

No.	CATEGORY TITLE	DESCRIPTION	SUBMISSION QUANTITY	DURATION (MAX)
CHANNEL BRANDING CATEGORIES - Category related ONLY to the brand of a broadcast network, channel, platform or service.				
VIDEO				
C01	BEST BRAND IMAGE PROMO	A single video-based promo that portrays the programming range, quality or brand image. Does not include identification piece or content/programme promotion. <i>Single Entry</i>	One	90 secs
C02	BEST BRAND IMAGE CAMPAIGN (IN-HOUSE)	A group of thematically related video-based promo that portrays the programming range, quality or brand image. Does not include identification piece or content/programme promotion. Must be produced entirely by the in-house staff team. <i>Campaign Entry</i>	Min 2 Max 5	90 secs each
C03	BEST BRAND IMAGE CAMPAIGN (OUT-OF-HOUSE)	A group of thematically related video-based promo that portrays the programming range, quality or brand image. Does not include identification piece or content/programme promotion. Must be produced primarily out-of-house (agency/creative company or vendor). <i>Campaign Entry</i>	Min 2 Max 5	90 secs each
C04	BEST BRAND IMAGE DESIGN (IN-HOUSE)	A package of design elements to brand a network, channel, platform or service (e.g.Bumper, idents, billboards, etc.). 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)
C05	BEST BRAND IMAGE DESIGN (OUT-OF-HOUSE)	A package of design elements to brand a network, channel, platform or service (e.g.Bumper, idents, billboards, etc.). 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)
C06	BEST IDENT (IN-HOUSE)	A group of related video-based materials designed to reinforce a network, channel, platform or service identify/brand. 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
C07	BEST IDENT (OUT-OF-HOUSE)	A group of related video-based materials designed to reinforce a network, channel, platform or service identify/brand. 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
C08	BEST PUBLIC SERVICE ANNOUNCEMENT	A single video-based 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
C09	BEST ONLINE / VOD SERVICE PROMO	A single video-based promo for an online player or VOD service. <i>Single Entry</i>	One	90 secs
DIGITAL MEDIA				
C10	BEST SOCIAL MEDIA CAMPAIGN FOR A CHANNEL	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. <i>Campaign Entry</i>	One	180 secs. No URL.
PROGRAMME PROMOTION CATEGORIES - Category related ONLY to the programme.				
VIDEO				
P01	BEST HOLIDAY / SEASONAL PROMO	A single video-based promo for holiday/seasonal channel or programmes. Eg. Season's greeting, Diwali special, etc. <i>Single Entry</i>	One	90 secs
P02	BEST SPECIAL EVENT PROMO	A single video-based 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
P03	BEST DRAMA PROMO - CLIP BASED [NEW]	A single clip-based promo for a single scripted drama program or miniseries on television. <i>Single Entry</i>	One	90 secs
P04	BEST DRAMA PROMO	A single video-based promo for a single scripted drama program or miniseries on television. <i>Single Entry</i>	One	90 secs
P05	BEST DRAMA CAMPAIGN	A multiple video-based promo campaign for a single scripted drama program or miniseries on television. <i>Campaign Entry</i>	Min 2 Max 5	90 secs each
P06	BEST MOVIE PROMO [UPDATED]	A single video-based promo for a file, series of films or made for TV movie. Entries cannot be for titles which are currently in theatrical release. May include Pay-Per-View and Video on Demand. <i>Single Entry</i>	One	90 secs
P07	BEST ENTERTAINMENT PROMO - CLIP BASED [NEW]	A single clip-based promo for an entertainment, comedy, talk show, variety programme, music, lifestyle or game/quiz show. Excludes competition-based reality show. <i>Single Entry</i>	One	90 secs
P08	BEST ENTERTAINMENT PROMO [UPDATED]	A single video-based promo for an entertainment, comedy, talk show, variety programme, music, lifestyle or game/quiz show. Excludes competition-based reality show. <i>Single Entry</i>	One	91 secs
