

COMPETITION OVERVIEW

DEADLINE: 30 July 2021

Entry Fee

	Member		Non-member	
	Single	Campaign	Single	Campaign
Early bird 11 Jun – 09 Jul	\$215	\$265	\$380	\$430
Regular 10 Jul – 30 Jul	\$265	\$315	\$430	\$480

ELIGIBILITY PERIOD

1 January 2020 through 31 December 2020

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 regarding materials for submission and refer to the eligibility dates and categories for all qualification details.

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.

Ready to submit your entries? Visit our website at www.promaxindia.tv.

For step-by-step instructions,

- Download the Quick-Start guide, [click here](#). < 2 MB>; OR
- Watch instructional videos, [click here](#).

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 (IN-HOUSE) [UPDATED]	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
C02	BEST BRAND IMAGE PROMO (OUT-OF-HOUSE) [UPDATED]	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
C03	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
C04	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
C05	BEST BRAND IMAGE DESIGN [UPDATED]	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
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	120 sec
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	120 sec
C08	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
C09	OTT/ VOD/ WEBSITE/ INTERACTIVE SERVICE SPOT [NEW]	Any promo designed specifically to promote a online streaming services. <i>Single Entry</i>	One	120 sec
DIGITAL MEDIA				
C10	BEST SOCIAL MEDIA CAMPAIGN FOR A CHANNEL OR BRAND [UPDATED]	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
SPECIAL				
C11	SOCIAL GOOD CAMPAIGN - COVID-19 [NEW]	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
PROGRAMME PROMOTION CATEGORIES - Category related ONLY to the programme.				
VIDEO				
P01	BEST HOLIDAY / FESTIVAL PROMO [UPDATED]	A single video-based promo for holiday/festival channel or programmes. Eg. Season's greeting, Diwali special, etc. <i>Single Entry</i>	One	120 sec
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	120 sec
P03	BEST DRAMA PROMO - CLIP BASED [UPDATED]	A single promo only using programme footage for a single scripted drama program or miniseries. <i>Single Entry</i>	One	120 sec
P04	BEST DRAMA PROMO [UPDATED]	A single video-based promo for a single scripted drama program or miniseries. <i>Single Entry</i>	One	120 sec
P05	BEST DRAMA CAMPAIGN [UPDATED]	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

P06	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
P07	BEST ENTERTAINMENT PROMO - CLIP BASED	A single promo only using programme footage 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
P08	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
P09	BEST REALITY PROMO [UPDATED]	A single video-based promo for a reality/unscripted programme or series. Includes competition-based reality show. <i>Single Entry</i>	One	120 sec
P10	BEST SPORTS PROMO [UPDATED]	A single video-based promo for a sport programmes or sports events. <i>Single Entry</i>	One	120 sec
P11	BEST SPORTS PROMO - CLIP BASED [UPDATED]	A single promo only using programme footage for a sports programme, sports news programme or sports events. <i>Single Entry</i>	One	120 sec
P12	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
P13	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
P14	BEST CHILDREN'S PROMO [UPDATED]	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
P15	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. <i>Single Entry</i>	One	120 sec
P16	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 company or vendor). <i>Single Entry</i>	One	120 sec
P17	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. <i>Single Entry</i>	One	120 sec
P18	BEST PROGRAMME TITLE SEQUENCE	Best title or opening sequence for a programme. <i>Single Entry</i>	One	120 sec
P19	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. <i>Campaign Entry</i>	One	180 sec
P20	BEST THEMED CAMPAIGN [UPDATED]	A group of thematically-related spots promoting a show, episode, film, programme, series of programmes, stunt or season's line up of any genre. <i>Campaign Entry</i>	Min 2 Max 5	120 sec each
P21	BEST PROGRAMME CAMPAIGN [UPDATED]	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
DIGITAL MEDIA				
P22	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
P23	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

