



## **AWARD CATEGORIES**

Closing Date: 2 March 2012, Friday 6pm (Singapore Time)

All submission must be submitted by the way of the PromaxBDA Awards digital upload system.

## **PROMAX CATEGORIES**

### **1. BEST IN HOUSE STATION IMAGE PROMO**

Any on air promo created in-house which portrays the programming range, quality or brand image of a channel, platform or service.

Maximum duration = 90 seconds each. Single Entry.

### **2. BEST OUT OF HOUSE STATION IMAGE PROMO**

Any on air promo created out-of-house which portrays the programming range, quality or brand image of a channel, platform or service.

Maximum duration = 90 seconds each. Single Entry.

### **3. BEST PROMOTIONAL CAMPAIGN**

Any on air promo campaign for a programme or series that uses a consistent approach across a number of executions in one or more media. Minimum 2, up to 5 spots.

Maximum duration = 90 seconds each. Campaign Entry.

### **4. BEST MOVIE PROMO**

Any on air promo produced for a movie.

Maximum duration = 90 seconds. Single Entry.

### **5. BEST DRAMA PROMO**

Any on air promo (including soaps) produced for a single drama, mini series or season.

Maximum duration = 90 seconds. Single Entry.

### **6. BEST DRAMA CAMPAIGN**

Any on air promo campaign (including soaps) produced for a single drama, mini series or season. Minimum 3, up to 5 spots.

Maximum duration = 90 seconds each. Campaign Entry.

### **7. BEST SPORTS PROMO**

Any on air promo produced for sport programming, event or season.

Maximum duration = 90 seconds. Single Entry.

### **8. BEST SPORTS CAMPAIGN**

Any on air promo campaign produced for sport programming, event or season. Eg IPL. Minimum 3, up to 5 spots

Maximum duration = 90 seconds each. Campaign Entry.

### **9. BEST COMEDY PROMO**

Any on air promo produced for comedy programming or season.  
Maximum duration = 60 seconds. Single Entry.

### **10. BEST CHILDREN'S PROGRAMME PROMO**

Any on air promo produced for a children's programming, event or season. Maximum duration = 60 seconds. Single Entry.

### **11. BEST ENTERTAINMENT PROMO**

Any on air promo produced for entertainment programming or series, including Family Entertainment program, Sitcoms, Talent Shows.  
Maximum duration = 60 seconds. Single Entry.

### **12. BEST DOCUMENTARY PROMO**

Any on air promo produced for documentary programme, season or series. Maximum duration = 60 seconds. Single Entry.

### **13. BEST REALITY CAMPAIGN**

Any on air promo produced for a reality programme. Minimum 2, up to 5 spots.  
Maximum duration = 90 seconds each. Campaign Entry.

### **14. BEST NEWS/CURRENT AFFAIRS PROMO**

Any on air promo produced for news output, service or topical factual programming.  
Maximum duration = 60 seconds each. Single Entry.

### **15. BEST SALES & MARKETING PRESENTATION**

Any non-broadcast video promotion produced for a programme, platform, channel or service.  
Maximum 5 minutes of material may be submitted. Single Entry.

### **16. BEST HOLIDAY/SEASONAL/SPECIAL EVENT PROMO**

Any on air promo produced for holiday/seasonal/special event programme. Eg, Olympics/The Commonwealth Game/Specific Sporting Code.  
Maximum duration = 90 seconds. Single Entry.

### **17. BEST LAUNCH CAMPAIGN**

Any on air promo campaign for a premiere programme or series that uses a consistent approach across a number of executions in one or more media. Minimum 2, up to 5 spots.  
Maximum duration = 60 seconds each. Campaign Entry.

### **18. BEST SOUND DESIGN**

Any on air promo produced for a programme, channel, platform or service which demonstrates an effective, innovative and creative use of music including voice over and sound effects.  
Maximum duration = 90 seconds each. Single Entry.

### **19. BEST ORIGINAL MUSIC COMPOSITION**

Any on air promo produced for a programme, channel, platform or service that demonstrates the use of original music composition.

Maximum duration = 90 seconds each. Single Entry.

### **20. BEST SCRIPT**

Any on air promo or radio commercial produced for a programme, channel, platform or service that demonstrates excellence in creative writing.

Maximum duration = 90 seconds each. Single Entry.

### **21. BEST EDITING**

Any on air promo produced for a programme, channel, platform or service that demonstrates excellence in the field of editing.

Maximum duration = 90 seconds each. Single Entry.

### **22. BEST BRAND-INTEGRATION PROMO**

Any on air promo produced for a programme that integrates with the brand of a sponsor(s).

Maximum duration = 90 seconds each. Single Entry

### **23. FUNNIEST SPOT**

Any on air promo produced for a programme, channel, platform or service, which demonstrates an effective use of humour to deliver the intended message. Maximum duration = 90 seconds each. Single Entry.

### **24. BEST INTERACTIVE PROMO**

Any on air promo produced that has an interactive element. Eg. SMS, “vote now” campaign.

Maximum duration = 60 seconds. Single Entry.

### **25. BEST PUBLIC SERVICE ANNOUNCEMENT**

Any promo designed to promote awareness of public service issues, social action or community service announcements made for television broadcast.

Maximum duration = 60 seconds. Single Entry.

### **26. BEST PROMO NOT USING PROGRAMME FOOTAGE**

Any on air promo not using original programme footage.

Maximum duration = 90 seconds. Single Entry

### **27. SOMETHING FOR NOTHING**

A simple but effective television promo produced inexpensively (equivalent to or less than the cost of 100 McDonald Big Mac burgers in your home currency). Maximum duration = 60 seconds each. Single Entry.

## **BDA CATEGORIES**

### **28. BEST ON AIR BRANDING DESIGN**

Best overall on-air branding design for a programme/channel. i.e. Bumpers, IDs, Lower-Third to illustrate total on-air package look and feel for the programme/channel. Minimum 3, up to 5 spots.

Maximum duration = 60 seconds each. Campaign Entry

### **29. BEST ON-AIR IDENT DESIGN (IN-HOUSE)**

Any graphic presentation, which brands a channel or its programmes on TV, produced entirely in-house.

Maximum duration = 30 seconds each. Single Entry.

### **30. BEST ON-AIR IDENT DESIGN (OUT-OF-HOUSE)**

Any graphic presentation, which brands a channel or its programmes on TV, produced entirely out-of-house.

Maximum duration = 30 seconds each. Single Entry.

### **31. BEST ANIMATION**

Visual excellence in any promo using animation (cell, claymation, 2D and/or 3D).

Maximum duration = 60 seconds each. Single Entry

### **32. BEST ORIGINAL LOGO DESIGN**

Any original logo design for a channel or programme. Entry to be submitted on CD in quicktime format, holding it for at least 5 seconds. Single Entry.

### **33. BEST PROGRAMME TITLE SEQUENCE**

Best title or opening sequence for a programme. Maximum duration = 90 seconds each. Single Entry.

### **34. BEST PRINT CAMPAIGN**

Print or Press Advertising for a programme, channel, platform or service. Minimum 2, up to 5 prints. Entry to be submitted on CD in quicktime format, holding it for at least 5 seconds for each print. Campaign Entry.