

## COMPETITION OVERVIEW

### WHO Can Enter?

Open across all platforms producing, airing and streaming entertainment content. Entrant can represent the client, vendor or their agent; there is no stipulation in any category regarding the entrant so long as the work was for air, broadcast, publishing or release in India or commissioned by India-based companies.

### WHAT Can Be Entered?

Please refer to the technical specifications within this document and at [promaxindia.tv](http://promaxindia.tv) regarding materials for submission and refer to the eligibility dates and categories for all qualification details.

### ELIGIBILITY PERIOD

1 January 2021 through 31 December 2021

### Entry Fee

	Member		Non-member	
	Single	Campaign	Single	Campaign
<b>Early bird</b> 14 Apr – 19 May	\$225	\$275	\$430	\$480
<b>Regular</b> 20 May – 16 Jun	\$275	\$325		

## CALL FOR ENTRIES: 14 April - 9 June 2022

### IMPORTANT

**TRANSLATION:** Due to the international composition of our judging panels, we must request that **ALL** entries provide English translations/subtitles for judging purposes, this includes all videos and printed materials.

### Ready to submit your entries?



The video spec to submit your entries can be found on the last page of this document.



Step-by-step instructions  
Download the Quick-Start guide; [click here](#).



Question?  
Reach us at [awards@promaxasia.tv](mailto:awards@promaxasia.tv)

No.	CATEGORY TITLE	DESCRIPTION	SUBMISSION QUANTITY	DURATION (MAX)
<b>CHANNEL BRANDING CATEGORIES - For work that promotes the image of a network, channel, platform or service.</b>				
<b>VIDEO</b>				
01	BEST BRAND IMAGE PROMO (IN-HOUSE)	A single 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>Single Entry</i>	One	120 sec
02	BEST BRAND IMAGE PROMO (OUT-OF-HOUSE)	A single 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>Single Entry</i>	One	120 sec
03	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	120 sec each
04	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	120 sec each
05	BEST BRAND IMAGE DESIGN	A package of design elements to brand a network, channel, platform or service (i.e. bumpers, strap-lines, pack-shots, idents, billboards, etc.). At least 3 examples and compiled as one video. <i>Campaign Entry</i>	One	90 sec total
06	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	120 sec
07	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	120 sec
08	BEST PUBLIC SERVICE ANNOUNCEMENT	A single video-based promo for promoting awareness of public service issues, social action or community service announcements except COVID-19 related. Must be produced or commissioned by a broadcast channel, service or platform. <i>Single Entry</i>	One	120 sec
09	BEST PROMO FOR A STREAMING SERVICE [UPDATED]	Any promo designed specifically to promote an online, OTT, VOD or streaming service. <i>Single Entry</i>	One	120 sec
<b>DIGITAL MEDIA</b>				
10	BEST SOCIAL MEDIA CAMPAIGN FOR A CHANNEL OR BRAND	An innovative and effective use of organic or paid social media that effectively supports the promotion and marketing for a channel or brand. Case studies accepted. <i>Campaign Entry</i>	One	180 sec or 2MB PDF
<b>SPECIAL</b>				
11	SOCIAL GOOD CAMPAIGN - COVID-19	This category represents a creative and impactful campaign in response to the COVID-19 crisis. <i>Campaign Entry</i>	Min 1 Max 5	120 sec each
<b>PROGRAMME PROMOTION CATEGORIES - Category related ONLY to the programme.</b>				
<b>VIDEO</b>				
12	BEST HOLIDAY / FESTIVAL PROMO	A single video-based promo for holiday/festival channel or programmes. E.g. Season's greeting, Diwali special, etc. <i>Single Entry</i>	One	120 sec
13	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. E.g. Oscar, Emmy, Olympic, Commonwealth games, etc. <i>Single Entry</i>	One	120 sec
14	BEST DRAMA PROMO - CLIP BASED	A single promo only using programme footage for a single scripted drama program or miniseries. <i>Single Entry</i>	One	120 sec
15	BEST DRAMA PROMO - ORIGINATED	A single video-based promo for a single scripted drama program or miniseries. <i>Single Entry</i>	One	120 sec
16	BEST DRAMA CAMPAIGN	A multiple video-based promo campaign for a single scripted drama program or miniseries. <i>Campaign Entry</i>	Min 2 Max 5	120 sec each

