

SECTION	CATEGORY TYPE	CAT NO.	CATEGORY TITLE	DESCRIPTION	SUBMISSION QTY	DURATION (not exceeding)	TYPE
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	Single
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	150 secs each	Campaign
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	150 secs each	Campaign
Promax	Image & Campaigns	4	BEST PROGRAM CAMPAIGN	Any on-air or on-platform promotional campaign for a single television program.	minimum 3 maximum 5	150 secs each	Campaign
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	Single
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	Single
Promax	Genre-Specific	7	BEST ENTERTAINMENT PROMO	Any on-air or on-platform promotional spot promoting any form of entertainment.	one	150 secs	Single
Promax	Genre-Specific	8	BEST REALITY PROMO	Any on-air or on-platform promo for a non-fiction reality television program or series.	one	150 secs	Single
Promax	Genre-Specific	9	BEST DRAMA PROMO	Any on-air or on-platform promo for a drama program including mini series, series or event series.	one	120 secs	Single
Promax	Genre-Specific	10	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	Single
Promax	Genre-Specific	11	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	150 secs	Single
Promax	Genre-Specific	12	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	Single
Promax	Themed	13	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	Single
Promax	Themed	14	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	Single
Promax	Themed	15	BEST PROMO NOT USING PROGRAM FOOTAGE	Any on-air or on-platform promotion spot <u>not</u> using any program footage.	one	90 secs	Single
Promax	Themed	16	BEST PROMO ONLY USING PROGRAM FOOTAGE	Any 'cut from show' on-air or on-platform promotional spot (may contain packshot and limited in promo graphics). No shot or purchased footage, complex design or compositing allowed.	one	120 secs	Single
Promax	Themed	17	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	Single
Promax	Craft	18	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	Single
Promax	Craft	19	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	Single
Promax	Craft	20	WEST ONE MUSIC GROUP 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	Single
Promax	Craft	21	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	Single
Promax	Craft	22	BEST DIRECTING	Any on-air or on-platform promo or program title sequence that demonstrates effective directing of custom shot material.	one	3 mins	Single
Promax	Adsales Marketing Interactive Digital	23	SOCIAL MEDIA CAMPAIGN FOR A CHANNEL / PLATFORM / PROGRAMME NEW	The most creative, innovative and effective of digital media, social media and/or a community-based website that effectively promotes and markets a programme, network, channel, station or platform online or on-air. (Examples include: Instagram, Snapchat, Facebook, Youtube, Twitter, etc.) Please submit video walk-through or case study highlighting entry execution and accomplishments. Submit as an archived interactive material via video upload /demonstrations video. No URLs will be accepted.	minimum 1 maximum 3	150 secs each	Campaign
Promax	Adsales Marketing Interactive Digital	24	USE OF CELEBRITY/INFLUENCER/TALENT USING SOCIAL MEDIA NEW	Integration of a celebrity, influencer or talent (local or international) as part of a social media campaign. Entries will be judged based on how the talent is leveraged to promote any programme or series of programmes in any category (drama, comedy, holiday, PSA, etc.). Video only. Minimum 1, maximum 3, related items per entry.	minimum 1 maximum 3	90 secs each	Campaign
Promax	Adsales Marketing Interactive	25	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	6 mins	Single

Promax	Adsales Marketing Interactive	26	PARTNER SPONSORSHIP CAMPAIGN	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.	minimum 1 maximum 5	150 secs each	Campaign
Promax	Adsales Marketing Interactive	27	BEST INTEGRATED TVC	A Client funded TVC that integrates a sponsor/consumer brand with a Network, Channel, Programme, VOD service.	one	120 secs	Single
Promax	Adsales Marketing Interactive	28	BEST BRAND FUNDED CONTENT PARTNER INTEGRATION	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	Single
Promax	Adsales Marketing Interactive	29	BEST INTEGRATED MARKETING CAMPAIGN FOR A PROGRAMME / CHANNEL / PLATFORM	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 or on-platform video spot.	minimum 3 maximum 6	120 sec videos and/or 2MB per pdf	Campaign
Promax	Adsales Marketing Interactive	30	BEST BRAND PROMOTION FOR GROUP OF CHANNELS NEW	Any individual brand promotion showcasing more than one broadcast channel in a network/group.	one	90 secs	Single
Promax	Adsales Marketing Interactive	31	BEST PUBLIC SERVICE ANNOUNCEMENT / COMMUNITY SPOT NEW	Any on-air or on-platform spot aimed at supporting or exposing a community related matter. Must have been produced or commissioned by a broadcast channel, service and/or VOD service or platform to support the community matter or initiative.	one	120 secs	Single
Promax	Adsales Marketing Interactive	32	BEST RADIO PROMOTION NEW	Any radio ad or radio initiative designed to promote a TV program, channel or platform or VOD service. (MP3 audio must be embedded in a video, and submitted as a video upload).	minimum 1 maximum 3	90 secs each	Campaign
Promax	Adsales Marketing Interactive Digital	33	OTT/ VOD/ WEBSITE/ INTERACTIVE SERVICE SPOT NEW	Any promo designed specifically to promote a channel's online streaming services.	one	90 secs	Single
BDA	Broadcast Design	34	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	Campaign
BDA	Broadcast Design	35	BEST IDENT	Any ident or idents which brand a platform, channel or its programs on television or VOD Service.	minimum 1 maximum 3	90 secs each maximum 3	Campaign
BDA	Broadcast Design	36	BEST TITLE SEQUENCE AWARD	Best title or opening sequence for a program.	one	120 secs	Single
BDA	Broadcast Design	37	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	Single
BDA	Broadcast Design	38	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	Campaign
BDA	Broadcast Design	39	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	Single
BDA	Broadcast Design	40	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	Single
Promax	Category Leader	41	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	150 secs each	Campaign
Promax	One Off	42	BEST WORK NEVER SEEN NEW	Any promotional material which was produced for a channel, platform or VOD service but was never seen. Please indicate in the marketing objective field the reasons why it was not used. NO FEE TO ENTER.	maximum 1	150 secs or 2MB pdf for Logo, Print, digital or social media	Single
Promax	One Off	43	BEST CAMPAIGN NEVER SEEN NEW	Any campaign which was produced for a channel, platform or VOD service but was never seen. Please indicate in the marketing objective field the reasons why it was not used. NO FEE TO ENTER.	minimum 1 maximum 5	150 secs or 2MB pdf for Logo, Print, digital or social media	Campaign
Promax	One Off	44	LOVE IN THE TIME OF CORONA NEW	In a time like no one has ever experienced, we were driven indoors and driven to find creative ways to deliver messages to our customers. These may have been information on masks or sanitisation or special content offerings or reassurances of support, or brand pieces; whatever the message, Marketing in the time of Corona has become a genre of its own. This category is to recognise the exceptional creativity and ingenuity that creative teams have had to bring to bear in these extraordinary times. An entry may be any type of Marketing; from a PSA, to a Promo, to a Website or Social Media stunt but it has to have been created because of COVID-19 and the way lockdown changed the messaging and the way it had to be produced. In other words, were it not for the COVID-19 pandemic, this work would never have been created.	maximum 1	150 secs or 2MB pdf for Logo, Print, digital or social media	Single