

SECTION	CATEGORY TYPE	PRODUCED	CAT NO.	CATEGORY TITLE	DESCRIPTION	SUBMISSION QTY	DURATION (not exceeding)
Promax	Image & Campaigns		1	BEST IMAGE PROMO (TELEVISION OR VOD PLATFORM)	Any individual on-air or on-platform promo for an entire broadcast channel or platform (cannot be part of a campaign)	one	90 secs
Promax	Image & Campaigns		2	BEST IMAGE CAMPAIGN (TELEVISION OR VOD PLATFORM)	Any on-air or on-platform promotional campaign created to promote a broadcast channel or platform's image.	minimum 3 maximum 5	90 secs each
Promax	Image & Campaigns		3	BEST THEMED CAMPAIGN	A group of thematically-related spots promoting a show, episode, program, series of programmes, stunt, live events, season's line up or film on TV or VOD.	minimum 3 maximum 5	90 secs each
Promax	Image & Campaigns		4	BEST PROGRAM CAMPAIGN	Any on-air or on-platform promotional campaign for a single television program (excluding scripted drama and sport programming)	minimum 3 maximum 5	120 secs each
Promax	Genre-Specific		5	BEST NEWS & CURRENT AFFAIRS PROMO	Any on-air or on-platform promo for a news/information channel, news coverage, a news programme or current affairs program or series (excluding Documentary or News Satire)	one	90 secs
Promax	Genre-Specific		6	BEST DOCUMENTARY OR FACTUAL ENTERTAINMENT PROMO	Any on-air or on-platform promo for a documentary, or a factual entertainment program including news satire relating to factual events or issues.	one	90 secs
Promax	Genre-Specific		7	BEST ENTERTAINMENT PROMO	Any on-air or on-platform promotional spot promoting any form of entertainment.	one	120 secs
Promax	Genre-Specific		8	BEST REALITY PROMO	Any on-air or on-platform promo for a non-fiction reality television program or series.	one	120 secs
Promax	Genre-Specific		9	BEST CHILDREN'S PROMO	Any on-air or on-platform promo for a children's program or channel on television. The program or channel must be targeted to an audience under 16 years of age.	one	90 secs
Promax	Genre-Specific		10	BEST DRAMA CAMPAIGN	Any on-air or on-platform campaign for a drama program including mini series, series or event series.	minimum 3 maximum 5	90 secs each
Promax	Genre-Specific		11	BEST DRAMA PROMO	Any on-air or on-platform promo for a drama program including mini series, series or event series.	one	90 secs
Promax	Genre-Specific		12	BEST MOVIE PROMO	Any on-air or on-platform promo for a film, series of films or made for TV movie. The promo must be for a movie(s) that is playing on a TV broadcast channel or the provider's VOD service and cannot be for a movie appearing in cinema or on DVD.	one	3 mins
Promax	Genre-Specific		13	BEST SPORTS PROMO	Any on-air or on-platform Promo or Title Sequence for a sports season, tournament or event on television or VOD service.	one	120 secs
Promax	Genre-Specific		14	BEST SPORTS CAMPAIGN	Any on-air or on-platform campaign for a sports season, tournament or event on television or VOD service.	minimum 3 maximum 5	120 secs each
Promax	Genre-Specific		15	BEST SPECIAL EVENT	Any on-air or on-platform promo for a special; commemorative; one-off program or live event, for any genre of entertainment. Including, but not limited to, Sports Events.	one	3 mins
Promax	Genre-Specific		16	BEST WEEKLY WONDER	In house tune in Promo using original programme footage only and no additional shot or purchased footage. To promote a single event or episodic programme. Not part of an ongoing campaign or cut down from broader campaign. May contain limited graphics to communicate the call to action. On air for 14 days or less.	one	90 secs
Promax	Themed		17	BEST USE OF HUMOUR IN PROMOTION	Any on-air or on-platform promotional spot that demonstrates an effective use of humour to deliver its message.	one	120 secs
Promax	Themed		18	BEST INTERSTITIAL / SNEAK PEEKS	Any on-air or on-platform promotional spot greater than 2 and 10 minutes in duration. (cut down highlights are allowed).	one	3 mins
