

# In 2011, you can upload your entries!

## <http://www.promaxanz.tv/>

### PROMAXBDA ANZ 2011 AWARDS CATEGORIES

Closing Date: 12<sup>th</sup> August 2011 7PM AEST

#### PROMAX AWARDS

##### Image & Campaigns

#### 1. BEST TELEVISION IMAGE CAMPAIGN

Any on-air promotional campaign created to promote a broadcast channel or platform's image. *Minimum 2, up to 5 related video spots. Maximum duration each 90".*

#### 2. BEST TELEVISION IMAGE PROMO

Any individual on-air promotional spot created to promote a broadcast channel or platform's image. *Single video spot. Maximum duration 90".*

#### 3. BEST THEMED CAMPAIGN

Any broadcast on-air promotional campaign for a programming line-up, stunt or season. *Minimum 3, up to 5 related video spots. Maximum duration 90" each.*

#### 4. BEST ON-AIR PROGRAM CAMPAIGN

Any on-air promotional campaign for a single television program excluding drama and sport programming. *Minimum 2, up to 5 related video spots. Maximum duration 90" each.*

#### PROMAX AWARDS

##### Genre Specific Categories

#### 5. BEST NEWS & CURRENT AFFAIRS PROMO

Any promo for a news bulletin, service or topical factual programming. *Single video spot. Maximum duration 90".*

#### 6. BEST DOCUMENTARY OR FACTUAL ENTERTAINMENT PROMO

Any on-air promotional spot promoting a documentary or a factual entertainment program. *Single video spot. Maximum duration 90".*

#### 7. BEST ENTERTAINMENT PROMO

Any on-air promotional spot promoting any entertainment, comedy, talk show, game show or variety program (excluding reality (competition based), lifestyle, children's, drama, movie, music, arts or sports programs). *Single video spot. Maximum duration 90".*

#### 8. BEST REALITY PROMO

Any on-air promotional spot promoting a reality (competition based) television program. *Single video spot. Maximum duration 90".*

**PROMAX AWARDS**  
**Genre Categories (Continued)**

**9. BEST LIFESTYLE PROMO**

Any promo for a lifestyle program. **The program can not be a reality show (competition based) or chat show.** Programs may include travel, makeover, how to, renovation, shopping or fashion programming. *Single video spot. Maximum duration 90".*

**10. BEST CHILDREN'S PROMO**

Any promo for a children's program on television. The program must be targeted to an audience under 16 years of age. *Single video spot. Maximum duration 90".*

**11. BEST DRAMA PROMO**

Any promo for a drama program on television including mini series. *Single video spot. Maximum duration 90".*

**12. BEST DRAMA CAMPAIGN**

Any on-air campaign for a drama program on television including mini series. *Minimum 3 up to 5 video spots. Maximum duration 90" each.*

**13. BEST MOVIE PROMO**

Any on-air promo for a film (not in theatrical release) or made for TV movie. *Single video spot. Maximum duration 90".*

**14. BEST MUSIC|ARTS PROMO **NEW!****

Any on-air promotional spot promoting a music or arts program. Programs may not be of a reality format (competition based). *Single video spot. Maximum duration 90".*

**15. BEST SPORTS PROMO**

Any promo for a sports program on television. *Single video spot. Maximum duration 90".*

**16. BEST SPORTS CAMPAIGN**

Any on-air campaign for a sports program on television. *Minimum 3 spots up to 5 video spots. Maximum duration 90" each.*

**17. BEST SPECIAL EVENT PROMO **REVISED!****

Any promo for a special event, programming stunt or commemorative event. Including, but not limited to, Sport Events programming. *Single video spot. Maximum duration 90".*

**PROMAX AWARDS**  
**Themed Categories**

**18. BEST USE OF HUMOUR IN PROMOTION**

Any on-air promotional spot that demonstrates an effective use of humour to deliver its message. *Single video spot. Maximum duration 90".*

## PROMAX AWARDS

### Themed Categories (Continued)

#### 19. BEST INTERSTITIAL

Any on-air promotional spot greater than 2' and less than 10' in duration.  
*Single video spot. Up to 3' in duration (cut down highlights are allowed).*

