumer brand with a network, channel or content brand.

One item per entry. Video only. Each individual entry needs to be ninety seconds (:90) or less.

#### **19. BEST PUBLIC SERVICE ANNOUNCEMENT**

(single entry) Any video-based promo created or commissioned by a channel/network to promote awareness of public service issues, social action or community service announcement, locally or nationally.

One item per entry. Video only. Each individual entry needs to be ninety seconds (:90) or less.

#### **20. BEST PROMO NOT USING PROGRAMME FOOTAGE**

(single entry) Any video-based promo created to promote a television programme WITHOUT using any programme footage. Entries will be disqualified if found to contain any programme footage.

One item per entry. Video only. Each individual entry needs to be ninety seconds (:90) or less.

#### **21. BEST SOUND DESIGN**

(single entry) Any video-based promo that demonstrates creative use of sound effects, creative instrumentation, and/or voice.

One item per entry. Video only. Each individual entry needs to be ninety seconds (:90) or less.

#### **22. BEST USE OF EXISTING MUSIC IN A PROMO**

(single entry) Any video-based promo making creative use of library or already existing music.

One item per entry. Video only. Each individual entry needs to be ninety seconds (:90) or less.

#### **23. BEST USE OF AN ORIGINAL MUSIC COMPOSITION IN A PROMO**

(single entry) Any video-based promo making creative use of an original music composition.

One item per entry. Video only. Each individual entry needs to be ninety seconds (:90) or less.

#### **24. BEST WORK NEVER SEEN**

(single entry) Any promotional material including viral and on-air, which was produced but never released. Please indicate in the marketing objective the reasons why it was not used.

One item per entry. Video or PDF upload. Each individual video needs to be ninety seconds (:90) or less.

#### **25. SOMETHING FOR NOTHING**

(single entry) A simple but effective on-air promotion clearly executed on a small budget maximum spent 1500€.

Entries must include a breakdown of all costs and time (including in-house resources) submitted by PDF upload.

One item per entry. Video only. Each individual entry needs to be ninety seconds (:90) or less.

#### **26. BEST SALES/MARKETING/PRESENTATION TAPE**

(single entry) Any non-broadcast video-based promotion for a programme, platform, channel or service.

One item per entry. Video only. Each individual entry needs to be 3 minutes (3:00) or less. Please edit accordingly.

## **27. BEST USE OF HUMOUR IN PROMOTION**

(single entry) Any video-based promo which demonstrates an effective use of humour to deliver its message. One item per entry. Video only. Each individual entry needs to be ninety seconds (:90) or less.

## **28. BEST COPY/SCRIPT WRITING**

(single entry) Any video-based promo that demonstrates creative and inventive writing. One item per entry. Video only. Each individual entry needs to be ninety seconds (:90) or less.

## **29. BEST EDITING**

(single entry) Any video-based promo that demonstrates creative, inventive and effective editing. One item per entry. Video only. Each individual entry needs to be ninety seconds (:90) or less.

## **30. BEST CABLE, SATELLITE OR ONLINE CONTENT PLATFORM PROMOTION**

(single entry) Any video-based promo that promotes the brand, image or subscription call-to-action for cable, satellite or other paid content platforms and their services.

One item per entry. Video only. Each individual entry needs to be ninety seconds (:90) or less.

## **31. BEST PROMO FOR CHANNEL WEBSITE OR INTERACTIVE SERVICE**

(single entry) Any video-based promotion for a broadcaster's online or interactive product or service.

One item per entry. Video only. Each individual entry needs to be ninety seconds (:90) or less.

## **32. BEST ON DEMAND/CATCH-UP PROMOTION**

(single entry) Any single video-based promotion to support the channel's-online programme on-demand/catch-up service.

One item per entry. Video only. Each individual entry needs to be ninety seconds (:90) or less.

## **33. BEST WEBSITE EXPERIENCE**

(single entry) Any website designed for a network, channel or content brand platform.

One item per entry. Submit live URL only.

## **34. BEST INTERACTIVE APP**

(single entry) Any single example of an innovative marketing strategy using interactive media such as games or apps for online, mobile phone, iPad, etc.

One item per entry. Submit live URL or video demonstrating/explaining the promotion. Any unique entry formats not listed must be approved. Please inquire with the PromaxBDA Awards department. Applies to this category only.

## **35. USER GENERATED CONTENT/PROMOTION UTILISING SOCIAL MEDIA**

(single entry) Any single piece of user-generated content used to promote a program or a network, channel, station or system online or on-air. Work will be judged on creativity and quality of design.

One item per entry. Submit live URL or video demonstrating/explaining the promotion. Maximum duration of each video needs to be ninety (:90) seconds or less.

