

# 2011 PROMAXBDA LATIN AMERICA AWARDS

The following guidelines are designed to explain the CONTENT & MATERIALS that can be entered into each category. The PromaxBDA Latin America 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 as the work was for air, broadcast, publishing or release in any Latin America market.

## **What Can Be Entered**

Please refer to the technical specifications within this document and at [promaxbda.org](http://promaxbda.org) regarding physical and digital materials for submission and refer to the eligibility dates and categories for all qualification details.

## **Eligibility Period**

Eligibility period is from July 1, 2010 – June 30, 2011

## **Glossary:**

### **Content Brand:**

The term *Content Brand* for this awards competition includes television, video game title, and web, interactive or mobile property.

### **Digital Media:**

The term *Digital Media* encompasses all material submitted on DVD, CD, and 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).

### **Video Upload:**

The term *Video Upload* encompasses all material submitted by way of the SMMA digital upload system. Please refer to the category descriptions for more information regarding the types of media required for each category.

### **Printed Material:**

The term *Printed Material* encompasses all material physically submitted mounted on cardboard/foam board or digitally uploaded as a .pdf file including posters, trade ads and outdoor print media. 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.

### **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.

### **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 this media will not be returned.

### **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) websites, 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 [promaxbda.org](http://promaxbda.org) for ALL technical specifications\*\*\*

# 2011 PROMAXBDA LATIN AMERICA AWARDS

## CATEGORY SUMMARY

### CATEGORY SUBMISSION GROUPS/SUBGROUPS

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

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

- PR 01 - Consumer Trade or Print Ad - (single)
- PR 02 - Consumer Trade or Print Ad Campaign - (multiple)
- PR 03 - Outdoor/Environmental/Transit Ad - (single or multiple)
- PR 04 - Collateral Material - (single)
- PR 05 - Poster - (single)
- PR 06 - Stationery - (single)
- PR 07 - Overall Print Campaign - (multiple)

##### **CRAFT CATEGORIES**

- PR 08 - Copywriting - (single)
- PR 09 - Art Direction/Design - (single)

##### **CONSUMER MARKETING – INTEGRATED MEDIA**

- IM 01 - Press/Public Relations Campaign - (multiple)

#### **TELEVISION – VIDEO PRESENTATION**

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

- TV 01 - General Branding/Image - (single)
- TV 02 - General Branding/Image Campaign - (multiple)
- TV 03 - Holiday/Special Event Promotion - (single)
- TV 04 - Holiday/Special Event Campaign - (multiple)

##### **CONTENT PROMOTION**

- TV 05 - Program Promotional Spot - In-House - (single)
- TV 06 - Program Promotional Campaign - In-House - (multiple)
- TV 07 - Public Service Announcement - (single)
- TV 08 - Public Service Announcement Campaign - (multiple)
- TV 09 - Sport Promotion - (single or multiple)
- TV 10 - News/Current Event Promotion - (single or multiple)
- TV 11 - Reality Promotion - (single or multiple)
- TV 12 - Documentary Promotion - (single or multiple)
- TV 13 - Telenovela Promotion - (single or multiple)
- TV 14 – Children’s Promotion - (single or multiple)
- TV 15 - Comedy Promotion - (single or multiple)
- TV 16 - Drama Promotion - (single or multiple)
- TV 17 - Movie Promotion - (single or multiple)
- TV 18 - Entertainment/Music/Variety Promotion - (single or multiple)
- TV 19 - Funniest Promo - (single)
- TV 20 - Promo Not Using Programming Footage - (single)
- TV 21 - Special Project - (single)
- TV 22 - Interstitial - (single)
- TV 23 - Interstitial Campaign/Series - (multiple)
- TV 24 - TV Promotion Website - (single)
- TV 25 - Art Direction: TV Promotion - Website - (single)

- TV 26 - On-Air Identity - (single)
- TV 27 - On-Air Identity Campaign - (multiple)
- TV 28 - On-Air Program Packaging - (multiple)
- TV 29 - Program Open - (single)
- TV 30 - News/Informational Graphics - (single)
- TV 31 - Promotional Animation - (single)
- TV 32 - Original Logo Design - (single)
- TV 33 - Use of Typography/On-Air - (single)
- TV 34 - Total Package Design - (multiple)

