

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 they work was for air, broadcast, publishing, or release in India or commissioned by India-based companies.

WHAT Can Be Entered?

Only non-English and non-Hindi materials.

Original production must be in a language other than English or Hindi unless specifically indicated otherwise in the category description.

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.

ELIGIBILITY PERIOD

1 January 2021 through 31 December 2021

	Member		Non-member	
	Single	Campaign	Single	Campaign
Early bird 06 Jan – 10 Feb	\$210	\$250	\$360	\$400
11 Feb – 24 Feb	\$260	\$300	\$360	\$400
25 Feb – 3 Mar	\$310	\$350	\$410	\$450

Regional gold winners are advanced to compete in the Promax India Awards 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 in can be found at the last page of this document. For step-by-step instructions,

- Download the Quick-Start guide, [click here](#); or
- Watch the instructional videos, [click here](#).

Last day to submit your entries is on 3 March 2022

Any question?

Reach us at awards@promaxasia.tv

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				
01	BEST BRAND IMAGE	A single or 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. <i>Campaign Entry</i>	Min 1 Max 5	120 sec each
02	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>	Min 3 Max 5	90 sec or 2MB PDF
03	BEST IDENT	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. <i>Single Entry</i>	One	120 sec total
04	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 or platform. <i>Single Entry</i>	One	120 sec
PROGRAMME PROMOTION CATEGORIES - Category related ONLY to the programme.				
VIDEO				
05	BEST 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
06	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
07	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
08	BEST DRAMA PROMO - ORIGINAL	A single video-based promo not using programme footage for a single scripted drama program or miniseries. <i>Single Entry</i>	One	120 sec
09	BEST DRAMA CAMPAIGN [NEW]	A multiple video-based promo for a single scripted drama program or miniseries. <i>Campaign Entry</i>	Min 2 Max 5	120 sec each
10	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
11	BEST ENTERTAINMENT PROMO - CLIP BASED [UPDATED]	A single promo only using programme footage for an entertainment, talk show, variety programme, music, lifestyle, game/quiz, sports or reality show. <i>Single Entry</i>	One	120 sec
12	BEST ENTERTAINMENT PROMO - ORIGINAL [UPDATED]	A single video-based promo not using programme footage for an entertainment, talk show, variety programme, music, lifestyle, game/quiz, sports or reality show. <i>Single Entry</i>	One	120 sec
13	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
14	BEST DOCUMENTARY / 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
15	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

16	BEST SPORTS PROMO	A single video-based promo for a sport programmes or sports events on television. <i>Single Entry</i>	One	120 sec
17	BEST PROMO NOT USING PROGRAMME FOOTAGE	A single video-based promo not using original programme footage. <i>Single Entry</i>	One	120 sec
18	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
19	BEST THEMED CAMPAIGN	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
20	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
21	BEST LAUNCH CAMPAIGN	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
22	BEST PROMO DUBBED	A single video-based promo for a programme or miniseries of any genre that is originally produced in Hindi or English. <i>Single Entry</i>	One	120 sec
23	BEST PROGRAMME TITLE SEQUENCE [NEW]	Best title or opening sequence for a programme. <i>Single Entry</i>	One	120 sec
24	BEST PRIME TIME CAMPAIGN [NEW]	A multiple video-based promo campaign for a prime time show, band or live event of any genre. <i>Campaign Entry</i>	Min 2 Max 5	120 sec each
25	BEST DEVOTIONAL CAMPAIGN [NEW]	A multiple video-based promo campaign for a devotional programme, band, series, live broadcast or event. <i>Campaign Entry</i>	Min 2 Max 5	120 sec each
OPEN CATEGORIES - Category for a broadcast network, channel, platform or service OR programme of any genre.				
VIDEO				
26	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
27	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
CRAFT				
28	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
29	BEST DIRECTING	A single video-based promo that demonstrates superior directing of custom shot material. <i>Single Entry</i>	One	120 sec
30	BEST EDITING	A single video-based promo that demonstrates innovative editing. <i>Single Entry</i>	One	120 sec
31	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
32	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

33	BEST ANIMATION	Best computer generated or traditional animation in a video-based promotion. <i>Single Entry</i>	One	120 sec
DIGITAL MEDIA				
34	BEST SOCIAL MEDIA CAMPAIGN	An effective use of digital media, social media, community based website or any of those combination that effectively promotes and markets a programme, network, channel, platform or service 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 No URL
35	BEST 360 CAMPAIGN	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. <i>Campaign Entry</i>	Min 3 Max 5	120 sec or 2MB PDF each
SPECIAL				
36	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 team member's names. Can include any show, series or movie across any platform. <i>Campaign Entry</i>	Min 3 Max 5	120 sec each
37	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

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 2022 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 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

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- 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