

SECTION	CATEGORY TYPE	CAT NO.	CATEGORY TITLE	DESCRIPTION	SUBMISSION VIDEO QTY	DURATION (not exceeding)
PROMAX	Image & Campaigns	1	<b>BEST IMAGE CAMPAIGN (TELEVISION OR VOD PLATFORM)</b>	Any on-air or on-platform promotional campaign created to promote a broadcast channel or platform's image. A campaign must be the execution of a Golden Thread across several spots that form a campaign and NOT a longer spot cut down into spots of various durations.	minimum 2 maximum 5	90 secs each
PROMAX	Image & Campaigns	2	<b>BEST IMAGE PROMO (TELEVISION OR VOD PLATFORM)</b>	Any individual on-air or on-platform promo for an entire broadcast channel or platform (cannot be part of a campaign)	one	90 secs
PROMAX	Image & Campaigns	3	<b>BEST THEMED CAMPAIGN</b>	A group of thematically-related spots promoting a show, episode, program, series of programmes, stunt, live events, season's line up or film on TV or VOD. A campaign must be the execution of a Golden Thread across several spots that form a campaign and NOT be a longer spot cut down into spots of various durations.	minimum 3 maximum 5	90 secs each
PROMAX	Image & Campaigns	4	<b>BEST ENTERTAINMENT CAMPAIGN</b>	Any on-air or on-platform promotional campaign for a single program excluding sport programming. A campaign must be the execution of a Golden Thread across several spots that form a campaign and NOT a longer spot cut down into spots of various durations.	minimum 2 maximum 5	90 secs each
PROMAX	Genre-Specific	5	<b>BEST NEWS &amp; CURRENT AFFAIRS PROMO</b>	Any on-air or on-platform promo for a news/information channel, news coverage, a news programme or current affairs program or series (excluding Documentary or News Satire)	one	90 secs
PROMAX	Genre-Specific	6	<b>BEST DOCUMENTARY OR FACTUAL ENTERTAINMENT PROMO</b>	Any on-air or on-platform promo for a documentary , or a factual entertainment program including news satire relating to factual events or issues.	one	90 secs
PROMAX	Genre-Specific	7	<b>BEST ENTERTAINMENT PROMO</b>	Any on-air or on-platform promotional spot promoting any form of entertainment.	one	120 secs
PROMAX	Genre-Specific	8	<b>BEST REALITY PROMO</b>	Any on-air or on-platform promo for a non-fiction reality television program or series.	one	120 secs
PROMAX	Genre-Specific	9	<b>BEST CHILDREN'S PROMO</b>	Any on-air or on-platform promo for a children's program or channel on television. The program or channel must be targeted to an audience under 16 years of age.	one	90 secs
PROMAX	Genre-Specific	10	<b>BEST DRAMA PROMO</b>	Any on-air or on-platform promo for a drama program including mini series, series or event series. If the Promo is not in English, please provide subtitles to avoid being disqualified.	one	90 secs
PROMAX	Genre-Specific	11	<b>SCREEN AFRICA BEST MOVIE PROMO</b>	Any on-air or on-platform promo for a film, series of films or made for TV movie. The promo must be for a movie(s) that is flighting on a TV broadcast channel or the provider's VOD service and cannot be for a movie appearing in cinema or on DVD.	one	3 mins
PROMAX	Genre-Specific	12	<b>BEST SPORTS PROMO</b>	Any on-air or on-platform Promo or Title Sequence for a sports program, sporting event, tournament or sporting season on television or VOD service.	one	3 mins

PROMAX	Genre-Specific	13	<b>BEST SPORTS CAMPAIGN</b>	Any on-air or on-platform campaign for a sports program, sporting event, tournament or sporting season on television or VOD service. A campaign must be the execution of a Golden Thread across several spots that form a campaign and NOT a longer spot cut down into spots of various durations.	minimum 3 maximum 5	3 mins each
PROMAX	Genre-Specific	14	<b>BEST SPECIAL EVENT PROMO</b>	Any on-air or on-platform promo for a special; commemorative; one-off program or live event, for any genre of entertainment. Including, <u>but not limited to</u> , Sports Events.	one	3 mins
PROMAX	Genre-Specific	15	<b>BEST WEEKLY WONDER</b>	In house tune in Promo using original programme footage <u>only</u> and no additional shot or purchased footage. To promote a single event or episodic programme. Not part of an ongoing campaign or cut down from broader campaign. May contain limited graphics to communicate the call to action. On air for 14 days or less.	one	90 secs