#### **TRADE OR INTERNAL MARKETING**

***(INDUSTRY FOCUSED: SALES, MARKETING OR UPFRONT PRESENTATIONS, ETC.)***

- TV 35 - Marketing Video/Presentation – Internal or External - (single)

#### **CRAFT CATEGORIES**

- TV 36 - Sound Design - (single)
- TV 37 - Copywriting - (single)
- TV 38 - Editing - (single)

#### **2011 INTERACTIVE**

##### **INTERACTIVE MEDIA CATEGORIES**

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

- IT 01 – Network/Channel/Station/Platform Website (Single)

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

- IT 02 – Digital Marketing for Programming - (single)
- IT 03 - Interactive Applications Promotion - (single)
- IT 04 - Interactive Applications Promotion Campaign - (Multiple)

#### **SPECIAL CATEGORIES**

- SP 01 - ROCKET AWARD - (multiple)
- SP 02 - Something for Nothing - (single)
- SP 03 - Best Work Never Seen - (single)

# 2011 PROMAXBDA LATIN AMERICA AWARDS

## CATEGORY LIST

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

#### **Print Categories**

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.

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.

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

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

##### **PR 01 - Consumer Trade or Print Ad**

Any print advertisement for a television channel, program, episode or series. Includes consumer and trade. *One item per entry. Single piece may be uploaded digitally as a .pdf or physically submitted. Please note: All physical submissions must be mounted and labeled.*

##### **PR 02 - Consumer Trade or Print Ad Campaign**

Any printed marketing, advertising and/or related collateral pieces used for consumer or trade publications. This can include brochures, flyers, premiums or other advertising printed items. *Minimum two, maximum five, related items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Print material may be uploaded digitally as a .pdf or physically submitted. Please note: All physical submissions must be mounted and labeled.*

##### **PR 03 - Outdoor/Environmental/Transit Ad**

Any billboard or transit advertising for a television channel, program or series. Includes sides of buildings, bus sides, kiosks, etc. *Single or Multiple Entry. Minimum one, maximum five, related but different items per entry to be judged as a unified whole. Print material may be uploaded digitally as a .pdf or physically submitted. Please note: All physical submissions must be mounted and labeled.*

##### **PR 04 - Collateral Material**

Any item used as an individual promotional element. This can include brochures, press kits, flyers, specialty items, toys or apparel. *One item per entry. Single piece must be physically submitted. Please note: All physical submissions must be mounted and labeled.*

##### **PR 05 - Poster**

Any poster advertising a television channel, program or series. *One item per entry. Single piece may be uploaded digitally as a .pdf or physically submitted. Please note: All physical submissions must be mounted and labeled.*

**PR 06 - Stationery**

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

*Single or Multiple Entry. Minimum one, maximum five, related but different items per entry to be judged as a unified whole. Print material may be uploaded digitally as a .pdf or physically submitted. Please note: All physical submissions must be mounted and labeled.*

**PR 07 - Overall Print Campaign**

Printed materials promoting channel or programming. Can include ads, billboards, posters, collateral, etc.

*Minimum two, maximum five, related items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Print material may be uploaded digitally as a .pdf or physically submitted. Please note: All physical submissions must be mounted and labeled.*

**CRAFT CATEGORIES****PR 08 - Copywriting**

A piece of printed material that demonstrates creative and effective copywriting.

*One item per entry. Single piece may be uploaded digitally as a .pdf or physically submitted. Please note: All physical submissions must be mounted and labeled.*

**PR 09 - Art Direction/Design**

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

*One item per entry. Single piece may be uploaded digitally as a .pdf or physically submitted. Please note: All physical submissions must be mounted and labeled.*

**CONSUMER MARKETING - INTEGRATED MEDIA****IM 01 - Press/Public Relations Campaign**

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

*Minimum two, maximum five, related but different items per entry to be judged as a unified whole. No more than two pieces of material in any one medium. Entries containing more than five 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 or uploaded as a .pdf. For any web materials, submit URL of live website including any login information or archived interactive material on CD/DVD.*

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## TELEVISION – VIDEO PRESENTATION

### Television/Video Presentation Categories

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.