P09	BEST REALITY PROMO	A single video-based promo for a reality/unscripted television programme or series. Includes competition-based reality show. <i>Single Entry</i>	One	90 secs
P10	BEST SPORTS PROMO	A single video-based promo for a sport programmes or sports events on television. <i>Single Entry</i>	One	90 secs

P11	BEST NEWS / CURRENT AFFAIRS PROMO	A single video-based promo for a news/information channel, news coverage, a news programme or current affairs program or series. Excluding documentary and news satire. Single Entry	One	90 secs
P12	BEST DOCUMENTARY OR FACTUAL ENTERTAINMENT PROMO	A single video-based promo for a documentary or a factual entertainment program relating to factual events or issues not controlled by the commissioning production. Single Entry	One	90 secs
P13	BEST CHILDREN'S PROMO	A single video-based promo for a children's programme, series or season on television. The programme must be targeted to an audience under 16 years of age. Single Entry	One	90 secs
P14	BEST PROMO NOT USING PROGRAMME FOOTAGE (IN-HOUSE)	A single video-based promo not using original programme footage. Must be produced entirely by the in-house staff team. Single Entry	One	90 secs
P15	BEST PROMO NOT USING PROGRAMME FOOTAGE (OUT-OF-HOUSE)	A single video-based promo not using original programme footage. Must be produced primarily out-of-house (agency/creative compA or vendor). Single Entry	One	90 secs
P16	BEST PROMO USING ONLY PROGRAMME FOOTAGE	A single video-clip-based promo using only programme footage. May contain elements from channel package or promo graphics package. No especially shot footage, complex design or compositing allowed. Single Entry	One	90 secs
P17	BEST PROGRAMME TITLE SEQUENCE	Best title or opening sequence for a programme. <i>Single Entry</i>	One	90 secs
P18	BRANDED CONTENT PROMOTION	A single 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. Campaign Entry	One	180 secs
P19	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
P20	BEST PROGRAMME CAMPAIGN [UPDATED]	A multiple video-based promo campaign for a single television programme of all genre except scripted drama. Please submitted scripted drama under Best Drama Campaign. Campaign Entry	Min 2 Max 5	90 secs each
DIGITAL MEDIA				
P21	BEST SOCIAL MEDIA CAMPAIGN FOR A PROGRAMME	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. <i>Campaign Entry</i>	One	180 secs or 2MB PDF No URL.
MULTIMEDIA / 360 CAMPAIGN				
P22	BEST LAUNCH CAMPAIGN (IN-HOUSE)	A multiple video-based 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. Campaign Entry	Min 2 Max 5	90 secs or 2MB (PDF for print)
P23	BEST LAUNCH CAMPAIGN (OUT-OF-HOUSE)	A multiple video-based 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 compA or vendor). Campaign Entry	Min 2 Max 5	90 secs or 2MB (PDF for print)
SPECIAL				
P24	BEST DRAMA PROMO NOT IN HINDI OR ENGLISH [NEW]	A single video-based promo for a single scripted drama program or miniseries that are not in Hindi or English. Single Entry	One	90 secs
P25	BEST PROMO NOT IN HINDI OR ENGLISH [UPDATED]	A single video-based promo for a program or miniseries of A genre other than drama that are not in Hindi or English. Single Entry	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)	A single or group of thematically-related video-based promo that integrate a sponsor/consumer brand. Campaign Entry	Min 1 Max 3	90 secs each
O02	BEST MARKETING VIDEO / SIZZLE REEL / SNEAK PEEK PRESENTATION	A non-broadcast video-based promotion. Single Entry	One	180 secs (edit accordingly)
O03	MOST OUTSTANDING MARKETING INITIATIVE (IN-HOUSE)	An example of an innovative and effective marketing initiative promotion. Must be produced entirely by the in-house staff team. Campaign Entry	Min 2 Max 5	120 secs and/or 2MB (PDF for print)
O04	MOST OUTSTANDING MARKETING INITIATIVE (OUT-OF-HOUSE)	An example of an innovative and effective marketing initiative promotion. Must be produced primarily out-of-house (agency/creative company or vendor). Campaign Entry	Min 2 Max 5	120 secs and/or 2MB (PDF for print)
