

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) UPDATED	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) UPDATED	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 UPDATED	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 UPDATED	Any on-air or on-platform promotional campaign for a single television program (excluding scripted drama and sport programming)	minimum 3 maximum 5	90 secs each
Promax	Genre-Specific		5	BEST NEWS & CURRENT AFFAIRS PROMO UPDATED	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 UPDATED	Any on-air or on-platform promo for a documentary or a factual entertainment program relating to factual events or issues not controlled by the commissioning production.	one	90 secs
Promax	Genre-Specific		7	BEST ENTERTAINMENT PROMO UPDATED	Any on-air or on-platform promotional spot promoting any entertainment, comedy, talk show, game show or variety program (excluding reality (competition based), children's, drama, movie, music, arts or sports programs).	one	120 secs
Promax	Genre-Specific		8	BEST REALITY PROMO UPDATED	Any on-air or on-platform promo for a competition-based non-fiction reality television program or series.	one	120 secs
Promax	Genre-Specific		9	BEST LIFESTYLE PROMO UPDATED	Any on-air or on-platform 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, trash-to-cash, shopping or fashion programming	one	90 secs
Promax	Genre-Specific		10	BEST CHILDREN'S PROMO UPDATED	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		11	BEST DRAMA CAMPAIGN UPDATED	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		12	BEST DRAMA PROMO UPDATED	Any on-air or on-platform promo for a drama program including mini series, series or event series.	one	90 secs
Promax	Genre-Specific		13	BEST MOVIE PROMO UPDATED	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		14	BEST SPORTS PROMO UPDATED	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		15	BEST SPORTS CAMPAIGN UPDATED	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		16	BEST SPECIAL EVENT UPDATED	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	120 secs
Promax	Genre-Specific	In-House	17	BEST WEEKLY WONDER UPDATED	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		18	BEST USE OF HUMOUR IN PROMOTION UPDATED	Any on-air or on-platform promotional spot that demonstrates an effective use of humour to deliver its message.	one	90 secs
Promax	Themed		19	BEST INTERSTITIAL/SNEAK PEAKS UPDATED	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		20	BEST PROMO NOT USING PROGRAM FOOTAGE UPDATED	Any on-air or on-platform promotion spot <u>not</u> using any program footage.	one	90 secs
Promax	Themed		21	BEST PROMO ONLY USING PROGRAM FOOTAGE UPDATED	Any 'cut from show' on-air or on-platform promotion spot only using program footage (may contain packshot and limited full frame in promo graphics). No shot or purchased footage, complex design or compositing allowed.	one	90 secs
Promax	Themed		22	SOMETHING FOR NOTHING UPDATED	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 UPDATED	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 UPDATED	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	90 secs
Promax	Craft		25	EMI PRODUCTION MUSIC BEST USE OF SOUND DESIGN UPDATED	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 UPDATED	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 UPDATED	Any on-air or on-platform promo or program title sequence that demonstrates effective directing of custom shot material.	one	2 minutes
Promax	Adsales Marketing Interactive		28	BEST USE OF DIGITAL	The most creative, innovative and effective use of digital or social media to support a program, a channel or Platform campaign. Entries to be submitted as a demonstration reel.	one	3mins

Promax	Adsales Marketing Interactive		29	BEST MARKETING VIDEO/SIZZLE REEL/SNEAK PEAKS PRESENTATION	Any non-broadcast long-format video-based promotion for a programme, season, platform, channel or service.	one	3 mins
Promax	Adsales Marketing Interactive		30	BEST SPONSOR / BRAND INTEGRATION SPOT(S) UPDATED	Any single or group of thematically-related on-air or on-platform spot(s) that integrate a sponsor/consumer brand with a network, channel, programme, VOD service or content brand.	minimum 1 maximum 3	90 secs each
Promax	Adsales Marketing Interactive		31	BEST INTERGRATED 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	90 sec videos and/or 2MB per pdf
Promax	Adsales Marketing Interactive		32	BEST INTERGRATED MARKETING CAMPAIGN FOR A CHANNEL OR PLATFORM UPDATED	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	90 sec videos and/or 2MB per pdf
Promax	Adsales Marketing Interactive		33	BEST OUTDOOR OR PRINT AD UPDATED	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	Adsales Marketing Interactive		34	BEST USE OF SOCIAL MEDIA UPDATED	Any marketing initiative for a program, channel, VOD service or platform utilising social media. Please indicate the performance, conversion or engagement metrics in the marketing objective.	minimum 1 maximum 5	30 sec videos and/or 2MB per pdf
Promax	Adsales Marketing Interactive		35	BEST DIRECT RESPONSE PROMO UPDATED	Any single video-based promotion for a TV program, channel or platform or VOD service or sponsor that effectively solicits a direct response (not programme tune-in) through creative excellence and messaging.	one	90 secs
Promax	Ad sales Marketing Interactive		36	BEST PROMOTION FOR AN ONLINE OR VOD SERVICE	Any single video-based promotion/call to action for a channel's online or VOD service.	one	90 secs
Promax	Category Leader		37	MOST OUTSTANDING MARKETING INITIATIVE UPDATED	Any example of an innovative and effective marketing initiative promoting an on-air program, channel, platform or VOD service	minimum 1 maximum 5	120 sec videos and/or 2MB per pdf
BDA	Broadcast Design	In-House	38	BEST BRANDING DESIGN UPDATED	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
BDA	Broadcast Design		39	BEST IDENT DESIGN UPDATED	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.	one	120 secs
BDA	Broadcast Design		41	BEST ORIGINAL LOGO DESIGN UPDATED	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	Any single video-based promotion that demonstrates excellence in the craft of design (can include minimal programme clips and/or origination)	one	90 secs
BDA	Broadcast Design		43	BEST CG ANIMATION UPDATED	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 UPDATED	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 UPDATED	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	MOST OUTSTANDING DESIGN IN PROMOTION UPDATED	Graphic design excellence in any on-air or on-platform promotion including program title sequences.	one	90 secs
BDA	Category Leader		47	VIDEO ENTERTAINMENT BRAND OF THE YEAR NEW	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	Specialty		48	ROCKET AWARD 2017	Recognising 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.	one CV and maximum 4	3 mins