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.

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

#### **TV 01 - General Branding/Image**

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

*One item per entry. Individual entry needs to be sixty (:90) seconds or less.*

#### **TV 02 - General Branding/Image Campaign**

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

*Minimum two, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces video entries may be disqualified. Each video needs to be ninety (:90) seconds or less.*

#### **TV 03 - Holiday/Special Event Promotion**

Any promo for a one-time special event including telethons, anniversaries, variety specials, etc.

*One item per entry. Individual entry needs to be sixty (:90) seconds or less.*

#### **TV 04 - Holiday/Special Event Campaign**

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

*Minimum two, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces video entries may be disqualified. Each video needs to be ninety (:90) seconds or less.*

### CONTENT PROMOTION

#### **TV 05 - Program Promotional Spot - In-House**

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

*One item per entry. Individual entry needs to be sixty (:90) seconds or less.*

#### **TV 06 - Program Promotional Campaign - In- House**

A series of thematically-related spots to promote any program, series of programs, holiday, PSA initiative, and program or channel related special events or daypart produced in-house.

*Minimum two, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces video entries may be disqualified. Each video needs to be ninety (:90) seconds or less.*

#### **TV 07 - Public Service Announcement**

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

*One item per entry. Individual entry needs to be sixty (:90) seconds or less.*

**TV 08 - Public Service Announcement Campaign**

Any series of thematically-related spots 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 video entries may be disqualified. Each video needs to be ninety (:90) seconds or less.*

**TV 09 - Sport Promotion**

Any promo for a sports event or sport related series 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 video entries may be disqualified. Each video needs to be ninety (:90) seconds or less.*

**TV 10 - News/Current Event Promotion**

Any promo for a news or current events episode or series 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 video entries may be disqualified. Each video needs to be ninety (:90) seconds or less.*

**TV 11 - Reality Promotion**

Any promo for a reality episode or series 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 video entries may be disqualified. Each video needs to be ninety (:90) seconds or less.*

**TV 12 - Documentary Promotion**

Any promo for a documentary episode or series 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 video entries may be disqualified. Each video needs to be ninety (:90) seconds or less.*

**TV 13 - Telenovela Promotion**

Any promo for a telenovela episode or series 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 video entries may be disqualified. Each video needs to be ninety (:90) seconds or less.*

**TV 14 – Children’s Promotion**

Any promo for a children's program episode or series 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 video entries may be disqualified. Each video needs to be ninety (:90) seconds or less.*

**TV 15 - Comedy Promotion**

Any promo for a sitcom, comedy episode or series 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 video entries may be disqualified. Each video needs to be ninety (:90) seconds or less.*

**TV 16 - Drama Promotion**

Any promo for a drama program episode, action/adventure program episode or series 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 video entries may be disqualified. Each video needs to be ninety (:90) seconds or less.*

**TV 17 - Movie Promotion**

Any promo for a theatrical film released to television.

*Minimum one, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces video entries may be disqualified. Each video needs to be ninety (:90) seconds or less.*

**TV 18 - Entertainment/Music/Variety Promotion**

Any promo for an entertainment/music/variety program, episode or series.

*Minimum one, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces video entries may be disqualified. Each video needs to be ninety (:90) seconds or less.*

**TV 19 - Funniest Promo**

It's as subjective as it sounds, but every year there is that gutbuster that just needs to be recognized. Any on-air promotion that's funny. That's the criteria!

*One item per entry. Individual entry needs to be ninety (:90) seconds or less.*

**TV 20 - Promo Not Using Programming Footage**

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

*One item per entry. Individual entry needs to be ninety (:90) seconds or less.*

**TV 21 - Special Project**

Event and/or activity designed to draw attention to programming, personnel, the event or the community.

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

**TV 22 - Interstitial**

Any single spot designed to bridge gaps between programming.

*One item per entry. Individual entry needs to be three (3:00) minutes or less.*

**TV 23 - Interstitial Campaign/Series**

Any series of promotional on-air material designed to bridge gaps between programming.