O05	BEST CG ANIMATION	Best computer generated animation design (2D or 3D). <i>Single Entry</i>	One	90 secs
O06	BEST TRADITIONAL ANIMATION	Best use of claymation, cut-out, hand illustration, stop frame or other craft-based technique in a video-based promotion. <i>Single Entry</i>	One	90 secs

O07	MOST OUTSTANDING DESIGN IN PROMOTION	Graphic design excellence in any video-based promotion. <i>Single Entry</i>	One	90 secs
O08	BEST CONTENT OR LONG FORM	A long-form promotion or piece of content. <i>Campaign Entry</i>	One	Min 180 secs Max 300 secs
CRAFT				
O09	BEST COPYWRITING	Any promotion or print copy that demonstrates excellence in the craft of original writing. <i>Single Entry</i>	One	120 secs or 2MB (PDF for print)
O10	BEST EDITING	A single video-based promo that demonstrates innovative editing. <i>Single Entry</i>	One	120 secs
O11	BEST SOUND DESIGN	A single video-based promo that demonstrates creative use of music, sound effects, and/or voice. <i>Single Entry</i>	One	90 secs
O12	BEST USE OF MUSIC [NEW]	A single video-based promo, titles, channel IDs or interstitial using commercially licensed music. <i>Single Entry</i>	One	120 secs
O13	BEST ORIGINAL MUSIC / SCORE [UPDATED]	A single video-based promo, titles, channel IDs or interstitial using music composed specifically for the project. <i>Single Entry</i>	One	120 secs
O14	BEST DIRECTING	A single video-based promo that demonstrates superior directing of custom shot material. <i>Single Entry</i>	One	120 secs
O15	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. <i>Campaign Entry</i>	Min 1 Max 3	NA
O16	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. <i>Single Entry</i>	Min 1 Max 3	30 secs or 2MB PDF
O17	BEST KEY ART [NEW]	A single or theme-related key art designed to promote a programme, network, channel, service or platform. E.g. poster, painting, photo. <i>Single Entry</i>	Min 1 Max 3	2MB PDF each
DIGITAL MEDIA				
O18	BEST CONTENT FOR DIGITAL	A single piece of viral/web or mobile content used for promotion via internet. <i>Single Entry</i>	One	180 secs
MULTIMEDIA / 360 CAMPAIGN				
O19	BEST LOGO DESIGN ACROSS MULTIPLE MEDIA [NEW]	Creative use of any logo designed for on-air, print and interative application effectively used across multiple platorms (i.e. Youtube, Twitter, etc.). May include Stunt/Theme or Seasonal logo design. Submit no more than three pieces of material in any one same medium. <i>Campaign Entry</i>	Min 3 Max 5	30 secs or 2MB PDF each
O20	BEST 360 CAMPAIGN (IN-HOUSE) [NEW]	An integrated marketing campaign 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 each
O21	BEST 360 CAMPAIGN (OUT-OF-HOUSE) [NEW]	An integrated marketing campaign 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 each
SPECIAL				
O22	SOMETHING FOR NOTHING [UPDATED]	A highly creative single video-based promo that was produced under USD1,000 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 Marketing Objective field. <i>Single Entry</i>	One	90 secs
O23	MID BUDGET MASTERPIECE [NEW]	A highly creative single video-based promo that was produced under USD6,000 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 Marketing Objective field. <i>Single Entry</i>	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. <i>Single Entry</i>	One	90 secs
O25	SET DESIGN (PHYSICAL OR DIGITAL)	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. <i>Single Entry</i>	One	90 secs
O26	BEST RADIO OR PODCAST [NEW]	Any radio or podcast spot. Description and "script" must be provided for all non-English recordings. <i>Single Entry</i>	One	90 secs
O27	ROCKET AWARD [NEW]	A special award to recognise a new producer or marketer who is already creating outstanding work. This individual may be employed by a company or a freelancer. You may nominate a deserving individual, or yourself. Submit up to three samples of promotion or marketing materials as one entry. The objective of the submission must be provided, along with a CV, resume or short bio. No fee to enter.	One video & one PDF	180 secs 2MB