

In 2011, you can upload your entries!

<http://www.promaxafrica.tv/>

AWARDS CATEGORIES

Closing Date: 19th August 2011 7PM

The Promax categories have been designed for the submission of the best work in promotion and marketing for electronic media from any company or individual whose work was aired or otherwise released in the African market during the eligibility period. The following categories will be judged on overall creativity, production quality and results in achieving its marketing objective.

PROMAX AWARDS

Image & Campaigns

1. BEST TELEVISION IMAGE CAMPAIGN

Any on-air promotional campaign created to promote a broadcast channel or platform's image. *Minimum 2, up to 5 related video spots. Maximum duration each 90".*

2. BEST TELEVISION IMAGE PROMO

Any individual on-air promotional spot created to promote a broadcast channel or platform's image. *Single video spot. Maximum duration 90".*

3. BEST THEMED CAMPAIGN

Any broadcast on-air promotional campaign for a programming line-up, stunt or season. *Minimum 3, up to 5 related video spots. Maximum duration 90" each.*

4. BEST ON-AIR PROGRAM CAMPAIGN

Any on-air promotional campaign for a single television program excluding drama and sport programming. *Minimum 2, up to 5 related video spots. Maximum duration 90" each.*

PROMAX AWARDS

Genre Specific Categories

5. BEST NEWS & CURRENT AFFAIRS PROMO

Any promo for a news bulletin, service or topical factual programming. *Single video spot. Maximum duration 90".*

6. BEST DOCUMENTARY OR FACTUAL ENTERTAINMENT PROMO

Any on-air promotional spot promoting a documentary or a factual entertainment program. *Single video spot. Maximum duration 90".*

7. BEST ENTERTAINMENT PROMO

Any on-air promotional spot promoting any entertainment, comedy, talk show, game show or variety program (excluding reality (competition based), lifestyle, children's, drama, movie, music, arts or sports programs). *Single video spot. Maximum duration 90"*.

PROMAX AWARDS

Genre Specific Categories (Continued)

8. BEST REALITY PROMO

Any on-air promotional spot promoting a reality (competition based) television program. *Single video spot. Maximum duration 90"*.

9. BEST LIFESTYLE PROMO

Any promo for a lifestyle program. **The program can not be a reality show (competition based) or chat show.** Programs may include travel, makeover, how to, renovation, shopping or fashion programming. *Single video spot. Maximum duration 90"*.

10. BEST CHILDREN'S PROMO

Any promo for a children's program on television. The program must be targeted to an audience under 16 years of age. *Single video spot. Maximum duration 90"*.

11. BEST DRAMA PROMO

Any promo for a drama program on television including mini series. *Single video spot. Maximum duration 90"*.

12. BEST DRAMA CAMPAIGN

Any on-air campaign for a drama program on television including mini series. *Minimum 3 up to 5 video spots. Maximum duration 90" each.*

13. SCREEN AFRICA BEST MOVIE PROMO

Any on-air promo for a film (not in theatrical release) or made for TV movie. *Single video spot. Maximum duration 90"*.

14. BEST MUSIC|ARTS PROMO NEW!

Any on-air promotional spot promoting a music or arts program. Programs may not be of a reality format (competition based). *Single video spot. Maximum duration 90"*.

15. BEST SPORTS PROMO

Any promo for a sports program on television. *Single video spot. Maximum duration 90"*.

16. BEST SPORTS CAMPAIGN

Any on-air campaign for a sports program on television. *Minimum 3 spots up to 5 video spots. Maximum duration 90" each.*

17. BEST SPECIAL EVENT PROMO REVISED!

Any promo for a special event, programming stunt or commemorative event. Including, but not limited to, Sport Events programming. *Single video spot. Maximum duration 90"*.

PROMAX AWARDS

Themed Categories

18. BEST USE OF HUMOUR IN PROMOTION

Any on-air promotional spot that demonstrates an effective use of humour to deliver its message. *Single video spot. Maximum duration 90"*.

19. THE MAMA AFRICA AWARD

An award given for a piece of work that exudes 'African-ness'. This piece of work, would be out of place or misunderstood within any other market. At the same time it strikes a chord of familiarity within the African market that no US-centric or Euro-centric work can by celebrating the uniqueness of culture in Africa. *Single spot. Maximum duration 90"*.

20. BEST PROMO NOT USING PROGRAM FOOTAGE

Any on-air promotion spot not using program footage.
Single video spot. Maximum duration 90".

21. BEST PROMO ONLY USING PROGRAM FOOTAGE NEW!

Any 'cut from show' on-air promotion spot only using program footage (may contain pack-shot and limited full frame in promo graphics). No shoot footage, complex design or compositing allowed. *Single video spot. Maximum duration 90"*.

22. SOMETHING FOR NOTHING

Any highly creative on-air promo that was produced for under R10,000 not including the individuals time. Entry must breakdown all associated costs including additional labour & production costs (including shooting, audio, editing and design costs).
Single video spot. Maximum duration 90".

PROMAX AWARDS

Craft Categories

23. BEST MUSIC COMPOSITION

Any on-air promo, interstitial, titles or channel ID's using music composed for that specific project.
Single video spot. Maximum duration 90".

24. DStv/MNET BEST EDITING

Any on-air promo that demonstrates innovative editing.
Single video spot. Maximum duration 90".