Promax	Themed		19	BEST PROMO NOT USING PROGRAM FOOTAGE	Any on-air or on-platform promotion spot <u>not</u> using any program footage.	one	90 secs
Promax	Themed		20	BEST PROMO ONLY USING PROGRAM FOOTAGE UNDER 30 SECONDS	Any 'cut from show' on-air or on-platform promotional spot less than 30 seconds in duration (may contain packshot and limited in promo graphics). No shot or purchased footage, complex design or compositing allowed.	one	30 secs
Promax	Themed		21	BEST PROMO ONLY USING PROGRAM FOOTAGE OVER 30 SECONDS	Any 'cut from show' on-air or on-platform promotional spot greater than 30 seconds in duration (may contain packshot and limited in promo graphics). No shot or purchased footage, complex design or compositing allowed.	one	90 secs
Promax	Themed		22	SOMETHING FOR NOTHING	Any promotion that demonstrates creative excellence and strong communication, where the idea exceeds the budget. (We don't ask for a budget breakdown, but ask you to respect the spirit of this award and keep it cheap and creative).	one	90 secs
Promax	Craft		23	BEST MUSIC COMPOSITION	Any on-air promo, or on-platform promo, interstitial, title sequence or channel ID's using music composed specifically for that project. Must be an original composition and may not be a re-score of an existing piece of music.	one	90 secs
Promax	Craft		24	AVID EDITING AWARD	Any on-air promo, or on-platform promo, interstitial or title sequence that demonstrates innovative editing. May include limited graphics but should demonstrate the artistry of the edit.	one	3 mins

Promax	Craft		25	Australian Screen Sound Guild BEST USE OF SOUND DESIGN	Any on-air or on-platform promo that demonstrates creative use of music, sound effects, and/or voice.	one	90 secs
Promax	Craft		26	BEST COPY / SCRIPT WRITING	Any on-air or on-platform promotion or print copy that demonstrates excellence in the craft of original writing.	one	90 secs OR 1 image PDF upload if print
Promax	Craft		27	BEST DIRECTING	Any on-air or on-platform promo or program title sequence that demonstrates effective directing of custom shot material.	one	3 mins
Promax	Adsales Marketing Interactive		28	BEST USE OF DIGITAL / SOCIAL MEDIA	The most creative, innovative and effective use of digital or social media to support a program, channel, platform or VOD service campaign or stunt. Can supply a demonstration reel.	minimum 1 maximum 5	(1 x 3 minutes or less demonstration reel) and/or 120 sec videos
Promax	Adsales Marketing Interactive		29	BEST MARKETING VIDEO / SIZZLE REEL / SNEAK PEEKS PRESENTATION	Any non-broadcast long-format video-based promotion for a programme, season, platform, channel or service.	one	5 mins
Promax	Adsales Marketing Interactive		30	PARTNER SPONSORSHIP CAMPAIGN NEW	Consisting of at least two parts of the following. Promo, ID, Bumper, Consumer spot, Play On/Offs, Billboards or integrated TVC that affectively uses Brand or show IP in partnership with a sponsor to generate revenue for a platform. This category does not cover sport.	minimum 1 maximum 5	90 secs each
Promax	Adsales Marketing Interactive		31	SPORTS BRANDED/SPONSOR INTEGRATION PROMO NEW	Integration of a sponsor or brand in a television spot or promo to market or promote a Channel, program, game, or show, related to Sport across any media.	one	120 secs
Promax	Adsales Marketing Interactive		32	BEST INTEGRATED TVC NEW	A Client funded TVC that integrates a sponsor/consumer brand with a Network, Channel, Programme, VOD service.	one	90 secs
Promax	Adsales Marketing Interactive		33	BEST BRAND FUNDED CONTENT PARTNER INTEGRATION NEW	A client-funded piece of on-air or online advertorial or editorial video content of not less than 3 minutes or greater than 1 hour, that integrates a commercial brand(s) with a Network, Channel, Programme or VOD Service to deliver an authentic and contextually relevant integration that generates revenue for a network or platform. Cutdowns allowed	one	Maximum 4 minutes
