

No.	CATEGORY TITLE	DESCRIPTION	QTY.	DURATION (MAX)
CHANNEL BRANDING CATEGORIES - Category related ONLY to the brand of a broadcast network, channel, platform or service.				
VIDEO				
C01	BEST IMAGE PROMO	Any individual on-air promo that portrays the programming range, quality or brand image. Cannot be part of a campaign.	One	90 secs
C02	BEST IMAGE CAMPAIGN (IN-HOUSE)	Any multiple on-air promo campaign that portrays the programming range, quality or brand image. Must be produced entirely by the in-house staff team.	Min 2 Max 5	90 secs each
C03	BEST IMAGE CAMPAIGN (OUT-OF-HOUSE)	Any multiple on-air promo campaign that portrays the programming range, quality or brand image. Must be produced primarily out-of-house (agency/creative company or vendor).	Min 2 Max 5	90 secs each
C04	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.	One	90 secs
C05	BEST ON-AIR BRANDING DESIGN (IN-HOUSE)	Best overall branding design. Submissions should illustrate a total on-air package look & feel e.g. Bumper, idents, billboards, etc. Must be produced entirely by the in-house staff team.	Min 2 Max 5	90 secs or 2MB (PDF for print)
C06	BEST ON-AIR BRANDING DESIGN (OUT-OF-HOUSE)	Best overall branding design. Submissions should illustrate a total on-air package look & feel e.g. Bumper, idents, billboards, etc. Must be produced primarily out-of-house (agency/creative company or vendor).	Min 2 Max 5	90 secs or 2MB (PDF for print)
C07	BEST ONLINE / VOD SERVICE PROMO	Any individual on-air promotion for an online player or VOD service.	One	90 secs
DIGITAL MEDIA				
C08	BEST SOCIAL MEDIA CAMPAIGN FOR A CHANNEL (NEW)	An effective use of digital media, social media and/or a community based website that effectively promotes and markets a network, channel, station or platform online or on-air. E.g. Instagram, Snapchat, Facebook, YouTube, Twitter, etc. Please submit video walk-through or case study highlighting entry execution and accomplishments.	One	180 secs. No URL.

PROGRAMME PROMOTION CATEGORIES - Category related ONLY to the programme.

VIDEO

P01	BEST HOLIDAY / SEASONAL PROMO	Any individual on-air promo for holiday/seasonal channel or programmes. E.g. Season's greeting, Diwali special, etc.	One	90 secs
P02	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. E.g. Oscar, Emmy, Olympic, Commonwealth games, etc.	One	90 secs
P03	BEST DRAMA PROMO	Any individual on-air promo for a single scripted drama program or miniseries on television.	One	90 secs
P04	BEST DRAMA CAMPAIGN	Any multiple on-air promo campaign for a single scripted drama program or miniseries on television.	Min 2 Max 5	90 secs each
P05	BEST MOVIE PROMO	Any individual on-air promo for a file, series of films or made for TV movie. Entries cannot be for titles which are currently in theatrical release.	One	90 secs
P06	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.	One	90 secs
P07	BEST REALITY PROMO	Any individual on-air promo for a reality television programme or series. Includes competition-based reality show.	One	90 secs
P08	BEST SPORTS PROMO	Any individual on-air promo for a sport programmes or sports events on television.	One	90 secs
P09	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.	One	90 secs
P10	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.	One	90 secs

P11	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.	One	90 secs
P12	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.	One	90 secs
P13	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.	One	90 secs
P14	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).	One	90 secs
P15	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.	One	90 secs
P16	BEST PROGRAMME TITLE SEQUENCE	Best title or opening sequence for a programme.	One	90 secs
P17	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.	Min 2 Max 5	90 secs each
P18	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.	Min 2 Max 5	90 secs each
DIGITAL MEDIA				
P19	BEST SOCIAL MEDIA CAMPAIGN FOR A PROGRAMME (NEW)	An effective use of digital media, social media and/or a community based website that effectively promotes and markets a programme online or on-air. E.g. Instagram, Snapchat, Facebook, YouTube, Twitter, etc. Please submit video walk-through or case study highlighting entry execution and accomplishments.	One	180 secs. No URL.
MULTIMEDIA				
P20	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.	Min 2 Max 5	90 secs or 2MB (PDF for print)

