

SECTION	CATEGORY TYPE	CAT NO.	CATEGORY TITLE	DESCRIPTION	SUBMISSION VIDEO QTY	DURATION (not exceeding)	
Promax	Image & Campaigns	1	BEST IMAGE CAMPAIGN (TELEVISION OR VOD PLATFORM)	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	120 secs each	Campaign
Promax	Image & Campaigns	2	BEST IMAGE PROMO (TELEVISION OR VOD PLATFORM)	Any individual on-air or on-platform promo for an entire broadcast channel or platform (cannot be part of a campaign)	one	3 mins	Single
Promax	Image & Campaigns	3	BEST THEMED CAMPAIGN	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	180 secs each	Campaign
Promax	Genre-Specific	4	BEST NEWS & CURRENT AFFAIRS PROMO	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	Single
Promax	Genre-Specific	5	BEST DOCUMENTARY OR FACTUAL ENTERTAINMENT PROMO	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	Single
Promax	Genre-Specific	6	BEST ENTERTAINMENT PROMO	Any on-air or on-platform promotional spot promoting any form of entertainment.	one	4mins 30 secs	Single
Promax	Genre-Specific	7	BEST REALITY PROMO	Any on-air or on-platform promo for a non-fiction reality television program or series.	one	120 secs	Single
Promax	Genre-Specific	8	BEST CHILDREN'S PROMO	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	Single
Promax	Genre-Specific	9	BEST DRAMA PROMO	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	Single
Promax	Genre-Specific	10	BEST MOVIE PROMO	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 flying 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	Single
Promax	Genre-Specific	11	BEST SPORTS PROMO	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 30 secs	Single
Promax	Genre-Specific	12	BEST SPORTS CAMPAIGN	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 30 secs each	Campaign
Promax	Genre-Specific	13	BEST SPECIAL EVENT PROMO	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	Single
Promax	Themed	14	BEST USE OF HUMOUR IN PROMOTION	Any on-air or on-platform promotional spot that demonstrates an effective use of humour to deliver its message.	one	190 secs	Single

Promax	Themed	15	MAMA AFRICA AWARD PROUDLY SPONSORED BY VIACOMCBS NETWORKS AFRICA	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	4 mins or 2MB pdf	Single
Promax	Themed	16	BEST PROMO NOT USING PROGRAM FOOTAGE	Any on-air or on-platform promotion spot NOT using any program footage.	one	90 secs	Single
Promax	Themed	17	BEST PROMO ONLY USING PROGRAM FOOTAGE	Any 'cut from show' on-air or on-platform promotion spot only 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	Single
Promax	Themed	18	SOMETHING FOR NOTHING	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	Single
Promax	Craft	19	BEST MUSIC COMPOSITION	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	120 secs	Single
Promax	Craft	20	DStv / M-Net BEST EDITING	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	Single
Promax	Craft	21	BEST SOUND DESIGN	Any on-air or on-platform promo that demonstrates creative use of music, sound effects, and/or voice.	one	120 secs	Single
Promax	Craft	22	BEST COPY / SCRIPT WRITING	Any on-air or on-platform promotion or print copy that demonstrates excellence in the craft of original writing.	one	190 secs or 2MB (PDF for print)	Single
Promax	Craft	23	BEST DIRECTING	Any on-air or on-platform promo or program title sequence that demonstrates effective directing of custom shot material.	one	3 minutes	Single
Promax	Adsales Marketing Interactive Digital	24	SOCIAL MEDIA CAMPAIGN FOR A CHANNEL, PLATFORM OR PROGRAMME PROUDLY SPONSORED BY OPENVIEW NEW	The most creative, innovative and effective use of digital media, social media and/or a community-based website that effectively promotes and markets a programme, network, channel, station or platform online or on-air. (Examples include: Instagram, Snapchat, Facebook, Youtube, Twitter, etc.) Please submit video walk-through or case study highlighting entry execution and accomplishments. Submit as an archived interactive material via video upload /demonstrations video. No URLs will be accepted.	minimum 1 maximum 3	155 secs each	Campaign
Promax	Adsales Marketing Interactive Digital	25	USE OF CELEBRITY/INFLUENCER/TALENT USING SOCIAL MEDIA NEW	Integration of a celebrity, influencer or talent (local or international) as part of a social media campaign. Entries will be judged based on how the talent is leveraged to promote any programme or series of programmes in any category (drama, comedy, holiday, PSA, sport etc.). Video only. Minimum 1, maximum 3, related items per entry.	minimum 1 maximum 3	Max 4 min 15 secs each	Campaign
Promax	Adsales Marketing Interactive	26	BEST OUTDOOR OR PRINT AD	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	Single
Promax	Adsales Marketing Interactive	27	BEST INTEGRATED TVC	A Client funded TVC that integrates a sponsor/consumer brand with a Network, Channel, Programme, VOD service.	one	120 secs	Single