17	BEST MOVIES PROMO	A single video-based promo for a film, 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	120 sec
18	BEST TRAILER [UPDATED]	A single movie or series trailer that conveys the essence of the story. Giving the audience a taste of the laughs, special effects and plot twists of an upcoming release while leaving them wanting more. <i>Campaign Entry</i>	One	4 min
19	BEST ENTERTAINMENT PROMO	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	120 sec
20	BEST REALITY PROMO	A single video-based promo for a reality/unscripted programme or series. Includes competition-based reality show. <i>Single Entry</i>	One	120 sec
21	BEST SPORTS PROMO	A single video-based promo for a sport programmes or sports events. <i>Single Entry</i>	One	120 sec
22	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. <i>Single Entry</i>	One	120 sec
23	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. <i>Single Entry</i>	One	120 sec
24	BEST CHILDREN'S PROMO	A single video-based promo for a children's programme, series or season. The programme must be targeted to an audience under 16 years of age. <i>Single Entry</i>	One	120 sec
25	BEST ORIGINATED PROMO (IN-HOUSE) [UPDATED]	Formerly Best Promo Not Using Programme Footage. A single video-based promo not using original programme footage. Must be produced entirely by the in-house staff team. <i>Single Entry</i>	One	120 sec
26	BEST ORIGINATED PROMO (OUT-OF-HOUSE) [UPDATED]	Formerly Best Promo Not Using Programme Footage. A single video-based promo not using original programme footage. Must be produced primarily out-of-house (agency/creative company or vendor). <i>Single Entry</i>	One	120 sec
27	BEST CLIP BASED PROMO [UPDATED]	Formerly 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 nor compositing allowed. <i>Single Entry</i>	One	120 sec
28	BEST PROGRAMME TITLE SEQUENCE	Best title or opening sequence for a programme. <i>Single Entry</i>	One	120 sec
29	BEST THEMED CAMPAIGN	A group of thematically-related spots promoting a show, episode, film, programme, series of programmes, stunt or new season's line up of any genre. <i>Campaign Entry</i>	Min 2 Max 5	120 sec each
30	BEST PROGRAMME CAMPAIGN	A multiple video-based promo campaign for a single programme of all genre except scripted drama. Please submitted scripted drama under Best Drama Campaign. <i>Campaign Entry</i>	Min 2 Max 5	120 sec each
<b>DIGITAL MEDIA</b>				
31	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 sec or 2MB PDF
32	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. <i>Campaign Entry</i>	Min 2 Max 5	120 sec each
33	USE OF CELEBRITY/ INFLUENCER/ TALENT USING SOCIAL MEDIA	Integration of a celebrity, influencer or talent (local or international) as part of a social media campaign. Entries will be judged based on how the talent is leveraged to promote any programme or series of programmes in any category (drama, comedy, holiday, PSA, etc.). <i>Campaign Entry</i>	Min 1 Max 3	120 sec each
<b>OPEN CATEGORIES - Category for a broadcast network, channel, platform or service OR programme of any genre.</b>				
<b>VIDEO</b>				
34	BEST SPONSOR / BRAND INTEGRATION SPOTS	A single or group of thematically-related video-based promo that integrate a sponsor/consumer brand. <i>Campaign Entry</i>	Min 1 Max 3	120 sec each

35	BEST MARKETING VIDEO / SIZZLE REEL / PRESENTATION	A non-broadcast video-based promotion. Edit accordingly if exceed maximum duration. <i>Single Entry</i>	One	180 sec
36	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. <i>Campaign Entry</i>	Min 2 Max 5	120 sec or 2MB PDF each
37	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). <i>Campaign Entry</i>	Min 2 Max 5	120 sec or 2MB PDF each
38	MOST OUTSTANDING DESIGN IN PROMOTION	Graphic design excellence in any video-based promotion. <i>Single Entry</i>	One	120 sec
39	BEST CONTENT OR LONG FORM	A long-form promotion or piece of content. <i>Campaign Entry</i>	One	Min 180 Max 300 sec
<b>CRAFT</b>				
40	BEST COPYWRITING	Any promotion or print copy that demonstrates excellence in the craft of original writing. <i>Single Entry</i>	One	120 sec or 2MB PDF
41	BEST DIRECTING	A single video-based promo that demonstrates superior directing of custom shot material. <i>Single Entry</i>	One	120 sec
42	BEST EDITING	A single video-based promo that demonstrates innovative editing. <i>Single Entry</i>	One	120 sec
43	BEST SOUND DESIGN	A single video-based promo that demonstrates creative use of music, sound effects, and/or voice. <i>Single Entry</i>	One	120 sec
44	BEST USE OF MUSIC	A single video-based promo, titles, channel IDs or interstitial using commercially licensed music. <i>Single Entry</i>	One	120 sec
45	BEST ORIGINAL MUSIC / SCORE	A single video-based promo, titles, channel IDs or interstitial using music composed specifically for the project. <i>Single Entry</i>	One	120 sec
46	BEST CG ANIMATION	Best computer generated animation design (2D or 3D). <i>Single Entry</i>	One	120 sec
47	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	120 sec
48	BEST KEY ART	A single or theme-related key art designed to promote a programme, network, channel, service or platform without any branding, typography or messaging. <i>Single Entry</i>	Min 1 Max 3	2MB PDF
49	BEST STATIC IMAGE [NEW]	A single static image used for the promotion of a programme, network, channel, service or platform. Must include all messaging and branding. Clean imagery to be entered in the Key Art category. <i>Single Entry</i>	One	2MB PDF
50	BEST VOICE-OVER PERFORMANCE [NEW]	Best performance by a voice-over artist for use in a promotion, marketing, or sales piece or series of pieces. On- air, online, radio, and corporate entries are accepted. <i>Single entry</i>	One	120 sec
<b>DIGITAL MEDIA</b>				
51	BEST SOCIAL MEDIA CONTENT [NEW]	Promotional video produced and released specifically for social media such as Facebook, Instagram, TikTok, etc to promote a programme or series. <i>Single Entry</i>	One	180 sec
<b>MULTIMEDIA / 360 CAMPAIGN</b>				
52	BEST 360 CAMPAIGN (IN-HOUSE)	An 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. <i>Campaign Entry</i>	Min 3 Max 5	120 sec or 2MB PDF each
53	BEST 360 CAMPAIGN (OUT-OF-HOUSE)	An 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). <i>Campaign Entry</i>	Min 3 Max 5	120 sec or 2MB PDF each

