

CALL FOR ENTRIES: 2 JANUARY 2018

CLOSING DATE: 11 MARCH 2018

TYPE	SECTION	CAT NO.	M/I	CATEGORY TITLE	DESCRIPTION	SUBMISSION QUANTITY	DURATION (MAX)
Channel Branding	VIDEO	1	M	BEST IMAGE PROMO	Any individual on-air promo that portrays the programming range, quality or brand image of a channel, platform or service. Cannot be part of a campaign. <i>Single entry.</i>	One	90 secs
Channel Branding	VIDEO	2	M	BEST IMAGE CAMPAIGN (IN-HOUSE)	Any multiple on-air promo campaign that portrays the programming range, quality or brand image of a network, channel, platform or service. Must be produced entirely by the in-house staff team. <i>Campaign entry.</i>	Min 2 Max 5	90 secs each
Channel Branding	VIDEO	3	M	BEST IMAGE CAMPAIGN (OUT-OF-HOUSE)	Any multiple on-air promo campaign that portrays the programming range, quality or brand image of a network, channel, platform or service. Must be produced primarily out-of-house (agency/creative company or vendor). <i>Campaign entry.</i>	Min 2 Max 5	90 secs each
Channel Branding	VIDEO	4	M	BEST PUBLIC SERVICE ANNOUNCEMENT	Any individual on-air promo for promoting awareness of public service issues, social action or community service announcements. Must be produced or commissioned by a broadcast channel, service and/or platform. <i>Single entry.</i>	One	90 secs
Channel Branding	VIDEO	5	M	BEST ON-AIR BRANDING DESIGN	Best overall branding design for a broadcast network, channel, service or platform. Submissions should illustrate a total on-air package look & feel eg. Bumper, idents, billboards, etc. <i>Campaign entry.</i>	Min 2 Max 5	90 secs or 2MB (PDF for print)
Channel Branding	VIDEO	6	M	BEST ONLINE/VOD SERVICE PROMO	Any individual on-air promotion for an online player, VOD service, etc. <i>Single entry.</i>	One	90 secs
Programme Promotion	VIDEO	7	M	BEST HOLIDAY / SEASONAL PROMO	Any individual on-air promo for holiday/seasonal channel or programmes. Eg. Season's greeting, Diwali special, etc. <i>Single entry.</i>	One	90 secs
Programme Promotion	VIDEO	8	M	BEST SPECIAL EVENT PROMO	Any individual on-air promo for a special; commemorative; one-off programme or live event, for any genre of entertainment. Excluding public service announcements. Eg. Oscar, Emmy, Olympic, Commonwealth games, etc. <i>Single entry.</i>	One	90 secs
Programme Promotion	VIDEO	9	M	BEST DRAMA PROMO	Any individual on-air promo for a single scripted drama program or miniseries on television. <i>Single entry.</i>	One	90 secs
Programme Promotion	VIDEO	10	M	BEST DRAMA CAMPAIGN	Any multiple on-air promo campaign for a single scripted drama program or miniseries on television. <i>Campaign entry.</i>	Min 2 Max 5	90 secs each
Programme Promotion	VIDEO	11	M	BEST MOVIE PROMO	Any individual on-air promo for a film, series of films or made for TV movie. Entries cannot be for titles which are currently in theatrical release. <i>Single entry.</i>	One	90 secs
Programme Promotion	VIDEO	12	M	BEST ENTERTAINMENT / COMEDY PROMO	Any individual on-air promo for an entertainment, comedy, talk show, variety programme, music, or game/quiz show. Excludes competition-based reality show. <i>Single entry.</i>	One	90 secs
Programme Promotion	VIDEO	13	M	BEST REALITY PROMO	Any individual on-air promo for a reality television programme or series. Includes competition-based reality show. <i>Single entry.</i>	One	90 secs
Programme Promotion	VIDEO	14	M	BEST SPORTS PROMO	Any individual on-air promo for a sport programmes or sports events on television. <i>Single entry.</i>	One	90 secs
Programme Promotion	VIDEO	15	M	BEST NEWS/CURRENT AFFAIRS PROMO	Any individual on-air promo for a news/information channel, news coverage, a news programme or current affairs program or series. Excluding documentary and news satire. <i>Single entry.</i>	One	90 secs
Programme Promotion	VIDEO	16	M	BEST DOCUMENTARY OR FACTUAL ENTERTAINMENT PROMO	Any individual on-air promo for a documentary or a factual entertainment program relating to factual events or issues not controlled by the commissioning production. <i>Single entry.</i>	One	90 secs
Programme Promotion	VIDEO	17	M	BEST CHILDREN'S PROMO	Any individual on-air promo for a children's programme, series or season on television. The programme must be targeted to an audience under 16 years of age. <i>Single entry.</i>	One	90 secs
Programme Promotion	VIDEO	18	M	BEST LIFESTYLE PROMO	Any individual on-air promo for a lifestyle programme. The programme cannot be a reality show (competition-based) or chat show. Programmes may include travel, makeover, how to, renovation, shopping or fashion programming. <i>Single entry.</i>	One	90 secs
Programme Promotion	VIDEO	19	M	BEST PROMO NOT USING PROGRAMME FOOTAGE (IN-HOUSE)	Any individual on-air promo not using original programme footage. Must be produced entirely by the in-house staff team. <i>Single entry.</i>	One	90 secs
Programme Promotion	VIDEO	20	M	BEST PROMO NOT USING PROGRAMME FOOTAGE (OUT-OF-HOUSE)	Any individual on-air promo not using original programme footage. Must be produced primarily out-of-house (agency/creative company or vendor). <i>Single entry.</i>	One	90 secs
Programme Promotion	VIDEO	21	M	BEST PROMO USING ONLY PROGRAMME FOOTAGE	Any individual "clip-based" on-air promo using only programme footage. May contain elements from channel package or promo graphics package. No especially shot footage, complex design or compositing allowed. <i>Single entry.</i>	One	90 secs
Programme Promotion	VIDEO	22	M	BEST PROGRAMME TITLE SEQUENCE	Best title or opening sequence for a programme. <i>Single entry.</i>	One	90 secs
Programme Promotion	VIDEO	23	M	BRANDED CONTENT PROMOTION	Any individual video-based promotional material designed to effectively and organically embed a consumer brand into a content promotional message, creating a compelling and synergistic story. Note: This category is not open to ACTUAL content - but rather the PROMOTION for said content only. <i>Single entry.</i>	One	180 secs

