

## **AWARD CATEGORIES**

**Closing Date: Online - 7 September 2010 at 6PM**

**Materials to be delivered to Singapore office no later than 13 September 2010 at 6PM.**

### **PROMAX CATEGORIES**

#### **AS01. BEST IN HOUSE STATION IMAGE**

Any on-air promo created in-house that portrays the programming range, quality or brand image of a channel, platform or service.

Maximum duration = 90 seconds. Single entry.

#### **AS02. BEST OUT-OF-HOUSE STATION IMAGE**

Any on-air promo created out-of-house that portrays the programming range, quality or brand image of a channel, platform or service.

Maximum duration = 90 seconds. Single entry.

#### **AS03. BEST MOVIE PROMO**

Any on-air promo produced for movies.

Maximum duration = 90 seconds. Single entry.

#### **AS04. BEST MOVIE CAMPAIGN**

Any on-air campaign produced for movies.

Up to 5 spots (minimum 2). Maximum duration = 90 seconds each. Campaign entry.

#### **AS05. BEST DRAMA PROMO**

Any on-air promo produced for drama programmes.

Maximum duration = 90 seconds. Single entry.

#### **AS06. BEST DRAMA CAMPAIGN**

Any on-air campaign for drama programmes.

Up to 5 spots (minimum 2). Maximum duration = 90 seconds each. Campaign entry.

#### **AS07. BEST SPORTS PROMO**

Any on-air promo produced for sports programmes.

Maximum duration = 90 seconds. Single entry.

#### **AS08. BEST SPORTS CAMPAIGN**

Any on-air campaign for sports programmes.

Up to 5 spots (minimum 2). Maximum duration = 90 seconds each. Campaign entry.

#### **AS09. BEST CHILDREN'S PROGRAMME PROMO**

Any on-air promo produced for children's programmes.

Maximum duration = 90 seconds. Single entry.

#### **AS10. BEST CHILDREN'S PROGRAMME CAMPAIGN**

Any on-air campaign for children's programmes.

Up to 5 spots (minimum 2). Maximum duration = 90 seconds each. Campaign entry.

#### **AS11. BEST COMEDY PROMO**

Any on-air promo produced for comedy programmes.

Maximum duration = 90 seconds. Single entry.

**AS12. BEST COMEDY CAMPAIGN**

Any on-air campaign for comedy programmes.

Up to 5 spots (minimum 2). Maximum duration = 90 seconds each. Campaign entry.

**AS13. BEST ENTERTAINMENT/VARIETY PROMO**

Any on-air promo for entertainment/variety programmes.

Maximum duration = 90 seconds. Single entry.

**AS14. BEST ENTERTAINMENT/VARIETY CAMPAIGN**

Any on-air campaign for entertainment/variety programmes.

Up to 5 spots (minimum 2). Maximum duration = 90 seconds each. Campaign entry.

**AS15. BEST REALITY PROMO**

Any on-air promo produced for reality programmes.

Maximum duration = 90 seconds. Single entry.

**AS16. BEST REALITY CAMPAIGN**

Any on-air campaign for reality programmes.

Up to 5 spots (minimum 2). Maximum duration = 90 seconds each. Campaign entry.

**AS17. BEST DOCUMENTARY PROMO**

Any on-air promo produced for documentary programmes.

Maximum duration = 90 seconds. Single entry.

**AS18. BEST DOCUMENTARY CAMPAIGN**

Any on-air campaign for documentary programmes.

Up to 5 spots (minimum 2). Maximum duration = 90 seconds each. Campaign entry.

**AS19. BEST HOLIDAY/SEASONAL PROMO**

Any on-air promo for holiday/seasonal channel or programmes.

Up to 3 spots. Maximum duration = 90 seconds each. Single entry.

**AS20. BEST LEISURE & LIFESTYLE PROMO**

Any on-air promo for leisure or lifestyle programmes or season including daytime, makeover, how to, cookery, travel, shopping, or fashion programmes.

Maximum duration = 90 seconds. Single entry.

**AS21. BEST NEWS/CURRENT AFFAIRS PROMO**

Any on-air promo produced for news or current affairs programmes.

Maximum duration = 90 seconds. Single entry.

**AS22. BEST SPECIAL EVENT PROMO**

Any on-air promo for a special event including telethons, charities, roadshows, contests, anniversaries, special, etc. EXCLUDING public service announcements.

Up to 3 spots. Maximum duration = 90 seconds each. Single entry.

**AS23. BEST SOUND DESIGN**

Any promo that demonstrates creative use and effective use of sound using non-compositional element (music library, sound effects, and/or voice talent) to achieve desired effect.

Maximum duration = 90 seconds. Single entry.

**AS24. BEST SCRIPT**

Any on-air promo or radio commercial produced for a programme, channel, platform or service that demonstrates excellence in creative writing.

Maximum duration = 90 seconds. Single entry.