25. SOUND DESIGN AWARD

Any on-air promo that demonstrates creative use of music, sound effects, and/or voice.
Single video spot. Maximum duration 90".

26. BEST COPY/SCRIPT WRITING

Any on-air promo that demonstrates inventive and effective writing.
Single video spot. Maximum duration 90".

27. BEST DIRECTING NEW!

Any on-air promo that demonstrates effective directing of custom shot material.
Single video spot. Maximum duration 90".

PROMAX

Category Leader

28. MOST OUTSTANDING PROMO OF THE YEAR

Any on-air promo from any genre, which is considered to be ground breaking, innovative and/or outstanding. *Single video spot. Maximum duration 90".*

PROMAX CATEGORIES

Adsales | Marketing | Interactive

29. BEST SPONSOR INTEGRATION SPOT

Any on-air device or promotion that integrates a program or channel with a commercial sponsor. *Single video spot. Maximum duration 90".*

30. SABC BEST INTEGRATED MARKETING CAMPAIGN AWARD

Any integrated marketing campaign for a program, channel or platform that uses at least 3 mediums. *Minimum 3, up to 6 related examples - One must be an on-air video spot. Maximum duration 90" each. Off-air examples must be submitted in PDF format (under 2Mb each).*

Thanks to the generous support of SABC the winner will receive a Gold Muse and a return flight and conference pass to the 2012 USA PromaxBDA Conference.

31. BEST PUBLIC SERVICE ANNOUNCEMENT / COMMUNITY SPOT

Any on-air spot aimed at exposing a community related matter. Must have been produced or commissioned by a broadcast channel, service and/or platform. *Maximum duration 90".*

32. BEST USE OF SOCIAL MEDIA NEW!

Any marketing initiative tying in an on-air program and/or channel, service or platform with social media such as Mixit, Twitter, Facebook, etc. Please indicate the outcomes in the marketing objective. *Examples must be either animated and submitted in a video totalling under 60 seconds, or be submitted as a series of up to 5 PDF images under 2Mb each.*

33. BEST INTERACTIVE PROMOTION NEW!

Any on-air promotional initiative encouraging viewer interaction. Must use on-air in conjunction with online or a broadcast interactive product. *Single video spot. Maximum duration 90”.*

34. MOST OUTSTANDING MARKETING INITIATIVE NEW!

Any example of an innovative and effective marketing initiative promoting an on-air program, channel or platform. *Examples must be either animated and submitted in a video totalling under 30 seconds, or be submitted as a series of up to 5 PDF images under 2Mb per image.*

BDA AWARDS

Broadcast Design

The BDA categories have been created for the submission of the best design work from any company or individual, broadcast, published or released in the African market during the eligibility period. The following categories will be judged on originality of design, excellence in execution and results in achieving its creative strategy.

35. BEST ON-AIR BRANDING DESIGN

Best overall on-air branding design for a broadcast channel, platform or service. Submissions should illustrate a total on-air package look and feel (eg. Bumpers, Pack-shots, Idents, Billboards etc). *Minimum 3 up to 5 related examples of up to 90” each, but not totalling more than 3’.*

36. BEST ON-AIR IDENT DESIGN

Any ident which brands a channel or its programs on television. *Single video spot. Maximum duration 90”.*

37. BEST PROGRAM TITLE SEQUENCE DESIGN

Best title or opening sequence for a program. *Single video spot. Maximum total duration 90”.*

38. BEST ORIGINAL LOGO DESIGN

Any original logo design for a promo, channel, program or stunt. *Supply either a PDF of the logo or logo animation in video format. No audio necessary. Maximum duration 30”.*

39. BEST USE OF TYPOGRAPHY

Any on-air use of Typography that displays originality and effectiveness. *Single video spot. Maximum duration 60”.*

40. BEST CG ANIMATION REVISED!

Best computer generated animation design (2D or 3D) in a broadcast promotion, channel, service or platform. *Single video spot. Maximum duration 90”.*

41. BEST SET DESIGN

The Design of a set for news, public affairs, variety, sports, children shows, talk shows, music, etc. Maximum 90” sequence, which may be edited.

42. BEST VISUAL FX AND COMPOSITING NEW!

Any example of an on-air promo that fuses live action with design.

Single video spot. Maximum duration 90".

43. BEST DESIGN WITHOUT FOOTAGE NEW!

Any on-air promotional spot created not using any program footage or custom shot footage.

Single video spot. Maximum duration 90".

44. MOST OUTSTANDING DESIGN IN PROMOTION NEW!

Graphic design excellence in any on-air promotion.

Single video spot. Maximum duration 90".

Promax & Design Recognition

45. DESIGN ROCKET AWARD

Designed to recognise the outstanding work of a broadcast designer 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.

A CV and up to 4 examples of design should be submitted in video format.

Total maximum duration 3'.

46. DSTV/MNET PROMO 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.

A CV and up to 4 examples in promotion should be submitted. Total maximum duration 3'.

Thanks to the generous support of DStv/MNET the winner will receive a Gold Muse and a return flight and conference pass to the 2012 USA PromaxBDA Conference.

47. CHANNEL BRAND OF THE YEAR

Any FTA, STV or Multi-channel brand may enter demonstrating the brand tone and image.

Minimum 3, maximum 6 executions. Any medium can be submitted. Maximum total video duration is 3'. Non video submissions must be submitted in PDF format (under 2MB each file).