

SECTION	CAT NO	CATEGORY TITLE	DESCRIPTION	SUBMISSION VIDEO QTY	DURATION (not exceeding)
Promax	1	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. <i>Single entry.</i>	one	90 secs
Promax	2	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. <i>Single entry.</i>	one	90 secs
Promax	3	BEST THEMED CAMPAIGN	A group of thematically-related spots promoting a programme, series of programmes, episode, live events, stunt, season's line up or film. <i>Campaign entry.</i>	minimum 3 maximum 5	90 secs each
Promax	4	BEST MOVIE PROMO	Any video-based promo created to promote a film, series of films or made for TV movie. (Entries cannot be for titles which are currently in theatrical release) <i>Single entry.</i>	one	90 secs
Promax	5	BEST MOVIE CAMPAIGN	Any video-based promo campaign created to promote a film, series of films or made for TV movie. (Entries cannot be for titles which are currently in theatrical release) <i>Campaign entry.</i>	minimum 2 maximum 5	90 secs each
Promax	6	BEST DRAMA PROMO	Any video-based promo created to promote drama programmes or miniseries. <i>Single entry.</i>	one	90 secs
Promax	7	BEST DRAMA CAMPAIGN	Any video-based promo campaign created to promote drama programmes or miniseries. <i>Campaign entry.</i>	minimum 2 maximum 5	90 secs each
Promax	8	BEST SPORTS PROMO	Any video-based promo created to promote sports programmes or sports event. <i>Single entry.</i>	one	90 secs
Promax	9	BEST SPORTS CAMPAIGN	Any video-based promo campaign created to promote sports programmes or sports event. <i>Campaign entry.</i>	minimum 2 maximum 5	90 secs each
Promax	10	BEST CHILDREN'S PROMO	Any video-based promo created to promote children's programmes. <i>Single entry.</i>	one	90 secs
Promax	11	BEST CHILDREN'S CAMPAIGN	Any video-based promo campaign created to promote children's programmes. <i>Campaign entry.</i>	minimum 2 maximum 5	90 secs each
Promax	12	BEST ENTERTAINMENT PROMO	Any video-based promo created to promote entertainment, talk show, comedy, variety programme or game/quiz show. (Excludes competition-based reality show) <i>Single entry.</i>	one	90 secs

Promax	13	BEST ENTERTAINMENT CAMPAIGN	Any video-based promo campaign created to promote entertainment, talk show, comedy, variety programme or game/quiz show. (Excludes competition-based reality show) <i>Campaign entry.</i>	minimum 2 maximum 5	90 secs each
Promax	14	BEST REALITY PROMO	Any video-based promo created to promote reality television programme or series. (Includes competition-based reality show) <i>Single entry.</i>	one	90 secs
Promax	15	BEST REALITY CAMPAIGN	Any video-based promo campaign created to promote reality television programme or series. (Includes competition-based reality show) <i>Campaign entry.</i>	minimum 2 maximum 5	90 secs each
Promax	16	BEST DOCUMENTARY OR FACTUAL ENTERTAINMENT PROMO [REVISED]	Any video-based promo created to promote documentary or factual entertainment programmes, including news satire relating to factual events or issues. <i>Single entry.</i>	one	90 secs
Promax	17	BEST HOLIDAY/SEASONAL PROMO	Any video-based promo created to promote holiday/seasonal channel or programmes. (Up to three related spots and compiled as one video) <i>Single entry.</i>	one	90 secs in total
Promax	18	BEST LEISURE & LIFESTYLE PROMO	Any video-based promo created to promote leisure or lifestyle programmes or season including daytime, makeover, how to, cookery, travel, shopping or fashion programmes. <i>Single entry.</i>	one	90 secs
Promax	19	BEST NEWS/CURRENT AFFAIRS PROMO	Any video-based promo created to promote news or current affairs programmes. <i>Single entry.</i>	one	90 secs
Promax	20	BEST SPECIAL EVENT PROMO	Any video-based promo created to promote special event including telethons, charities, roadshows, contests, anniversaries, special, etc. Excluding public service announcements. (Up to three related spots and compiled as one video) <i>Single entry.</i>	one	120 secs in total
Promax	21	FUNNIEST SPOT	Any video-based promo created to promote a programme, channel, platform or service that demonstrates an effective use of humour to deliver its message. <i>Single entry.</i>	one	90 secs
Promax	22	SOMETHING FOR NOTHING	A simple but effective video-based promo that demonstrates creative excellence and strong communication while produced inexpensively. (We don't ask for a budget breakdown, but ask you to respect the spirit of this award and keep it cheap and creative.) Do mention in the marketing objectives any in-house resources. <i>Single entry.</i>	one	90 secs
Promax	23	BEST PROMO NOT USING PROGRAMME FOOTAGE	Any video-based promo not using original programme footage. Entries will be disqualified if found to contain any programme footage. <i>Single entry.</i>	one	90 secs
Promax	24	BEST PROMO USING ONLY PROGRAMME FOOTAGE	Any 'clip-based' video promo using only programme footage (may contain elements from channel package or promo graphics package). No specially shot footage, complex design or compositing allowed. <i>Single entry</i>	one	90 secs
Promax	25	BEST INTERSTITIAL/SNEAK PEEKS	Any on-air material produced in connection with the channel or programme brand designed specifically to bridge gaps between programming. <i>Single entry.</i>	one	3 mins
Promax	26	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. <i>Single entry.</i>	one	90 secs

