

SECTION	CATEGORY TYPE	CAT NO.	CATEGORY TITLE	DESCRIPTION	SUBMISSION VIDEO QTY	DURATION (not exceeding)	
Promax	Image & Campaigns	1	BEST IMAGE CAMPAIGN (TELEVISION OR STREAMING 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	Maximum 4 mins each	Campaign
Promax	Image & Campaigns	2	BEST IMAGE PROMO (TELEVISION OR STREAMING PLATFORM)	Any individual on-air or on-platform promo for an entire broadcast channel or streaming 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, film on TV or streaming service. 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	160 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/UNSCRIPTED/NON-FICTION PROGRAMME SPOTS	On-air or on-platform spot(s) created to promote reality/unscripted entertainment programme or series of programmes.	minimum 1 maximum 3	150 secs each	Campaign
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 playing on a TV broadcast channel or the provider's streaming / pay per view service and cannot be for a movie appearing in cinema.	one	3 mins 30 secs	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 streaming 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 streaming 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	4 minutes 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	5 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	3 mins	Single
Promax	Themed	15	MAMA AFRICA PROUDLY SPONSORED BY PARAMOUNT 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 <u>only</u> using program footage (may contain pack shot 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	2 mins	Single
Promax	Craft	20	BEST USE OF LICENSED/ADAPTED MUSIC	Any on-air or on-platform spot that uses a licensed track adaptation that is inventive, surprising and unique in its approach	one	2 mins	Single
Promax	Craft	21	BEST VOICE-OVER PERFORMANCE PROUDLY BROUGHT TO YOU BY SABC	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.	one	180 secs Video or audio. For audio, upload as .mov.	Single
Promax	Craft	22	BEST EDITING PROUDLY BROUGHT TO YOU BY DSTV	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	23	BEST SOUND DESIGN	Any on-air or on-platform promo that demonstrates creative use of music, sound effects, and/or voice.	one	2 mins	Single
Promax	Craft	24	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	25	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	26	SOCIAL MEDIA CAMPAIGN FOR A CHANNEL, PLATFORM OR PROGRAMME PROUDLY SPONSORED BY OPENVIEW	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	maximum 4.30 minutes each	Campaign
Promax	Adsales Marketing Interactive Digital	27	USE OF CELEBRITY/INFLUENCER/TALENT USING SOCIAL MEDIA	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 Digital	28	BEST OUTDOOR OR PRINT AD	Any outdoor billboard or poster or print or press advertising, promoting a program, channel, streaming platform or service including Transit, Billboard, Adshel etc.	one	2MB pdf or MP4	Single
Promax	Adsales Marketing Interactive Digital	29	BEST INTEGRATED TVC	A Client funded TVC that integrates a sponsor/consumer brand with a Network, Channel, Programme, Streaming service.	one	maximum 4 minutes	Single
Promax	Adsales Marketing Interactive Digital	30	BEST INTEGRATED MARKETING CAMPAIGN FOR A PROGRAMME / CHANNEL / PLATFORM PROUDLY BROUGHT TO YOU BY SABC	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	Maximum 2.30 mins videos and/or 2MB per pdf	Campaign
Promax	Adsales Marketing Interactive Digital	31	BEST BRAND PROMOTION FOR GROUP OF CHANNELS	Any individual brand promotion showcasing more than one channel in a network/group/platform.	one	90 secs	Single
Promax	Adsales Marketing Interactive Digital	32	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, platform or streaming service to support the community matter or initiative.	one	90 secs	Single
Promax	Adsales Marketing Interactive Digital	33	BEST RADIO PROMOTION	Any radio ad or radio initiative designed to promote a TV program, channel or platform or streaming 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 Digital	34	BEST PROMOTION FOR A STREAMING SERVICE	A single video-based TVC or Promo for a Streaming 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	35	BEST BRANDING DESIGN	Best overall on-air or on-platform branding design for a TV show, channel, platform or streaming 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	36	BEST IDENT DESIGN	Any ident or idents which brand a platform, channel or its programs on television or Streaming Service.	minimum 1 maximum 3	60 secs each maximum 3 mins	Single
Promax	Broadcast Design	37	BEST PROGRAM TITLE SEQUENCE	Best title or opening sequence for a program.	one	150 secs	Single
Promax	Broadcast Design	38	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.	one	30 secs video or 2MB pdf	Single
Promax	Broadcast Design	39	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	40	BEST CG ANIMATION	Best computer generated animation design (2D or 3D) in a broadcast promotion, ident, program title sequence, channel, streaming service or platform.	one	150 secs	Single
Promax	Broadcast Design	41	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	42	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	43	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	Category Leader	44	REPRESENTATION IN ACTION AWARD	Showcasing diverse voices and perspectives is a priority for Netflix , and we can't do that without diverse creative talent both in front and behind the camera & in our entire creative ecosystem - diverse in gender, ethnicity, sexual orientation, and disabilities - to reflect our audiences around the world. This award is to recognize an individual or/and a campaign that has contributed to representation in the creative industry.	minimum 1 maximum 6	3 mins and/or 2MB (pdf)	Campaign
Promax	Specialty	45	AFRICA'S NEXT STORYTELLER PROUDLY BROUGHT TO YOU BY DSTV	Africa's Next Storyteller celebrates the outstanding work of a promo producer or broadcast designer with less than two years of industry experience. Entry for this award is free.	one CV and maximum 4	3 mins	Single
Promax	Category Leader	46	CREATIVE TEAM OF THE YEAR 2022 UPDATED	A range of promos, idents, PSAs created by a single promo team from a channel, network, streaming service, platform, company or agency.	minimum 3 maximum 6	Max 4 minutes each	Campaign
Promax	Category Leader	47	MARKETING TEAM OF THE YEAR 2022 NEW	Recognises an outstanding in-house marketing team across any platform. Submit a minimum of three campaigns for a show, series, movie, activation, channel or platform launch.	minimum 3 maximum 5	maximum 6 minute video compilation and /or 2MB pdf / and / or mp4	Campaign
Promax	Category Leader	48	VIDEO ENTERTAINMENT BRAND OF THE YEAR	The most effective and creative brand or re-brand of the year for a channel, platform or streaming service. Can include Idents, OSP, promotion elements, style guides, branding and premiums. Entries to be submitted as a demonstration reel and/or a complementary PDF compilation of 3 pages or less.	minimum 1 maximum 6	3 mins and/or 2MB (pdf)	Campaign