SPECIAL				
54	BEST USE OF HUMOUR	A single spot that uses humour to deliver the key message. <i>Single Entry</i>	One	120 sec
55	BEST PROMO TEAM	A range of promos created by a single promo team at one network, company or agency. One entry per producer, please indicate names. Can include any show, series or movie across any platform. <i>Campaign Entry</i>	Min 3 Max 5	120 sec each
56	SOMETHING FOR NOTHING	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	120 sec
57	MID BUDGET MASTERPIECE	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	120 sec
58	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	120 sec
59	ROCKET AWARD	An exceptional award to recognize a new producer or marketer with two years or less experience in promotion or marketing, who is already creating outstanding work. This individual may be employed by a company or be a freelancer. You may nominate a deserving individual, or you may nominate yourself. Submit up to three promotion or marketing materials to judged 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 & PDF	180 sec & 2MB PDF
60	CREATIVE BRAND OF THE YEAR [NEW]	The most effective and creative brand or re-brand of the year for a channel, platform or streaming 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	180 sec & 2MB PDF

#### IMPORTANT FOR YOU TO KNOW:

- ALL relevant permissions and copyrights are assumed to be cleared by the entrant.
- In the event that any individual category attracts fewer than 4 entries, the organizer reserves the right to withdraw that category from the competition. In this event, the participating companies will receive a credit towards future entry fees. No cash refund will be given.
- The award statues to be given for the 2021 award season will be gold and silver only. If – in any category – entries do not meet the standard deemed award worthy by the jury, it is possible that there will be no awards given in that category. Equally, if in any category an entry meets, for example, the silver standard but not the gold standard, it is possible that there will only be a silver award given in a category.
- Promax will not be responsible for the holding of any materials submitted after the awards period has ended. Such materials will not be returned. All submissions become the property of Promax to be used at their discretion.
- The organizers reserve the right to add, subtract, amend or otherwise revise any category during the course of the competition. Notice and updates of revisions will be posted on our website.
- **TRANSLATION:** Due to the international composition of our judging panels, we must request that **ALL** entries provide English translations/subtitles for judging purposes, this includes all videos and printed materials.

## SPEC FOR VIDEO UPLOADS

### Maximum file size: 500MB per file | 16:9 aspect ratio

If the original content was formatted 4:3, please provide curtains (black bars on each side) which are mostly typically referred to as "pillar box" to accommodate appropriately for 16:9 playback.

### Standard Encoding Specs

These are general QuickTime specs that should be easily applied within your non-linear editing tool such as Final Cut Pro or Adobe Premiere. These settings can also be used in QuickTime Pro.

#### Video Settings

Frame Size	1920 x 1080
Pixel Aspect	1.0 - Square pixels
Video Codec	H.264
Extension	.mov or .mp4
De-interlacing	Always de-interlace any interlaced footage
Frame Rate	25 fps /29.97/ 30 fps
Bit Rate Type	Constant
Bit Rate Mbps	8 Mbps

#### Audio Settings

Audio Code	AAC
Channels	Stereo
Sample Rate	48khz
Quality	High
Bit Rate	128 Kbps

#### Important notes:

When naming a file, please do not use spaces or special characters. We suggest using an underscore to represent a space.

Example: video\_from\_the\_beach.mov

### Translations

Due to the international composition of our judging panels, we must request that all non-English language entries provide English translations/subtitles for judging purposes.

### Please Note

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