Programme Promotion	VIDEO	24	M	BEST THEMED CAMPAIGN	A group of thematically-related spots promoting a show, episode, film on TV, programme, series of programmes, stunt or season's line up of any genre. <i>Campaign entry.</i>	Min 2 Max 5	90 secs each
Programme Promotion	VIDEO	25	M	BEST ON-AIR PROGRAMME CAMPAIGN	Any multiple on-air promo campaign for a single television programme of any genre except scripted drama. Please submitted scripted drama under Best Drama Campaign. <i>Campaign entry.</i>	Min 2 Max 5	90 secs each
Programme Promotion	MULTIMEDIA	26	M	BEST LAUNCH CAMPAIGN (IN-HOUSE)	Any multiple on-air promo campaign for a brand new launch/premiere programme or series that uses a consistent approach across a number of executions in one or more media. Must be produced entirely by the in-house staff team. <i>Campaign entry.</i>	Min 2 Max 5	90 secs or 2MB (PDF for print)
Programme Promotion	MULTIMEDIA	27	M	BEST LAUNCH CAMPAIGN (OUT-OF-HOUSE)	Any multiple on-air promo campaign for a brand new launch/premiere programme or series that uses a consistent approach across a number of executions in one or more media. Must be produced primarily out-of-house (agency/creative company or vendor). <i>Campaign entry.</i>	Min 2 Max 5	90 secs or 2MB (PDF for print)
Programme Promotion	SPECIAL	28	M	BEST COPYWRITING NOT IN HINDI OR ENGLISH	Any promotion or print copy that demonstrates excellence in the craft of original writing that are not in Hindi or English on television. <i>Single entry.</i>	One	90 secs or 2MB (PDF for print)
Programme Promotion	SPECIAL	29	M	BEST DRAMA PROMO NOT IN HINDI OR ENGLISH	Any individual on-air promo for a single scripted drama program or miniseries that are not in Hindi or English on television. <i>Single entry.</i>	One	90 secs
Programme Promotion	SPECIAL	30	M	BEST ENTERTAINMENT / COMEDY PROMO NOT IN HINDI OR ENGLISH	Any individual on-air promo for an entertainment, comedy, talk show, variety programme, music or game/quiz show that are not in Hindi or English. <i>Single entry.</i>	One	90 secs
Programme Promotion	SPECIAL	31	M	BEST NEWS/CURRENT AFFAIRS PROMO NOT IN HINDI OR ENGLISH	Any individual on-air promo for a news/information channel, news coverage, a news programme or current affairs program or series that are not in Hindi or English. <i>Single entry.</i>	One	90 secs
Programme Promotion	SPECIAL	32	M	SOMETHING FOR NOTHING NOT IN HINDI OR ENGLISH	Any highly creative on-air promo that is not in Hindi or English & produced under USD300 not including the individual's time. Entry must breakdown all associated costs including additional labour & production costs - shooting, audio, editing & design costs, and submit in PDF. <i>Single entry.</i>	One	90 secs
Open	VIDEO	33	M	FUNNIEST SPOT	Any individual on-air promo for a programme, channel, platform or service that demonstrates an effective use of humour to deliver its message. Any genre of promo is allowed eg. drama, children, sports, etc. <i>Single entry.</i>	One	90 secs
Open	VIDEO	34	M	BEST INTERACTIVE PROMO	Any individual on-air promo that has an interactive 'call for action' element. Example SMS, "Vote Now" campaigns, contest trailers. <i>Single entry.</i>	One	90 secs
