

SECTION	CATEGORY TYPE	CAT NO.	CATEGORY TITLE	DESCRIPTION	SUBMISSION QTY	DURATION (not exceeding)
Promax	Image & Campaigns	1	BEST IMAGE PROMO (TELEVISION OR STREAMING 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 STREAMING 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 and/or 2MB per pdf
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 Streaming service.	minimum 3 maximum 5	150 secs each and/or 2MB per pdf
Promax	Image & Campaigns	4	BEST PROGRAM CAMPAIGN	Any on-air or on-platform promotional campaign for a single television program (excluding sport programming)	minimum 3 maximum 5	150 secs each and/or 2MB per pdf
Promax	Genre-Specific	5	BEST NEWS/SPECIAL REPORT PROGRAMME SPOTS	On-air spot(s) created to promote a news programme or breaking news special report programme.	minimum 1 maximum 3	90 secs each
Promax	Genre-Specific	6	BEST CURRENT AFFAIRS PROGRAMME SPOTS	On-air spot(s) created to promote a current affairs programme or series of current affairs programmes.	minimum 1 maximum 3	90 secs each
Promax	Genre-Specific	7	BEST DOCUMENTARY OR FACTUAL ENTERTAINMENT PROGRAMME SPOTS	On-air spot(s) created to promote a documentary or factual entertainment programme or series of programmes.	minimum 1 maximum 3	90 secs each
Promax	Genre-Specific	8	BEST ENTERTAINMENT PROMO	Any on-air or on-platform promotional spot promoting any form of entertainment.	one	150 secs
Promax	Genre-Specific	9	BEST REALITY/UNSCRIPTED/NON-FICTION PROGRAMME SPOTS	On-air spot(s) created to promote reality/unscripted entertainment programme or series of programmes.	minimum 1 maximum 3	150 secs each
Promax	Genre-Specific	10	BEST DRAMA PROMO	Any on-air or on-platform promo for a drama program including mini series, series or event series.	one	150 secs
Promax	Genre-Specific	11	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 streaming / pay per view service and cannot be for a movie appearing in cinema.	one	3 mins
Promax	Genre-Specific	12	BEST SPORTS PROMO	Any on-air or on-platform Promo or Title Sequence for a sports season, tournament or event on television or streaming service.	one	150 secs
Promax	Genre-Specific	13	BEST SPORTS CAMPAIGN	Any on-air or on-platform campaign for a sports season, tournament or event on television or streaming service.	minimum 3 maximum 5	150 secs each and/or 2MB per pdf
Promax	Genre-Specific	14	BEST SPECIAL EVENT	Any on-air or on-platform promo for a special; commemorative; one-off program or live event for any genre on television or a streaming service.	one	3 mins
Promax	Themed	15	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	16	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	17	BEST PROMO NOT USING PROGRAM FOOTAGE	Any on-air or on-platform promotion spot <u>not</u> using any program footage.	one	120 secs
Promax	Themed	18	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
Promax	Themed	19	SOMETHING FOR NOTHING SUPPORTED BY SKY NEW ZEALAND	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	120 secs
Promax	Craft	20	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	21	BEST USE OF ORIGINAL 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	2 mins
Promax	Craft	22	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	2 mins
Promax	Craft	23	AUDIO NETWORK BEST USE OF LICENSED/ADAPTED MUSIC NEW	Any on-air spot that uses a licensed track adaptation that is inventive, surprising and unique in its approach	one	2 mins
Promax	Craft	24	BEST VOICE-OVER PERFORMANCE NEW	Best performance by a voice-over artist for use in a promotion, marketing, or sales piece or series of pieces. On-air, online, radio, and corporate entries are accepted.	one	90 secs Video or audio. For audio, upload as .mov.
Promax	Craft	25	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	26	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 Digital	27	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 streaming 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 and/or 2MB per pdf
Promax	Adsales Marketing Interactive Digital	28	USE OF CELEBRITY/INFLUENCER/TALENT USING SOCIAL MEDIA	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
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	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 and/or 2MB per pdf
Promax	Adsales Marketing Interactive	31	BEST INTEGRATED TVC	A Client funded TVC that integrates a sponsor/consumer brand with a Network, Channel, Programme, streaming service.	one	120 secs
Promax	Adsales Marketing Interactive	32	BEST BRAND FUNDED CONTENT PARTNER INTEGRATION	A client-funded piece of on-air or online advertorial or editorial video content of no less than 2.30 minutes or greater than 1 hour, that integrates a commercial brand(s) with a Network, Channel, Programme or Streaming 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	33	BEST INTEGRATED MARKETING CAMPAIGN FOR A PROGRAMME / CHANNEL / PLATFORM POWERED BY DISCOVERY	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
Promax	Adsales Marketing Interactive	34	BEST BRAND PROMOTION FOR GROUP OF CHANNELS	Any individual brand promotion showcasing more than one broadcast channel in a network/group.	one	90 secs
Promax	Adsales Marketing Interactive	35	BEST PUBLIC SERVICE ANNOUNCEMENT / COMMUNITY SPOT	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 streaming service or platform to support the community matter or initiative.	one	120 secs
Promax	Adsales Marketing Interactive	36	BEST RADIO PROMOTION	Any radio ad or radio initiative designed to promote a TV program, channel or platform or streaming service. (MP3 audio must be embedded in a video, and submitted as a video upload).	minimum 1 maximum 3	90 secs each
Promax	Adsales Marketing Interactive Digital	37	STREAMING/ WEBSITE/ INTERACTIVE SERVICE SPOT	Any promo designed specifically to promote a channel's online streaming services.	one	90 secs
Promax	Adsales Marketing Interactive Digital	38	BEST OUTDOOR OR PRINT AD	Any outdoor billboard or poster or print or press advertising, promoting a program, channel, platform or streaming service including Transit, Billboard, Adshel etc.	one	2MB pdf or mp4
Promax	Category Leader	39	MOST OUTSTANDING MARKETING INITIATIVE	Any example of an innovative and effective marketing initiative promoting an on-air program, channel, platform or streaming service	minimum 1 maximum 2	maximum 5 minute video and /or 2MB pdf
BDA	Broadcast Design	40	BEST BRANDING DESIGN	Best overall on-air or on-platform branding design for a TV show, channel, platform or streaming 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	41	BEST IDENT DESIGN	Any ident or idents which brand a platform, channel or its programs on television or streaming service.	minimum 1 maximum 3	90 secs each maximum 3
BDA	Broadcast Design	42	BEST TITLE SEQUENCE	Any opening title sequence designed for any programme or series of programmes.	one	120 secs
BDA	Broadcast Design	43	BEST ORIGINAL LOGO DESIGN	Any original logo design for a promo, channel, program, stunt or streaming 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	44	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
BDA	Broadcast Design	45	BEST CG ANIMATION	Best computer generated animation design (2D or 3D) in a broadcast promotion, program title sequence, channel, streaming service or platform.	one	90 secs
BDA	Broadcast Design	46	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	47	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	48	VIDEO ENTERTAINMENT BRAND OF THE YEAR	The most effective and creative brand or re-brand of the year for a channel, platform or streaming 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	49	BEST PROMO TEAM SPONSORED BY DIGISTOR & AUTODESK	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
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