P24	USE OF CELEBRITY/ INFLUENCER/ TALENT USING SOCIAL MEDIA [NEW]	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
SPECIAL				
P25	BEST LOCKDOWN PROMO [NEW]	A truly excellent promo realized within the limitations of 'work from home' and/or pandemic productions. <i>Single Entry</i>	One	180 sec
OPEN CATEGORIES - Category for a broadcast network, channel, platform or service OR programme of any genre.				
VIDEO				
O01	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
O02	BEST MARKETING VIDEO / SIZZLE REEL / SNEAK PEEK PRESENTATION	A non-broadcast video-based promotion. Edit accordingly if exceed maximum duration. <i>Single Entry</i>	One	180 sec
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. <i>Campaign Entry</i>	Min 2 Max 5	120 sec or 2MB PDF each
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). <i>Campaign Entry</i>	Min 2 Max 5	120 sec or 2MB PDF each
O05	MOST OUTSTANDING DESIGN IN PROMOTION	Graphic design excellence in any video-based promotion. <i>Single Entry</i>	One	120 sec
O06	BEST CONTENT OR LONG FORM	A long-form promotion or piece of content. <i>Campaign Entry</i>	One	Min 180 Max 300 sec
CRAFT				
O07	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
O08	BEST DIRECTING	A single video-based promo that demonstrates superior directing of custom shot material. <i>Single Entry</i>	One	120 sec
O09	BEST EDITING	A single video-based promo that demonstrates innovative editing. <i>Single Entry</i>	One	120 sec
O10	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
O11	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
O12	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
O13	BEST CG ANIMATION	Best computer generated animation design (2D or 3D). <i>Single Entry</i>	One	120 sec
O14	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
O15	BEST KEY ART	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				
O16	BEST CONTENT FOR DIGITAL	A single piece of viral/web or mobile content used for promotion via internet. <i>Single Entry</i>	One	180 sec
O17	VERTICAL VIDEO [NEW]	A vertical video produced specifically for/released exclusively on a social media platform such as Facebook, Instagram, TikTok, etc. Can include pre-produced or live video content. Must submit as archived interactive material via video upload. <i>Single Entry</i>	One	30 sec
MULTIMEDIA / 360 CAMPAIGN				

O18	BEST 360 CAMPAIGN (IN-HOUSE)	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	120 sec or 2MB PDF each
O19	BEST 360 CAMPAIGN (OUT-OF-HOUSE)	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	120 sec or 2MB PDF each
O20	BEST LOGO DESIGN ACROSS MULTIPLE MEDIA	Creative use of any logo designed for on-air, print and interactive application effectively used across multiple platforms (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 sec or 2MB PDF each
SPECIAL				
O21	BEST USE OF HUMOUR [NEW]	Every year there is a hilarious spot that just needs to be recognized. The criteria is easy, any on-air promotion that makes you laugh out loud! <i>Single Entry</i>	One	120 sec
O22	I'M NOT CRYING, YOU ARE! [NEW]	Any video-based promotion that is a real tearjerker! <i>Single Entry</i>	One	120 sec
O23	BEST PROMO TEAM [NEW]	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
O24	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
O25	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
O26	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
O27	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
O28	THE ARNAB CHAUDHURI ANIMATION AWARD	A special award to recognise a new talent who is already creating outstanding work. Open to all broadcasters, networks and services; you may participate as an individual employed by a production/design house or is a freelancer or a student. You may also nominate a deserving individual. Submit up to three samples of the work that you are most proud of as one entry. It can be computer-generated animation design (2D or 3D) or traditional animation. Submission must be provided, along with a CV, resume or short bio. No fee to enter.	One video & PDF	180 sec & 2MB PDF



SPEC GUIDELINES 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

FrameSize:	1920 x 1080
Pixel aspect:	1.0 - Squarepixels
VideoCodec:	H.264
Extension:	.mov or .mp4
De-interlacing:	Always de-interlace any interlaced footage
FrameRate:	25 or 29.97 or 30 fps
BitRateType:	Constant
Bit RateMbps:	8 Mbps

Audio Settings

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

▲ IMPT

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

Example: **chuck_video_from_the_beach.mov**

- If submitting a second version of a video clip, please include V2 (for version 2) in the name of the file.

Example: **chuck_video_from_the_beach.mov_V2.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. Judges has the right to disqualify/penalised any entries due to no-translations reasons.

Please Note: All submission become the property of Promax to be used at their discretion. All relevant permissions and copyrights are assumed to be cleared by the entrant. We are not able to return any materials submitted for entry.

Do you have any awards questions?

Please send your question to admin@promaxasia.tv