Promax	27	BEST SCRIPT	Any video-based promo or radio commercial produced for a programme, channel, platform or service that demonstrates excellence in creative writing. <i>Single entry.</i>	one	90 secs
Promax	28	BEST EDITING	Any video-based promo created for a programme, channel, platform or service that demonstrates excellence in the field of editing. <i>Single entry.</i>	one	90 secs
Promax	29	BEST INTERACTIVE PROMO	Any promo produced that has an interactive 'call for action' element. Example. SMS, "Vote Now" campaigns, contest trailers. <i>Single entry.</i>	one	90 secs
Promax	30	BEST MARKETING VIDEO/SIZZLE REEL/SNEAK PEEKS PRESENTATION	Any non-broadcast video-based promotion produced for a programme, platform, channel or VOD service. <i>Single entry.</i>	one	3 mins
Promax	31	BEST INTEGRATED MARKETING CAMPAIGN	Any integrated marketing campaign (any genre) produced 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. – Do NOT submit collateral material. <i>Campaign entry.</i>	minimum 3 maximum 5	90 secs each and/or pdf (2MB each)
Promax	32	BEST PUBLIC SERVICE ANNOUNCEMENT	Any video-based promo designed to promote awareness of public service issues, social action or community service announcements made for television broadcast. <i>Single entry.</i>	one	90 secs
Promax	33	BEST USE OF DIGITAL	The most creative, innovative and effective use of digital including apps or social media to support a programme, platform, channel campaign or service online or on-air. Entries to be submitted as a demonstration reel. <i>Single entry.</i>	one	3 mins
Promax	34	BEST VIRAL PROMO OR VIDEO	Any on-air promo or video for a programme, platform, channel or service with the most potential of going viral on the web and on social media. <i>Single entry.</i>	one	90 secs
Promax	35	BEST BRANDED CONTENT PROMO	A single video-based promo designed to effectively embed a consumer brand into a content promotional message, creating a compelling and synergistic story. <i>Single entry.</i>	one	between 2 and 8 mins (2:00-8:00)
Promax	36	BEST PROMO VIDEO ON SOCIAL MEDIA	A single video-based promo that is first released on social media such as Snapchat, Facebook, Twitter, Instagram, YouTube etc. to effectively promote a network, channel, station, platform, programme or series. <i>Single entry.</i>	one	3 mins
Promax	37	BEST SPONSOR/BRAND INTEGRATION SPOT(S)	Any single or group of thematically-related video-based spot(s) that integrate a sponsor/consumer brand with a network, channel, programme, VOD service or content brand. <i>Campaign entry.</i>	minimum 1 maximum 3	90 secs each
Promax	38	MOST OUTSTANDING MARKETING INITIATIVE	Any example of an innovative and effective marketing initiative promoting a programme, channel, platform or VOD service. <i>Campaign entry.</i>	minimum 1 maximum 5	90 sec and/or pdf (2MB each)
BDA	39	BEST COLLATERAL MATERIAL	Any promotional item/s for a programme, platform, channel or service (i.e. apparel, merchandise, specialty items etc.). Actual premium/collateral/item must be submitted. (Up to 3 related submissions) Marketing objectives should mention if the item is specifically or exclusively for the Asia market and its target audience. <i>Single entry.</i>	NA	NA

BDA	40	BEST OUTDOOR OR PRINT AD	Any outdoor poster/billboard, electronic signage, building/bus side ads, print or press advertising for any programme, VOD platform, channel or service. Submission on PDF format and to be uploaded. <i>Single entry.</i>	one	pdf (2MB) or (video) 30 secs
BDA	41	BEST PRINT CAMPAIGN	Visual excellence in any printed material. Submissions on PDF format and to be uploaded. <i>Campaign entry.</i>	minimum 2 maximum 5	pdf (2MB each)
BDA	42	BEST USE OF DESIGN	Any single video-based promotion that demonstrates excellence in the craft of design (can include minimal programme clips and/or origination). <i>Single entry.</i>	one	90 secs
BDA	43	BEST ON-AIR CHANNEL BRANDING	Any on-air branding for a channel, platform or service. <i>Campaign entry.</i>	minimum 2 maximum 5	90 secs each
BDA	44	BEST ON-AIR IDENT	Any graphic presentation, which brands a channel, platform or its programmes on television or VOD service. (Up to 3 related examples and compiled as one video) <i>Single entry.</i>	one	90 secs in total
BDA	45	BEST PROGRAMME TITLE SEQUENCE	Best title or opening sequence for a programme. <i>Single entry.</i>	one	90 secs
BDA	46	BEST ANIMATION	Visual excellence in any promo using animation (cell, claymation, 2D, 3D etc) <i>Single entry.</i>	one	90 secs
BDA	47	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 and compiled as one video) <i>Single entry.</i>	one	30 secs in total
BDA	48	BEST ORIGINAL LOGO DESIGN	Any original logo design for a promo, channel, programme, stunt or VOD service. <i>Single entry.</i>	one	60 secs
Promax	49	THE JOANNE LIM'S ROCKET AWARD [NO FEE TO ENTER]	Designed to recognise the outstanding work of an individual 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 2019 ASIA PromaxBDA Conference. A CV and up to 3 examples in promotion should be submitted. <i>Single entry.</i>	one CV and maximum 3	180 secs

In the event that any individual category attracts fewer than the minimum required entries, the organiser reserves the right to withdraw that category. 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 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 award given.

Promax Asia will not be responsible for the holding of any of materials submitted after the awards period has ended. Such materials will not be returned. All submissions becomes the property of Promax Asia to be used at their discretion.

TRANSLATION : *Due to the international composition of our judging panel, we must request that all non-English language entries provide English translation/subtitles for judging purposes, this includes all videos and printed materials.*

Updated on 1 August, 2018

Have a question? Email us at asia@promaxasia.tv