PROMAX	Themed	16	<b>BEST USE OF HUMOUR IN PROMOTION</b>	Any on-air or on-platform promotional spot that demonstrates an effective use of humour to deliver its message.	one	150 secs
PROMAX	Themed	17	<b>MAMA AFRICA AWARD UPDATED</b>	An award given for a piece of work (Promo, Title Sequence, Print, Website, Idents, Logos, Piece of content or Branding Design) that exudes 'Africanness'. This piece of work is tailored specifically for an African audience. It strikes a chord of familiarity within the market that no US-centric or Euro-centric work can by celebrating the uniqueness of culture in Africa.  This category is only for creative work created entirely on the African continent.	one	3 mins or 2MB pdf
PROMAX	Themed	18	<b>BEST PROMO NOT USING PROGRAM FOOTAGE</b>	Any on-air or on-platform promotion spot <b>NOT</b> using any program footage.	one	90 secs
PROMAX	Themed	19	<b>BEST PROMO ONLY USING PROGRAM FOOTAGE</b>	Any 'cut from show' on-air or on-platform promotion spot <u>only</u> using program footage (may contain packshot and limited full frame in promo graphics). No shot or purchased footage, complex design or compositing allowed.	one	90 secs
PROMAX	Themed	20	<b>SOMETHING FOR NOTHING UPDATED</b>	Any promotion that demonstrates creative excellence and strong communication, where the idea exceeds the budget. The budget should be no more than R30,000 excluding staff costs but including shoot, audio, edit and design costs.  A budget does not have to be submitted, we ask you to respect the spirit of the award and keep it cheap and creative. The entry will be disqualified if the judges believe the budget has been exceeded.	one	90 secs
PROMAX	Craft	21	<b>BEST MUSIC COMPOSITION</b>	Any on-air promo, or on-platform promo, interstitial, title sequence or channel ID's using music composed specifically for that project. Must be an original composition and may not be a re-score of an existing piece of music.	one	90 secs
PROMAX	Craft	22	<b>DStv / M-Net BEST EDITING</b>	Any on-air promo, or on-platform promo, interstitial or title sequence that demonstrates innovative editing. May include limited graphics but should demonstrate the artistry of the edit.	one	3 Mins
PROMAX	Craft	23	<b>BEST SOUND DESIGN</b>	Any on-air or on-platform promo that demonstrates creative use of music, sound effects, and/or voice.	one	90 secs
PROMAX	Craft	24	<b>BEST COPY / SCRIPT WRITING</b>	Any on-air or on-platform promotion or print copy that demonstrates excellence in the craft of original writing.	one	150 secs or 2MB (PDF for print)
PROMAX	Craft	25	<b>BEST DIRECTING</b>	Any on-air or on-platform promo or program title sequence that demonstrates effective directing of custom shot material.	one	3 minutes

PROMAX	Adsales Marketing Interactive	26	<b>BEST OUTDOOR OR PRINT AD</b>	Any outdoor billboard or poster or print or press advertising, promoting a program, channel, VOD platform or service including Transit, Billboard, Adshel etc.	one	2MB pdf
PROMAX	Adsales Marketing Interactive	27	<b>BEST USE OF DIGITAL / SOCIAL MEDIA PROUDLY SPONSORED BY Operview</b>	The most creative, innovative and effective use of digital or social media to support a program, channel, platform or VOD service campaign or stunt. Can supply a demonstration reel.	minimum 1 maximum 3	1 x 3 minutes or less demonstration reel and/or 120 second or less videos and/or 2MB per pdf
PROMAX	Adsales Marketing Interactive	28	<b>BEST MARKETING VIDEO / SIZZLE REEL / SNEAK PEEKS PRESENTATION</b>	Any non-broadcast long-format video-based promotion for a programme, season, platform, channel or VOD service. This category does not include agency or personal showreels.	one	3 mins
PROMAX	Adsales Marketing Interactive	29	<b>PARTNER SPONSORSHIP CAMPAIGN NEW</b>	Consisting of at least two parts of the following. Promo, ID, Bumper, Consumer spot, Play On/Offs, Billboards or integrated TVC that affectively uses Brand or show IP in partnership with a sponsor to generate revenue for a platform.	minimum 1 maximum 5	90 secs each
