

## PROMAXBDA HONG KONG 2017 AWARDS

The inaugural PromaxBDA Hong Kong Awards celebrate the best practices in promotion, marketing & design. Here are this year categories and their requirement:

### **BEST PROGRAMME PROMO**

Any video-based promo created by Hong Kong-based team to promote a show, episode, film on TV, programme, series of programmes.

**Submission requirement:** *Video only. One item per entry. Each individual video needs to be 90 seconds or less.*

### **CREATIVE TEAM OF THE YEAR**

The Hong Kong-based team that in the opinion of the judges has demonstrated standout creative and marketing excellence in the last 12 months. This can include branding for a TV channel integrated across various platform, e.g. print, web and TV, all on channel and off-channel marketing as well as social media creative and press releases across the year.

**Submission requirement:** *Minimum five, maximum ten elements. Any video material must be 90 seconds or less. Any print material must be uploaded as a PDF. For web materials, submit URL of live website including any login information. Any demonstration reel must be five minutes or less.*

### **BEST NEW TALENT**

A very special award designed to recognise a new Hong Kong-based creative with two years or less experience in promotion, marketing or design who is already creating outstanding work. This individual may be employed by a company or be a freelancer, or you may nominate yourself.

**Submission requirement:** *Minimum one, maximum five related video or PDF items. Entries must be accompanied by 100 words stating why the candidate deserves to win and what their role is.*

### **Eligibility Requirements**

To qualify, entries must meet the following criteria:

1. Produced by Hong Kong-based creative team, AND
2. Aired, broadcast, published or released between 1st July 2016 to 30th June 2017

Calling for entries now!

**Submit your entries by 11 August.**

S\$250 Single entry

S\$275 Campaign entry

Visit our website at [www.promaxasia.tv/hk](http://www.promaxasia.tv/hk) for more information, submission of award entries and updates.