Promax	Adsales Marketing Interactive		34	BEST INTEGRATED MARKETING CAMPAIGN FOR A PROGRAMME	Any integrated marketing campaign for a program that uses at least 3 mediums. Minimum 3, up to 6 related examples - One must be an on-air video spot.	minimum 3 maximum 6	120 sec videos and/or 2MB per pdf
Promax	Adsales Marketing Interactive		35	BEST INTEGRATED MARKETING CAMPAIGN FOR A CHANNEL OR PLATFORM	Any integrated marketing campaign for a channel or platform that uses at least 3 mediums. Minimum 3, up to 6 related examples - One must be an on-air or on-platform video spot.	minimum 3 maximum 6	120 sec videos and/or 2MB per pdf
Promax	Adsales Marketing Interactive		36	BEST OUTDOOR OR PRINT AD	Any outdoor billboard or poster or print or press advertising, promoting a program, channel, VOD platform or service including Transit, Billboard, Adshel etc.	one	2MB pdf
Promax	Category Leader		37	MOST OUTSTANDING MARKETING INITIATIVE	Any example of an innovative and effective marketing initiative promoting an on-air program, channel, platform or VOD service	one	maximum 5 minute video
BDA	Broadcast Design		38	BEST BRANDING DESIGN	Best overall on-air or on-platform branding design for a TV show, channel, platform or VOD service. Submissions should illustrate a total on-air or on-platform package look and feel (e.g.. Graphics, Bumpers, Pack shots, Idents, Billboards etc).	minimum 3 maximum 5	90 secs each maximum 3 mins or 2MB pdf
BDA	Broadcast Design		39	BEST IDENT DESIGN	Any ident or idents which brand a platform, channel or its programs on television or VOD Service.	minimum 1 maximum 3	60 secs each maximum 3
BDA	Broadcast Design		40	THE DIGISTOR / AUTODESK BEST TITLE SEQUENCE AWARD	Best title or opening sequence for a program. Thanks to the generous support of our awesome sponsor Digistor the lucky winner will also receive an Autodesk laptop bag stuffed with an 8TB LaCie USB Desktop Drive.	one	120 secs
BDA	Broadcast Design		41	BEST ORIGINAL LOGO DESIGN	Any original logo design for a promo, channel, program, stunt or VOD service. Supply either a PDF of the logo or logo animation in video format. No audio necessary.	one	30 sec video or 2MB pdf
BDA	Broadcast Design		42	BEST USE OF DESIGN IN VIDEO	Any single promo, promo campaign or piece of content that demonstrates excellence in the craft of video design (can include minimal programme clips).	minimum 1 maximum 5	90 secs each maximum 3 mins
BDA	Broadcast Design		43	BEST CG ANIMATION	Best computer generated animation design (2D or 3D) in a broadcast promotion, program title sequence, channel, VOD service or platform.	one	90 secs
BDA	Broadcast Design		44	BEST VISUAL FX & COMPOSITING	Any example of an on-air or on-platform promo or program title sequence that fuses live action with design.	one	90 secs
BDA	Broadcast Design		45	BEST DESIGN WITHOUT FOOTAGE	Any on-air or on-platform promotional spot created not using any program footage, custom shot footage or purchased footage.	one	90 secs
BDA	Category Leader		46	VIDEO ENTERTAINMENT BRAND OF THE YEAR	The most effective and creative brand or re-brand of the year for a channel, platform or VOD service. Can include Idents, OSP, promotion elements, style guides, branding and premiums. Entries to be submitted as a demonstration reel and/or a complementary PDF compilation of no longer than 3 pages.	one reel	3 mins
Promax	Category Leader		47	BEST PROMO TEAM	A range of promos created by a single promo team at one network, company or agency. One entry per producer, please indicate names. Can include any show, series or movie across any platform.	minimum 3 maximum 6	90 secs each maximum
Promax	Specialty		48	ROCKET AWARD 2019	Recognising the outstanding work of a promo producer or 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.	one CV and maximum 4	3 mins