P21	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).	Min 2 Max 5	90 secs or 2MB (PDF for print)
SPECIAL				
P22	BEST PROMO NOT IN HINDI OR ENGLISH (NEW)	Any individual on-air promo for a program or miniseries of any genre that are not in Hindi or English on television.	One	90 secs
OPEN CATEGORIES - Category for a broadcast network, channel, platform or service OR programme of any genre.				
VIDEO				
O01	BEST SPONSOR / BRAND INTEGRATION SPOT(S)	Any single or group of thematically-related on-air spot(s) that integrate a sponsor/consumer brand.	Min 1 Max 3	90 secs each
O02	BEST MARKETING VIDEO / SIZZLE REEL / SNEAK PEEK PRESENTATION	Any non-broadcast video-based promotion.	One	180 secs (edit accordingly)
O03	MOST OUTSTANDING MARKETING INITIATIVE (IN-HOUSE)	Any example of an innovative and effective marketing initiative promotion. Must be produced entirely by the in-house staff team.	Min 2 Max 5	120 secs and/or 2MB (PDF for print)
O04	MOST OUTSTANDING MARKETING INITIATIVE (OUT- OF-HOUSE)	Any example of an innovative and effective marketing initiative promotion. Must be produced primarily out-of-house (agency/creative company or vendor).	Min 2 Max 5	120 secs and/or 2MB (PDF for print)
O05	BEST ON-AIR IDENT DESIGN (IN-HOUSE)	Any on-air ident. Up to 3 related examples and compiled as one video. Must be produced entirely by the in-house staff team.	One	90 secs
O06	BEST ON-AIR IDENT DESIGN (OUT-OF-HOUSE)	Any on-air ident. Up to 3 related examples and compiled as one video. Must be produced primarily out-of-house (agency/creative company or vendor).	One	90 secs
O07	BEST ORIGINAL LOGO DESIGN	Any original logo design.	One	30 secs or 2MB PDF
O08	BEST CG ANIMATION	Best computer generated animation design (2D or 3D).	One	90 secs

O09	BEST TRADITIONAL ANIMATION	Best use of claymation, cut-out, hand illustration, stop frame or other craft-based technique in an on-air promotion.	One	90 secs
O10	MOST OUTSTANDING DESIGN IN PROMOTION	Graphic design excellence in any on-air promotion.	One	90 secs
O11	BEST CONTENT OR LONG FORM	A long-form video-based promotion designed to effectively promote a show or series and/or organically embed consumer brand into a content promotional message, creating a compelling and synergistic story	One	Min 180 secs Max 300 secs
CRAFT				
O12	BEST COPYWRITING	Any promotion or print copy that demonstrates excellence in the craft of original writing.	One	90 secs or 2MB (PDF for print)
O13	BEST EDITING	Any individual on-air promo that demonstrates innovative editing.	One	90 secs
O14	BEST SOUND DESIGN	Any individual on-air promo that demonstrates creative use of music, sound effects, and/or voice.	One	90 secs
O15	BEST ORIGINAL MUSIC COMPOSITION	Any individual on-air promo, titles, channel IDs or interstitial using music composed specifically for the project.	One	90 secs
O16	BEST DIRECTING	Any individual on-air promo that demonstrates effective directing of custom shot material.	One	120 secs
O17	BEST COLLATERAL MATERIAL	Any promotional items (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.	Min 1 Max 3	NA
O18	BEST OUTDOOR	A combination of related promotional ad (i.e. billboard, bus side, electronic signage, building sides or 3D outdoor, etc.). Submit photo showing relationship to environment; for electronic/animated ad please submit video of ad and it's relationship to environment.	Min 1 Max 3	30 secs or 2MB PDF
O19	BEST PRINT BASED AD OR POSTER	Any single poster or press advertising for a programme, network, channel, service or platform.	Min 1 Max 3	2MB PDF each

DIGITAL MEDIA				
O20	BEST CONTENT FOR DIGITAL (NEW)	A single piece of viral/web or mobile content used for promotion via internet.	One	180 secs
MULTIMEDIA				
O21	BEST INTEGRATED MARKETING CAMPAIGN (IN-HOUSE)	Any integrated marketing campaign that uses at least 3 mediums. E.g. 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.	Min 3 Max 5	90 secs or 2MB (PDF for print)
O22	BEST INTEGRATED MARKETING CAMPAIGN (OUT-OF-HOUSE)	Any integrated marketing campaign that uses at least 3 mediums. E.g. 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).	Min 3 Max 5	90 secs or 2MB (PDF for print)
SPECIAL				
O23	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.	One	90 secs
O24	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.	One	90 secs
O25	SET DESIGN (PHYSICAL OR DIGITAL) (NEW)	Any set design for talk, children's, sports, variety, news programmes, etc. May include single and/or short-lived programme. Entry can be shown by using a compilation of video material to be judged as a whole. Sets can be both physical and built or digitally created.	One	90 secs

Due to the international composition of our judging panel, all non-English language entries MUST provide English translation/subtitles for judging purposes. Question? Contact us at awards@promaxasia.tv