*Minimum two, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces video entries may be disqualified. Each video needs to be three (3:00) minutes or less.*

**TV 24 - TV Promotion Website**

Spot promoting any aspect of a channel/network or program's website.

*One item per entry. Individual entry needs to be ninety (:90) seconds or less. Live URL or archived material on CD-ROM/DVD may be submitted.*

**TV 25 - Art Direction: TV Promotion - Website**

Spot promoting any aspect of a channel/network, or program's website.

*One item per entry. Individual entry needs to be ninety (:90) seconds or less. Live URL or archived material on CD-ROM/DVD may be submitted.*

**TV 26 - On-Air Identity**

Any on-air graphic presentation that brands a channel on television.

*One item per entry. Individual entry needs to be ninety (:90) minutes or less.*

**TV 27 - On-Air Identity Campaign**

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

*Minimum two, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces video entries may be disqualified. Each video needs to be ninety (:90) seconds or less.*

**TV 28 - On-Air Program Packaging**

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

*Minimum two, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces video entries may be disqualified. Each video needs to be ninety (:90) seconds or less.*

**TV 29 - Program Open**

Material used for the open of a show.

*One item per entry. Individual entry needs to be ninety (:90) seconds or less.*

**TV 30 - News/Informational Graphics**

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

*One item per entry. Individual entry needs to be ninety (:90) seconds or less.*

**TV 31 - Promotional Animation**

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

*One item per entry. Individual entry needs to be ninety (:90) seconds or less.*

**TV 32 - Original Logo Design**

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

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

**TV 33 - Use of Typography/On-Air**

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

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

**TV 34 - Total Package Design**

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

*Minimum two, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces video entries may be disqualified. Each video needs to be ninety (:90) seconds or less.*

**TRADE OR INTERNAL MARKETING**

*(INDUSTRY FOCUSED: SALES, MARKETING OR UPFRONT PRESENTATIONS, ETC.)*

**TV 35 - Marketing Video/Presentation – Internal or External**

Any video presentation created to promote programming or facilities to internal personnel, employees and vendors or external affiliates, systems, advertisers, agencies or funders; includes long-form promotional spots. *One item per entry. Individual entry needs to be four (4:00) minutes or less.*

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## **CRAFT CATEGORIES**

### **TV 36 - Sound Design**

Any promo demonstrating inventive and successful use of sound design, including music, effects and/or voice.

*[One item per entry. Individual entry needs to be sixty \(:60\) seconds or less.](#)*

### **TV 37 - Copywriting**

Any promo that features compelling, creative copy.

*[One item per entry. Individual entry needs to be ninety \(:90\) seconds or less.](#)*

### **TV 38 - Editing**

Any promo that demonstrates creative and effective editing.

*[One item per entry. Individual entry needs to be ninety \(:90\) seconds or less.](#)*

## **INTERACTIVE**

### **INTERACTIVE MEDIA CATEGORIES**

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

##### **IT 01 – 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.](#)*

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

##### **IT 02 – Digital Marketing for Programming**

Any website, banners or roadblocks, etc., created to promote a general entertainment program, series, movie, news or current affairs program, etc.

*[One item per entry. Submit live URL or archived material on CD-ROM/DVD.](#)*

##### **IT 03 - Interactive Applications Promotion**

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

*[One item per entry. Submit live URL or archived material on CD-ROM/DVD.](#)*

##### **IT 04 - Interactive Applications Promotion Campaign**

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

*[Minimum two, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces video entries may be disqualified. Any combination of media. Submit live URL, or uploaded archived material.](#)*

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## **SPECIAL CATEGORIES**

### **SP 01 - ROCKET AWARD**

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 submission should be provided, along with a CV, resume or short bio.

*Minimum one, maximum three, related but different items per entry to be judged as a unified whole.*

*Entries containing more than three may be disqualified. Video entries only, maximum total duration three minutes (3:00).*

### **SP 02 - Something for Nothing**

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

*One item per entry. Individual entry needs to be ninety (:90) seconds or less.*

### **SP 03 - Best Work Never Seen**

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

*One item per entry. Video material only. Individual entry needs to be ninety (:90) seconds or less.*

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Please feel free to contact the Awards Department with any questions:

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