PROMAX	Adsales Marketing Interactive	30	<b>BEST INTEGRATED TVC NEW</b>	A Client funded TVC that integrates a sponsor/consumer brand with a Network, Channel, Programme, VOD service.	one	90 secs
PROMAX	Adsales Marketing Interactive	31	<b>SABC BEST INTEGRATED MARKETING CAMPAIGN</b>	Any integrated marketing campaign for a program, channel or platform that uses at least 3 media.  A minimum 3 and a maximum of 6 related examples with a maximum duration of 90 seconds each may be submitted but <u>one must be an on-air or on-platform video spot</u> . Off-air examples must be submitted in JPEG format (under 2MB each).	minimum 3 maximum 6	90 secs each and/or 2MB (pdf)
PROMAX	Adsales Marketing Interactive	32	<b>BEST PUBLIC SERVICE ANNOUNCEMENT / COMMUNITY SPOT</b>	Any on-air or on-platform spot aimed at supporting or exposing a community related matter. Must have been produced or commissioned by a broadcast channel, service and/or VOD service or platform to support the community matter or initiative.	one	90 secs
PROMAX	Adsales Marketing Interactive	33	<b>BEST RADIO PROMOTION</b>	Any radio ad or radio initiative designed to promote a TV program, channel or platform or VOD service. (MP3 audio must be embedded in a video, and submitted as a video upload)	minimum 1 maximum 3	90 secs each maximum 3 mins
PROMAX	Adsales Marketing Interactive	34	<b>BEST PROMOTION FOR A VIDEO ON DEMAND (VOD) SERVICE UPDATED</b>	A single video-based TVC or Promo for a Video on Demand (VOD) service that offers standalone online subscription packages or movies to rent or own or is a Value-Added Service to a Pay TV service.	one	90 secs
PROMAX	Broadcast Design	35	<b>BEST BRANDING DESIGN</b>	Best overall on-air or on-platform branding design for a TV 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).	minimum 3 maximum 5	90 secs each maximum 3 mins
PROMAX	Broadcast Design	36	<b>BEST IDENT DESIGN</b>	Any ident or idents which brand a platform, channel or its programs on television or VOD Service.	minimum 1 maximum 3	60 secs each maximum 3 mins
PROMAX	Broadcast Design	37	<b>BEST PROGRAM TITLE SEQUENCE</b>	Best title or opening sequence for a program.	one	150 secs
PROMAX	Broadcast Design	38	<b>BEST ORIGINAL LOGO DESIGN</b>	Any original logo design for a promo, channel, program, stunt or VOD service. Supply either a PDF of the logo or logo animation in video format. No audio necessary.	one	30 secs video or 2MB pdf
PROMAX	Broadcast Design	39	<b>BEST USE OF DESIGN IN VIDEO</b>	Any single promo, promo campaign or piece of content that demonstrates excellence in the craft of video design (can include minimal programme clips).	minimum 1 maximum 5	90 secs each maximum 3 mins

PROMAX	Broadcast Design	40	<b>BEST CG ANIMATION</b>	Best computer generated animation design (2D or 3D) in a broadcast promotion, Ident, program title sequence, channel, VOD service or platform.	one	150 secs
PROMAX	Broadcast Design	41	<b>BEST VISUAL FX &amp; COMPOSITING</b>	Any example of an on-air or on-platform promo, ident or program title sequence that fuses live action with design.	one	150 secs
PROMAX	Broadcast Design	42	<b>BEST DESIGN WITHOUT FOOTAGE</b>	Any on-air or on-platform promotional spot created not using any program footage, custom shot footage or purchased footage.	one	150 secs
PROMAX	Category Leader	43	<b>MOST OUTSTANDING DESIGN IN PROMOTION</b>	Graphic design excellence in any on-air or on-platform promotion. This Category is only open to promos and program title sequences made entirely on the African Continent. (Can be a montage)	one	150 secs
PROMAX	Specialty	44	<b>DStv / M-Net PROMO ROCKET AWARD 2019</b>	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.	one CV and maximum 4	3 mins
PROMAX	Category Leader	45	<b>BEST PROMO TEAM</b>	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.	minimum 3 maximum 6	90 secs each maximum
PROMAX	Category Leader	46	<b>VIDEO ENTERTAINMENT BRAND OF THE YEAR</b>	The most effective and creative brand or re-brand of the year for a channel, platform or VOD service. Can include Idents, OSP, promotion elements, style guides, branding and premiums. Can supply a demonstration reel.	minimum 1 maximum 6	3 mins and/or 2MB (pdf)