

COMPETITION OVERVIEW

ELIGIBILITY PERIOD

1st August 2020 - 31st July 2021

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 Asia or commissioned by Asia-based companies.

WHAT Can Be Entered?

Please refer to the technical specifications within this document and at promaxasia.tv regarding materials for submission and refer to the eligibility dates and categories for all qualification details.

| | Member | | Non-member | |
|--------------------------------------|--------|----------|------------|----------|
| | Single | Campaign | Single | Campaign |
| Early bird 02 Aug – 27 Aug | S\$240 | S\$305 | S\$380 | S\$450 |
| Regular 28 Aug – 17 Sep | S\$300 | S\$365 | S\$445 | S\$555 |

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

Any question?

Reach us at awards@promaxasia.tv

| CATEGORY TYPE | CAT NO. | CATEGORY TITLE | DESCRIPTION | SUBMISSION QTY | DURATION (not exceeding) |
|----------------|---------|--|--|------------------------|--------------------------|
| Image | 01 | BEST BRAND IMAGE (IN-HOUSE) [UPDATED] | Any promo created in-house that portrays the programming range, quality or brand image of a channel, platform or service. <i>Single entry</i> | one | 120 sec |
| Image | 02 | BEST BRAND IMAGE (OUT-OF-HOUSE) [UPDATED] | Any 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 | 120 sec |
| Image | 03 | BEST BRAND IMAGE CAMPAIGN [NEW] | Any promo campaign created that portrays the programming range, quality or brand image of a channel, platform or service. <i>Campaign entry</i> | minimum 3 maximum 5 | 120 sec each |
| Image | 04 | 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 | 120 sec each |
| Genre-Specific | 05 | 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 | 150 sec |
| Genre-Specific | 06 | 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 | 150 sec each |
| Genre-Specific | 07 | BEST DRAMA PROMO | Any video-based promo created to promote drama programmes or miniseries. <i>Single entry</i> | one | 120 sec |
| Genre-Specific | 08 | BEST DRAMA CAMPAIGN | Any video-based promo campaign created to promote drama programmes or miniseries. <i>Campaign entry</i> | minimum 2 maximum 5 | 120 sec each |
| Genre-Specific | 09 | BEST SPORTS PROMO | Any video-based promo created to promote sports programmes or sports event. <i>Single entry</i> | one | 120 sec |
| Genre-Specific | 10 | BEST SPORTS CAMPAIGN | Any video-based promo campaign created to promote sports programmes or sports event. <i>Campaign entry</i> | minimum 2 maximum 5 | 120 sec each |
| Genre-Specific | 11 | BEST CHILDREN'S PROMO | Any video-based promo created to promote children's programmes. <i>Single entry</i> | one | 120 sec |
| Genre-Specific | 12 | BEST CHILDREN'S CAMPAIGN | Any video-based promo campaign created to promote children's programmes. <i>Campaign entry</i> | minimum 2 maximum 5 | 120 sec each |
| Genre-Specific | 13 | BEST ENTERTAINMENT PROMO | Any video-based promo created to promote entertainment, talk show, comedy, variety programme, game/quiz show, leisure or lifestyle programmes. (Excludes competition-based reality show.) <i>Single entry</i> | one | 120 sec |
| Genre-Specific | 14 | BEST ENTERTAINMENT CAMPAIGN | Any video-based promo campaign created to promote entertainment, talk show, comedy, variety programme, game/quiz show, leisure or lifestyle programmes. (Excludes competition-based reality show.) <i>Campaign entry</i> | minimum 2 maximum 5 | 120 sec each |
| Genre-Specific | 15 | BEST REALITY PROMO | Any video-based promo created to promote reality programme or series. (Includes competition-based reality show.) <i>Single entry</i> | one | 120 sec |
| Genre-Specific | 16 | BEST DOCUMENTARY OR FACTUAL ENTERTAINMENT PROMO | 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 | 120 sec |
| Genre-Specific | 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 | 120 sec |
| Genre-Specific | 18 | BEST NEWS/CURRENT AFFAIRS PROMO | Any video-based promo created to promote news or current affairs programmes. <i>Single entry</i> | one | 120 sec |
| Genre-Specific | 19 | 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 sec in total |
| Themed | 20 | 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 | 120 sec |