Promax	Adsales Marketing Interactive	28	BEST INTEGRATED MARKETING CAMPAIGN FOR A PROGRAMME / CHANNEL / PLATFORM	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 or on-platform video spot.	minimum 3 maximum 6	120 sec videos and/or 2MB per pdf	Campaign
Promax	Adsales Marketing Interactive	29	BEST BRAND PROMOTION FOR GROUP OF CHANNELS NEW	Any individual brand promotion showcasing more than one broadcast channel in a network/group.	one	90 secs	Single
Promax	Adsales Marketing Interactive Digital	30	OTT/ VOD/ WEBSITE/ INTERACTIVE SERVICE SPOT NEW	Any promo designed specifically to promote a channel's online streaming services.	one	90 secs	Single
Promax	Adsales Marketing Interactive	31	NATIONAL GEOGRAPHIC BEST PUBLIC SERVICE ANNOUNCEMENT / COMMUNITY SPOT	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	Single
Promax	Adsales Marketing Interactive	32	BEST RADIO PROMOTION	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	120 secs each maximum 3 mins	Campaign
Promax	Adsales Marketing Interactive	33	BEST PROMOTION FOR A VIDEO ON DEMAND (VOD) SERVICE	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	Single
Promax	Broadcast Design	34	BEST BRANDING DESIGN	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	Single
Promax	Broadcast Design	35	BEST IDENT DESIGN	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	Single
Promax	Broadcast Design	36	BEST PROGRAM TITLE SEQUENCE	Best title or opening sequence for a program.	one	150 secs	Single
Promax	Broadcast Design	37	BEST ORIGINAL LOGO DESIGN	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	Single
Promax	Broadcast Design	38	BEST USE OF DESIGN IN VIDEO	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	Campaign
Promax	Broadcast Design	39	BEST CG ANIMATION	Best computer generated animation design (2D or 3D) in a broadcast promotion, ident, program title sequence, channel, VOD service or platform.	one	150 secs	Single
Promax	Broadcast Design	40	BEST VISUAL FX & COMPOSITING	Any example of an on-air or on-platform promo, ident or program title sequence that fuses live action with design.	one	150 secs	Single
Promax	Broadcast Design	41	BEST DESIGN WITHOUT FOOTAGE	Any on-air or on-platform promotional spot created not using any program footage, custom shot footage or purchased footage.	one	150 secs	Single
Promax	Category Leader	42	MOST OUTSTANDING DESIGN IN PROMOTION	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	Single

Promax	Specialty	43	DStv / M-Net ROCKET AWARD 2020 UPDATED	Designed to recognise the outstanding work of a promo producer OR 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.	one CV and maximum 4	3 mins	Single
Promax	Category Leader	44	BEST PROMO TEAM	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	Max 2mins 45secs each	Campaign
Promax	Category Leader	45	VIDEO ENTERTAINMENT BRAND OF THE YEAR	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)	Campaign
Promax	One Off	46	BEST WORK NEVER SEEN NEW	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 reasons why it was not used. NO FEE TO ENTER.	maximum 1	150 secs or 2MB pdf for Logo, Print, digital or social media	Single
Promax	One Off	47	BEST CAMPAIGN NEVER SEEN NEW	Any campaign which was produced for a channel, platform or VOD service but was never seen. Please indicate in the marketing objective field the reasons why it was not used. NO FEE TO ENTER.	minimum 1 maximum 5	150 secs or 2MB pdf for Logo, Print, digital or social media	Campaign
Promax	One Off	48	LOVE IN THE TIME OF CORONA NEW	In a time like no one has ever experienced, we were driven indoors and driven to find creative ways to deliver messages to our customers. These may have been information on masks or sanitisation or special content offerings or reassurances of support, or brand pieces; whatever the message, Marketing in the time of Corona has become a genre of its own. This category is to recognise the exceptional creativity and ingenuity that creative teams have had to bring to bear in these extraordinary times. An entry may be any type of Marketing; from a PSA, to a Promo, to a Website or Social Media stunt but it has to have been created because of COVID-19 and the way lockdown changed the messaging and the way it had to be produced. In other words, were it not for the COVID-19 pandemic, this work would never have been created.	maximum 1	150 secs or 2MB pdf for Logo, Print, digital or social media	Single