Open	VIDEO	35	M	BEST SPONSOR/BRAND INTEGRATION SPOT(S)	Any single or group of thematically-related on-air spot(s) that integrate a sponsor/consumer brand with a network, channel, programme or content brand. <i>Campaign entry.</i>	Min 1 Max 3	90 secs each
Open	VIDEO	36	M	BEST MARKETING VIDEO/SIZZLE REEL/SNEAK PEEK PRESENTATION	Any non-broadcast video-based promotion produced for a programme, platform, channel or service. Edit to 3 minutes. <i>Single entry.</i>	One	180 secs (edit accordingly)
Open	VIDEO	37	M	MOST OUTSTANDING MARKETING INITIATIVE (IN-HOUSE)	Any example of an innovative and effective marketing initiative promoting an on-air programme, network, channel, service or platform. Must be produced entirely by the in-house staff team. <i>Campaign entry.</i>	Min 2 Max 5	120 secs and/or 2MB (PDF for print)
Open	VIDEO	38	M	MOST OUTSTANDING MARKETING INITIATIVE (OUT-OF-HOUSE)	Any example of an innovative and effective marketing initiative promoting an on-air programme, network, channel, service or platform. Must be produced primarily out-of-house (agency/creative company or vendor). <i>Campaign entry.</i>	Min 2 Max 5	120 secs and/or 2MB (PDF for print)
Open	VIDEO	39	I	BEST ON-AIR IDENT DESIGN (IN-HOUSE)	Any ident that brands a channel or it's programme(s) on television. Up to 3 related examples and compiled as one video. Must be produced entirely by the in-house staff team. <i>Single entry.</i>	One	90 secs
Open	VIDEO	40	I	BEST ON-AIR IDENT DESIGN (OUT-OF-HOUSE)	Any ident that brands a channel or it's programme(s) on television. Up to 3 related examples and compiled as one video. Must be produced primarily out-of-house (agency/creative company or vendor). <i>Single entry.</i>	One	90 secs
Open	VIDEO	41	I	BEST ORIGINAL LOGO DESIGN	Any original logo design for a promo, network, channel, service, platform or stunt. <i>Single entry.</i>	One	30 secs or 2MB PDF
Open	VIDEO	42	I	MOST OUTSTANDING DESIGN IN PROMOTION	Graphic design excellence in any on-air promotion. <i>Single entry.</i>	One	90 secs
Open	VIDEO	43	M	BEST CONTENT OR LONG FORM	Any long-form promotion or piece of content for a channel, programme, season, stunt or brand broadcast across linear or digital platforms. <i>Campaign entry.</i>	One	Min 180 secs Max 300 secs
Open	CRAFT	44	I	BEST CG ANIMATION	Best computer generated animation design (2D or 3D) in a broadcast promotion, channel, service or platform. <i>Single entry.</i>	One	90 secs
Open	CRAFT	45	I	BEST TRADITIONAL ANIMATION	Best use of claymation, cut-out, hand illustration, stop frame or other craft-based technique in an on-air promotion. <i>Single entry.</i>	One	90 secs
Open	CRAFT	46	M	BEST COPYWRITING	Any promotion or print copy that demonstrates excellence in the craft of original writing. <i>Single entry.</i>	One	90 secs or 2MB (PDF for print)
Open	CRAFT	47	M	BEST EDITING	Any individual on-air promo that demonstrates innovative editing. <i>Single entry.</i>	One	90 secs
Open	CRAFT	48	M	BEST SOUND DESIGN	Any individual on-air promo that demonstrates creative use of music, sound effects, and/or voice. <i>Single entry.</i>	One	90 secs
Open	CRAFT	49	M	BEST ORIGINAL MUSIC COMPOSITION	Any individual on-air promo, titles, channel IDs or interstitial using music composed specifically for the project. <i>Single entry.</i>	One	90 secs