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|-------------------------------------|----|--|---|------------------------|----------------------------|
| Themed | 21 | SOMETHING FOR NOTHING | A simple but effective video-based promo demonstrating creative excellence and strong communication while produced inexpensively. (We don't ask for a budget, 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 | 120 sec |
| Themed | 22 | 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 | 120 sec |
| Themed | 23 | 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 | 120 sec |
| Themed | 24 | BEST INTERSTITIAL/SNEAK PEEKS | Any material produced in connection with the channel or programme brand designed specifically to bridge gaps between programming. <i>Single entry</i> | one | 180 sec |
| Themed | 25 | BEST PROGRAMME CAMPAIGN | Any campaign which was produced for a single programme of any genre. <i>Campaign entry.</i> | minimum 2 maximum 5 | 120 sec each |
| Themed | 26 | BEST REACTIVE WORK [NEW] | What happens when there is a huge change caused by a world event? Schedules have changed, shows have been dropped, important messages need to be on-air. How creative did you get to answer a difficult and ever changing brief? We want to see work that captured the imagination of the audience. Can be a promo, piece of digital content or branding that was created in super-fast turnaround time to get a message out there. <i>Single entry</i> | one | 180 sec |
| Craft | 27 | 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 | 120 sec |
| Craft | 28 | AUDIO NETWORK BEST USE OF LICENSED/ADAPTED MUSIC [NEW] | Any spot that uses a licensed track adaptation that is inventive, surprising and unique in its approach. <i>Single entry</i> | one | 120 sec |
| Craft | 29 | BEST SCRIPT / COPY | Any video-based promo, radio commercial or print copy that demonstrates excellence in creative writing. <i>Single entry</i> | one | 120 sec or 2MB pdf |
| Craft | 30 | 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 | 120 sec |
| Craft | 31 | BEST DIRECTION [NEW] | A single spot or up to 3 idents (upload as one video), that demonstrate incredible direction. <i>Single entry</i> | one | 180 sec in total |
| Craft | 32 | BEST VOICE-OVER PERFORMANCE [NEW] | Best performance by a voice-over artist for use in a promotion, marketing, or sales piece or series of pieces. On-air, online, radio, and corporate entries are accepted. <i>Single entry</i> | one | 120 sec |
| Adsales Marketing Interactive | 33 | 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 |
| Adsales Marketing Interactive | 34 | 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 | 180 sec |
| Adsales Marketing Interactive | 35 | BEST USE OF DIGITAL | The most creative, innovative and effective use of digital including website, 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 | 180 sec |
| Adsales Marketing Interactive | 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 | 180 sec |
| Adsales Marketing Interactive | 37 | 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, online, radio, print, website, outdoor, sms. – Do not submit collateral material. <i>Campaign entry</i> | minimum 3 maximum 5 | 120 sec or 2MB pdf each |
| Adsales Marketing Interactive | 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 | 120 sec or 2MB pdf each |
| Adsales Marketing Interactive | 39 | BEST SPONSORSHIP INTEGRATION [NEW] | Demonstrating innovative and creative integration of a brand in to a media channel, platform or service, can include sponsorship bumpers, branded content, examples of product integration – Up to 5 examples. No reels, please comp all elements together with explanatory caption before each element. <i>Single entry.</i> | one | 180 sec |
| Adsales Marketing Interactive | 40 | BEST LONG FORM PROMOTIONAL CONTENT [NEW] | A long-form video-based promotion designed to effectively promote a brand or programme and/or organically embed a consumer brand into a content promotional message, creating a compelling and synergistic story. All platforms are accepted. <i>Campaign entry</i> | one | between 2 and 10 mins |
| Adsales Marketing Interactive | 41 | BEST PROMO FOR A STREAMING SERVICE [NEW] | Any promo designed specifically to promote an online streaming service. Eg. website, VOD, OTT, interactive service. <i>Single entry</i> | one | 120 sec |

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|------------------|----|--|--|-------------------------|-----------------------|
| Broadcast Design | 42 | BEST BRANDING DESIGN | Best branding design for a show, channel, platform or VOD service. Submissions should illustrate a total on-air or on-platform package look and feel (eg. Graphics, Bumpers, Packshots, Idents, Billboards etc). <i>Campaign entry</i> | minimum 2 maximum 5 | 180 sec in total |
| Broadcast Design | 43 | BEST IDENT DESIGN | Any graphic presentation, which brands a channel, platform or its programmes. (Up to 3 related examples and compiled as one video.) <i>Single entry</i> | one | 90 sec in total |
| Broadcast Design | 44 | BEST ORIGINAL LOGO DESIGN | Any original logo design for a promo, channel, program, stunt or streaming service. Supply either a PDF of the logo or logo animation in video format. No audio necessary. <i>Single entry</i> | one | 30 sec or 2MB PDF |
| Broadcast Design | 45 | BEST PROGRAMME TITLE SEQUENCE | Best title or opening sequence for a programme. <i>Single entry</i> | one | 120 sec |
| Broadcast Design | 46 | BEST ANIMATION | Visual excellence in any promo using animation (cell, claymation, 2D, 3D etc) <i>Single entry</i> | one | 120 sec |
| Broadcast Design | 47 | BEST USE OF DESIGN IN VIDEO [UPDATED] | Any single video-based promotion that demonstrates excellence in the craft of design. (Can include minimal programme clips or origination.) <i>Single entry</i> | one | 120 sec |
| Broadcast Design | 48 | 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. <i>Single entry</i> | one | 30 sec or 2MB PDF |
| Broadcast Design | 49 | 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 | 2MB PDF each |
| Broadcast Design | 50 | BEST KEY ART [NEW] | A single image that delivers the creative message without any branding, typography or messaging. Entries should be PDF of the key image only. <i>Campaign entry</i> | minimum 1 maximum 5 | 2MB PDF each |
| Speciality | 51 | THE ROCKET AWARD | 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 Promax Gold Trophy and a free conference pass to the 2020 Promax Asia Conference. A CV and up to 3 examples in promotion should be submitted. NO FEE TO ENTER. <i>Single entry</i> | one CV and maximum 3 | 180 sec in total |
| Speciality | 52 | BEST WORK NEVER SEEN [UPDATED] | Any promotional material which was produced for a channel, platform or VOD service but was never seen. Please indicate in the marketing objective field the reason why it was not used. <i>Single entry</i> | one | 120 sec or 2MB PDF |
| Speciality | 53 | 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> | minimum 3 maximum 5 | 120 sec each |
| Speciality | 54 | 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 | 120 sec |
| Speciality | 55 | 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> | minimum 1 maximum 5 | 120 sec each |

Updated on 29 July, 2021

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.



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