**AS25. BEST EDITING**

Any on-air promo produced for a programme, channel, platform or service that demonstrates excellence in the field of editing.

Maximum duration = 90 seconds. Single entry.

**AS26. BEST INTERSTITIAL**

Any interstitial for programme or series.

Maximum duration = 2 minutes. Single entry.

**AS27. BEST INTERACTIVE PROMO**

Any promo produced that has an interactive 'call for action' element.

Example. SMS, "Vote Now" campaigns, contest trailers.

Maximum duration = 90 seconds. Single entry.

**AS28. BEST SALES & MARKETING PRESENTATION**

Any non-broadcast video promotion produced for a programme, platform, channel or service.

Maximum duration = 3 minutes. Single entry.

**AS29. BEST INTEGRATED MARKETING CAMPAIGN**

Any integrated marketing campaign (any genre) for a channel or programme that uses multi-platform with at least 3 forms of media. Examples: on-air, off-air, radio, print, website, outdoor, sms. Up to 5 related items (minimum 3) – *please do not submit collateral material*.

Maximum duration = 90 seconds each. Campaign entry.

**AS30. BEST PUBLIC SERVICE ANNOUNCEMENT**

Any promo designed to promote awareness of public service issues, social action or community service announcements made for television broadcast.

Maximum duration = 90 seconds. Single entry.

**AS31. FUNNIEST SPOT**

Any on-air promo produced for a programme, channel, platform or service, which demonstrates an effective use of humour to deliver the intended message.

Maximum duration = 90 seconds. Single entry.

**AS32. SOMETHING FOR NOTHING**

A simple but effective television promo produced inexpensively (equivalent to or less than USD100 with not more than 40-man-hours). No special effects/3D animation allowed. Maximum duration = 90 seconds. Single entry.

**AS33. BEST PROMO NOT USING PROGRAMME FOOTAGE**

Any promo not using original programme footage. Entries will be disqualified if found to contain any programme footage. Maximum duration = 90 seconds. Single entry.

**AS34. BEST BRAND-INTEGRATION PROMO**

Any on-air promo produced for a programme that integrates with the brand of a sponsor(s).

Maximum duration = 90 seconds. Single entry.

*In the event that any individual category attracts fewer than 10 entries the organiser reserves the right to withdraw that category. In this event the participating companies will receive a credit towards future entry fees. No cash refund will be given.*

**BDA CATEGORIES****AS35. BEST ON-AIR CHANNEL BRANDING**

Any on-air branding for a channel, platform or service.

Maximum duration = 90 seconds each. Up to 5 related examples (minimum 2). Campaign entry.

**AS36. BEST ON-AIR IDENT**

Any graphic presentation, which brands a channel or its programmes on Television.

Maximum duration = 30 seconds. Up to 3 related examples. Single entry.

**AS37. BEST PROGRAMME TITLE SEQUENCE**

Best title or opening sequence for a programme.

Maximum duration = 90 seconds. Single entry.

**AS38. BEST ANIMATION**

Visual excellence in any promo using animation (cell, claymation, 2D, 3D etc)

Maximum duration = 90 seconds. Single entry.

**AS39. BEST STING**

Any on-air device or elements, which brands a programme, series or themed strand.

Example: corner bug, idents, lower-3rd banner.

Up to 3 related elements. Maximum duration = 10 seconds each. Single entry.

**AS40. BEST ORIGINAL LOGO DESIGN**

Show the use of the logo in programme intros, title sequences and/or bumpers.

Maximum duration = 60 seconds. Single entry.

**AS41. BEST WEBSITE DESIGN**

Any website designed in or out-of-house for a TV channel/programme, platform.

Submit LIVE URL. Single entry.

**AS42. BEST PRINT AD**

Print or press advertising for any programme, platform, channel or service for trade. Submission on PDF format and to be uploaded. Single entry.

**AS43. BEST PRINT CAMPAIGN**

Visual excellence in any printed material.

Up to 5 items (minimum 2). Submissions on PDF format and to be uploaded.

Campaign entry.

**AS44. BEST COLLATERAL MATERIAL**

Any promotional items for a programme, platform, channel or service (i.e. merchandise, specialty items, toys or apparel). Actual premium/collateral/item must be submitted. Up to 3 related

submissions. Single entry.

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**OTHER CATEGORY**

**AS45. ROCKET AWARD**

Designed to recognise the outstanding work of a promo producer with less than 2 years of professional experience. This individual may be employed by a company or be a freelancer. Enter yourself, or if there is someone that you know who deserves this award, nominate him or her. The winner will receive a Gold Muse and a free conference pass to the 2011 ASIA Promax/BDA Conference. A CV and up to 3 examples in promotion should be submitted. Total maximum duration = 3 minutes. Single entry.

*In the event that any individual category attracts fewer than 10 entries the organiser reserves the right to withdraw that category. In this event the participating companies will receive a credit towards future entry fees. No cash refund will be given.*