Open	CRAFT	50	M	BEST DIRECTING	Any individual on-air promo that demonstrates effective directing of custom shot material. <i>Single entry.</i>	One	120 secs
Open	CRAFT	51	I	BEST COLLATERAL MATERIAL	Any promotional items for a programme, platform, channel or service (i.e. apparel, merchandise, specialty item or toys). Actual premium/collateral/item must be submitted. Specify in Marketing Object if items are for press, audience or both. Up to 3 related submission. <i>Campaign entry.</i>	Min 1 Max 3	NA
Open	CRAFT	52	I	BEST OUTDOOR	A combination of related promotional ad (i.e. billboard, bus side, electronic signage, building sides or 3D outdoor, etc.) created to promote a network, channel, program or video content. Submit photo showing relationship to environment; for electronic/animated ad please submit video of ad and it's relationship to environment. <i>Single entry.</i>	Min 1 Max 3	30 secs or 2MB PDF
Open	DIGITAL MEDIA	53	M	THE SMALL BIG IDEA BEST USE OF DIGITAL	The most creative, innovative and effective use of digital or social media to support a programme or channel campaign. Entries to be submitted as a demonstration reel. <i>Single entry.</i>	One	180 secs
Open	MULTIMEDIA	54	M	BEST INTEGRATED MARKETING CAMPAIGN (IN-HOUSE)	Any integrated marketing campaign for a programme, network, channel or service that uses at least 3 mediums. Eg. On-air, off-air, radio, print, website, outdoor, app, etc. Must include the use of at least 3 different media. Must be produced entirely by the in-house staff team. <i>Campaign entry.</i>	Min 3 Max 5	90 secs or 2MB (PDF for print)
Open	MULTIMEDIA	55	M	BEST INTEGRATED MARKETING CAMPAIGN (OUT-OF-HOUSE)	Any integrated marketing campaign for a programme, network, channel or service that uses at least 3 mediums. Eg. On-air, off-air, radio, print, website, outdoor, app, etc. Must include the use of at least 3 different media. Must be produced primarily out-of-house (agency/creative company or vendor). <i>Campaign entry.</i>	Min 3 Max 5	90 secs or 2MB (PDF for print)
Open	PRINT	56	I	BEST PRINT BASED AD OR POSTER	Any single poster or press advertising for a programme, network, channel, service or platform. <i>Single entry.</i>	Min 1 Max 3	2MB PDF each
Open	SPECIAL	57	M	SOMETHING FOR NOTHING	Any highly creative on-air promo that was produced under USD300 not including the individual's time. Entry must breakdown all associated costs including additional labour & production costs - shooting, audio, editing & design costs, and submit in PDF. <i>Single entry.</i>	One	90 secs
Open	SPECIAL	58	M	MOST COST-EFFECTIVE GUERRILLA MARKETING	Any unconventional, low-cost & effective marketing initiative for an on-air programme, network, channel, service or platform. Entry must specify duration, costs & outcome. Must be produced entirely by the in-house staff team. <i>Campaign entry.</i>	Min 2 Max 5	90 secs or 2MB (PDF for print)
Open	SPECIAL	59	M	ROCKET AWARD [NO FEE TO ENTER]	Designed to recognise the outstanding work of an individual 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. The winner will receive a Gold Muse and a free conference pass to the 2019 INDIA PromaxBDA Conference. A CV and up to 3 examples in promotion should be submitted.	One CV and Max 3	180 secs
Open	SPECIAL	60	M	BEST WORK NEVER SEEN	Now is the time for everyone to see that brilliant work that your boss or your client just didn't get! Any promotional material which was produced but never made it to air. Please indicate in the marketing objective field the reasons why it was not used. <i>Single entry.</i>	One	90 secs

Version 1.0

Do you have any award questions?

Email: india_2018@promaxasia.tv

Tel: +65 6736 1435

Skype: promaxindia