#### 20. BEST PROMO NOT USING PROGRAM FOOTAGE

Any on-air promotion spot not using program footage.  
*Single video spot. Maximum duration 90".*

#### 21. BEST PROMO ONLY USING PROGRAM FOOTAGE **NEW!**

Any 'cut from show' on-air promotion spot only using program footage (may contain packshot and limited full frame in promo graphics). No shoot footage, complex design or compositing allowed.  
*Single video spot. Maximum duration 90".*

#### 22. SOMETHING FOR NOTHING

Any highly creative on-air promo that was produced for under \$15k not including the individuals time. Entry must breakdown all associated costs including additional labour & production costs (including shooting, audio, editing and design costs). *Single video spot. Maximum duration 90".*

## PROMAX AWARDS

### Craft Categories

#### 23. BEST MUSIC COMPOSITION

Any on-air promo, interstitial, titles or channel ID's using music composed for that specific project.  
*Single video spot. Maximum duration 90".*

#### 24. **AVID** BEST EDITING

Any on-air promo that demonstrates innovative editing. *Single video spot. Maximum duration 90".*  
**The lucky winner will take home Avid Media Composer software. Thanks Avid!**

#### 25. **BIG BANG & FUZZ** SOUND DESIGN AWARD

Any on-air promo that demonstrates creative use of music, sound effects, and/or voice.  
*Single video spot. Maximum duration 90".*

#### 26. BEST COPY/SCRIPT WRITING

Any on-air promo that demonstrates inventive and effective writing.  
*Single video spot. Maximum duration 90".*

#### 27. BEST DIRECTING **NEW!**

Any on-air promo that demonstrates effective directing of custom shot material.  
*Single video spot. Maximum duration 90".*

## PROMAX

### Category Leader

#### 28. MOST OUTSTANDING PROMO OF THE YEAR

Any on-air promo from any genre, which is considered to be ground breaking, innovative and/or outstanding. *Single video spot. Maximum duration 90".*

## PROMAX CATEGORIES

Adsales | Marketing | Interactive

### 29. BEST SALES & MARKETING REEL

Any non-broadcast video promotion for a program, platform, channel or service. *Only 3' of material may be submitted. Cut down highlights are allowed.*

### 30. BEST SPONSOR INTEGRATION SPOT

Any on-air device or promotion that integrates a program or channel with a commercial sponsor. *Single video spot. Maximum duration 90".*

### 31. BEST INTEGRATED MARKETING CAMPAIGN AWARD

Any integrated marketing campaign for a program, channel or platform that uses at least 3 mediums. *Minimum 3, up to 6 related examples - One must be an on-air video spot. Maximum duration 90" each. Off-air examples must be submitted in PDF format (under 2Mb each).*

### 32. BEST PUBLIC SERVICE ANNOUNCEMENT / COMMUNITY SPOT **NEW!**

Any on-air spot aimed at exposing a community related matter. Must have been produced or commissioned by a broadcast channel, service and/or platform. *Maximum duration 90".*

### 33. BEST OUT OF HOME AD

Any outdoor poster promoting a program, channel or platform including Transit, Billboard, Adshel etc. *1 poster only. Artwork to be submitted in PDF format. Maximum file size 2Mb.*

### 34. BEST PRINT AD

Any print or press advertising for a program, channel, platform or service. *1 print ad only. Artwork is to be submitted in PDF format. Maximum file size 2Mb.*

### 35. BEST RADIO PROMOTION **NEW!**

Any radio ad or radio initiative designed to promote a TV program, channel or platform. Audio only, up to 5 examples. Submitted as a stereo MOV (under 4Mb). Maximum total duration 90".