## **36. ROCKET AWARD**

(single or multiple entry) A special award created to recognize the outstanding work of a creative individual with less than 24 months professional experience in promotion or design. This individual may be employed by a company or be a freelancer. Video only. CV and up to 3 samples in either promotion or design should be submitted and count as a single entry. Total maximum duration: three (3:00) minutes or less. *CV must be submitted by PDF upload.*

## **DESIGN CATEGORIES**

The PromaxBDA Design categories have been created for the submission of the best design work from any company or individual, broadcast, published or released in the European markets during the eligibility period. The entrant can be within or outside of these markets so long that the work itself was released or aired in the European markets. The following categories will be judged on originality of design, excellence in execution and results in achieving its creative strategy.

## **37. BEST DESIGN IN PROMOTION**

(single entry) Any video-based promo that demonstrates graphic design excellence in on-air promotion.

One item per entry. Video only. Each individual entry needs to be ninety seconds (:90) or less.

## **38. BEST GENERAL/CHANNEL BRANDING DESIGN**

(multiple entry) Best on-air branding design for a channel, platform or service. (i.e. bumpers, strap-lines, pack-shots, idents, billboards) to illustrate total on-air package look and feel. The ideal entry is a compilation of the work: a walk-through seeing the branding in action with all elements.

Minimum 3, maximum 5 related videos. Maximum duration of each video needs to be ninety (:90) seconds or less.

Maximum entry length 5 minutes total.

### **39. BEST PROGRAMME BRANDING DESIGN**

(multiple entry) On-air elements used to brand a programme or series of programmes. Must include title or opening sequence and can include lower third, full screen graphic, informational graphics, over-the-shoulder or any other design element. The ideal entry is a compilation of the work, a walk-through seeing the branding in action with all elements.

Minimum 3, maximum 5, related videos. Maximum duration of each video needs to be ninety (:90) seconds or less. Maximum entry length 5 minutes total.

### **40. BEST STING/INTERSTITIAL**

(multiple entry) Any group of related video-based material designed specifically to, without overt promotion, bridge gaps between programmes. May include interstitials, stings, bumpers, etc.

Minimum 2, maximum 4, related videos. Maximum duration of each video needs to be ninety (:90) seconds or less. Maximum entry length 5 minutes total.

### **41. BEST ON-AIR IDENT CAMPAIGN (In-House)**

(multiple entry) Any graphic presentation, which brands a channel or its programmes, produced entirely in-house by the in-house staff team. Work will be judged on creativity and quality of design.

Minimum 2, maximum 4, related videos. Maximum duration of each promo: 90 seconds. Maximum entry length 2 minutes total.

### **42. BEST ON-AIR IDENT CAMPAIGN (Out-of-House)**

(multiple entry) Any graphic presentation, which brands a channel or its programmes, produced by an outside agency for hire or other out-of-house source. Work will be judged on creativity and quality of design

Minimum 2, maximum 4, related videos. Maximum duration of each promo: 90 seconds. Maximum entry length 2 minutes total.

### **43. BEST ORIGINAL LOGO DESIGN**

(single entry) Any single logo designed to promote a programme, channel, platform or service  
One item per entry. Video only. Each individual entry needs to be sixty seconds (:60) or less.

### **44. BEST ANIMATION**

(single entry) Any use of animation, including 2D or 3D created either by traditional methods (claymation, cut-out animation, etc.) or computer generated, used in an on-air promotion for a programme, channel, platform or service.

One item per entry. Video only. Each individual entry needs to be ninety seconds (:90) or less.

### **45. BEST USE OF TYPOGRAPHY**

(single entry) Any use of typography in an on-air promotion for a programme, channel, platform or service that displays originality and effectiveness. .

One item per entry. Video only. Each individual entry needs to be ninety seconds (:90) or less.

### **46. BEST ONE-TIME ONLY SET DESIGN**

(single entry) Any set design for a single and/or short-live program (e.g. awards show, news special event.)

One item per entry. Video only. Each individual entry needs to be sixty seconds (:60) or less.

### **47. BEST POSTER OR OUTDOOR AD**

(single entry) Any printed poster or ad promoting a programme, channel, platform or service.

One item per entry. Each piece must be uploaded as a PDF

### **48. BEST PRINT AD FOR TRADE OR CONSUMER**

(single entry) Print or press advertising for any programme, platform, channel or service, published on a trade or consumer publication.

One item per entry. Each piece must be uploaded as a PDF

## **IMPORTANT FOR YOU TO KNOW:**

- In the event that any individual category attracts fewer than 10 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.

- 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.

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