### 36. BEST COLLATERAL MATERIAL

Promotional items for a program, platform, channel or service. (Eg. Merchandise, Specialty items, Toys or Apparel). *Up to 3 related items. Please submit PDF examples of each item for judging. Maximum file size 2Mb per PDF.*

### 37. BEST USE OF SOCIAL MEDIA

Any marketing initiative tying in an on-air program and/or channel, service or platform with social media. Please indicate the outcomes in the marketing objective. *Examples must be either animated and submitted in a video totalling under 30 seconds, or be submitted as a series of up to 5 PDF images under 2Mb each.*

### 38. BEST INTERACTIVE PROMOTION

Any on-air promotional initiative encouraging viewer interaction. Must use on-air in conjunction with online or a broadcast interactive product. *Single video spot. Maximum duration 90".*

### 39. MOST OUTSTANDING MARKETING INITIATIVE **NEW!**

Any example of an innovative and effective marketing initiative promoting an on-air program, channel or platform. *Examples must be either animated and submitted in a video totalling under 30 seconds, or be submitted as a series of up to 5 PDF images under 2Mb per image.*

## **BDA AWARDS**

### **Broadcast Design**

#### **40. BEST ON-AIR BRANDING DESIGN**

Best overall on-air branding design for a broadcast channel, platform or service. Submissions should illustrate a total on-air package look and feel (eg. Bumpers, Packshots, Idents, Billboards etc). *Minimum 3 up to 5 related examples of up to 90" each, but not totaling more than 3'.*

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

Any ident which brands a channel or its programs on television, where all design work was produced entirely in-house. *Single video spot. Maximum duration 90".*

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

Any ident which brands a channel or its programs on television, where design was produced primarily out-of-house. *Single video spot. Maximum duration 90".*

#### **43. BEST PROGRAM TITLE SEQUENCE DESIGN**

Best title or opening sequence for a program. *Single video spot. Maximum total duration 90".*

#### **44. BEST ORIGINAL LOGO DESIGN**

Any original logo design for a promo, channel, program or stunt. *Supply either a PDF of the logo or logo animation in video format. No audio necessary. Maximum duration 30".*

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

Any on-air use of Typography that displays originality and effectiveness. *Single video spot. Maximum duration 60".*

#### **46. BEST CG ANIMATION**

Best computer generated animation design (2D or 3D) in a broadcast promotion, channel, service or platform. *Single video spot. Maximum duration 90".*

#### **47. BEST TRADITIONAL ANIMATION **NEW!****

Best use of claymation, cut-out animation, hand illustration or other traditional craft based stop-framed techniques in an on-air promotion. *Single video spot. Maximum duration 90".*

#### **48. BEST VISUAL FX AND COMPOSITING (PROUDLY BROUGHT TO YOU BY **AUTODESK**) **NEW!****

Any example of an on-air promo that fuses live action with design. *Single video spot. Maximum duration 90".*

#### **49. BEST DESIGN WITHOUT FOOTAGE **NEW!****

Any on-air promotional spot created not using any program footage or custom shot footage. *Single video spot. Maximum duration 90".*

#### **50. BEST WEBSITE DESIGN**

Any website designed in or out-of-house for a television program, channel, service or platform. *Submit a live URL, a demonstration video under 60" or a series of up to 5 PDF's under 2MB each.*

#### **51. MOST OUTSTANDING DESIGN IN PROMOTION**

Graphic design excellence in any on-air promotion. *Single video spot. Maximum duration 90".*

**Promax & BDA AWARDS**

**Promax & Design Recognition**

**52. CHANNEL BRAND OF THE YEAR**

Any FTA, STV or Multi-channel brand may enter demonstrating the brand tone and image.

*Minimum 3, maximum 6 executions. Any medium can be submitted. Maximum total video duration is 3'. Non video submissions must be submitted in PDF format (under 2MB each file).*

**53. PROMO ROCKET AWARD**

Designed to recognize the outstanding work of a promo producer with less than 2 years of professional experience. This individual may be employed by a company or be a freelancer. Enter yourself, or if there is someone that you know who deserves this award, nominate him or her.

*A CV and up to 4 examples in promotion should be submitted. Total maximum duration 3'.*

**54. MARCH ONE DESIGN ROCKET AWARD BACK BY POPULAR DEMAND!**

Designed to recognize the outstanding work of a broadcast designer with less than 2 years of professional experience. This individual may be employed by a company or be a freelancer. Enter yourself, or if there is someone that you know who deserves this award, nominate him or her.

A CV and up to 4 examples of design should be submitted in video format. Total maximum duration 3'.

Thanks to the generous support of MARCH ONE, the lucky winner will receive an iPad2!