

PROMAX^{UK}

AWARDS 2020
CATEGORIES

GENERAL RULES

All entries must have been made for, and broadcast on a UK platform - entries made for broadcast for a different territory should be entered in the relevant Promax competition. The exception to this rule is the 'Best UK production for non-UK broadcast' award, which is made by a UK team but broadcast outside of the UK.

You cannot vote for your own work at any stage of judging.

We are doing away with the laborious task of making reels. Please only enter the work as a single comp with an explanatory caption, if it is needed, before each item that makes up the entry. Please don't recut or add voiceover, an effectiveness paragraph/crib sheet will also be asked for on certain categories.

The work must have been transmitted on a UK platform between 1st September 2019 and 31st August 2020.

For 2020 the entry fee is being reduce to £125 per entry, this is to reflect the reduced costs in organising judging when not face to face, and will mean statues will only be given to gold winners (bronze and silver winners will receive certificates).

If any categories receive too few entries to make it viable you will be notified and offered the chance to resubmit in a different category, or have a refund.

CLIP BASED

1. BEST DRAMA
2. BEST ENTERTAINMENT
3. BEST FACTUAL
- ~~4. BEST SPORTS~~
5. BEST KIDS
6. BEST REALITY
7. BEST SINGLE FILM
- 7A BEST MULTIPLE FILM

Single spot to promote a genre from the list above.
Run-downs or multi-genre promos should be entered into other categories (eg Brand or Season)

Only using clips and **minimal** originated elements.

180” max and only single version to be entered.

PROMAXUK

ORIGINATED

8. BEST FACTUAL
9. BEST SPORTS
- ~~10. BEST KIDS~~
11. BEST ORIGINATED – MULTI
GENRE (DRAMA, KIDS, FILM)
- 11A BEST ORIGINATED-
ENTERTAINMENT & REALITY

Single spot to promote a single genre from the list above.
Run-downs or multi-genre promos should be entered into other categories (eg Brand or Season)

Must be fully originated, so specially shot, fully animated or motion graphic designed.

180” max and only single version to be entered.

SINGLE SPOT AWARDS

12.BEST UK PRODUCTION FOR NON-UK BROADCAST

13A BEST SEASON

13B BEST BRAND SPOT

14.SOMETHING FOR NOTHING

15.BEST LOCKDOWN SPOT

16. BEST REACTIVE WORK

Single spot made by a team based in UK for a non-UK broadcast. Can be clip based or originated or animated.

Max 180”

A single spot for a season, line-up, scheduling stunt or special event. Can be clip-based, originated or animated.

Max 180”

A single spot for a brand, channel or platform. Can be clip-based, originated or animated.

Max 180”

Single originated spot, shot on a shoe-string, less than £5K. Not for animated spots or extensive motion graphics jobs, they should be entered into the animation/graphic design category. Max 180”.

A stand out piece of creative that was made during lockdown. How did you deliver a great creative solution when everyone is working from home? How did you use ingenuity and creativity to answer a difficult brief in a tricky working scenario. Can be shot, clip based or animated. Single spot, max 180”.

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.

Single piece of work, max 180”.

CRAFT

17. BEST USE OF ANIMATION /
GRAPHIC DESIGN

A single spot or up to 3 idents, that illustrate incredible animation or motion graphic design throughout. Minimal clips, the spot should be predominately graphics or animation. Max duration 180”

18. BEST USE OF EDITING

A single spot that demonstrate editing that helps to deliver the idea in a creative and standout way. Max duration 180”

19. BEST USE OF HUMOUR

A single spot that uses humour to deliver the key message. Max duration 180”

20. BEST DIRECTION

A single spot or up to 3 idents, that demonstrate incredible direction. Max duration 180”

21. BEST USE OF SCRIPT WRITING

A single piece of work that demonstrates outstanding script or copywriting. Can be any media - eg broadcast, digital, social radio or print. Max duration 180”

CRAFT

22.BEST USE OF MUSIC

A single spot or up to three adverts, that demonstrate outstanding use of music to drive the creative idea.

Max duration 180"

23.BEST USE OF SOUND

A single piece of work or up to three adverts that demonstrate how sound design is integral to the creative idea. Max duration 180"

~~24.BEST RADIO AD OR PODCAST~~

~~A single radio ad created in-house for a brand, programme or service. The podcast must be an element of the promotional campaign. Max duration 180"~~

25.BEST KEY ART

A single image that delivers the creative message without any branding, typography or messaging. Entries should be PDF or JPEGs of the key image only.

26.BEST PRESS / OUT OF HOME

Please enter up to 5 examples of press advertising or an out-of-home campaign. PDFs or video. No reels. Please comp all the elements together with a caption if required between each item.

MEDIA

27.BEST CAMPAIGN

Please enter up to 5 pieces of work for a single campaign and an explanatory paragraph on effectiveness. No reels. Please comp all the elements together with an explanatory caption, if required, between each item.
Max duration: 180”

28.BEST IDENT

Enter up to 10 idents for a channel brand or platform. No reels. Please comp all the elements together, max duration 300”.

29.BEST CHANNEL BRANDING

How does your brand live across different platforms? This is the award for OSP, promo packaging, digital and social branding, OOH branding - anywhere that the brand is delivering a message. Please enter up to 300” of content from across all media. No reels. Please comp all the elements together, max duration 300”.

~~30.BEST SPONSORSHIP
INTEGRATION~~

~~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.
Max 300”~~

30A BEST BRAND PARTNERSHIP

Demonstrating innovative and creative partnership integration to great creative effect and success. Can include sponsorship bumpers; branded content; examples of product integration. No reels. Please comp up to 5 elements together with an explanatory caption, if needed, between each item.

MEDIA

31. BEST USE OF SOCIAL MEDIA:
SHOW SUPPORT

Please enter up to 5 pieces of work that show excellence and creativity in social media for programme support. No reels. Please comp all the elements together with an explanatory caption if needed, between each item.

32. BEST USE OF SOCIAL MEDIA :
CONTENT STRAND, SEASON,
CHANNEL OR BRAND

Please enter up to 5 pieces of work that show excellence and creativity in social media for content, season, channel or brand (not single programme). No reels. Please comp all the elements together with an explanatory caption if needed, between each item.

~~33. BEST SOCIAL OR DIGITAL BRAND
OR CONTENT PARTNERSHIP:
SPONSORED & JUDGED BY
FACEBOOK~~

~~Enter up to 5 examples where a brand, channel, TV platform or show has collaborated with a digital brand, platform, technology partner or influencer to great creative and effective success. No reels. Please comp all the elements together with an explanatory caption if needed, between each item.~~

EFFECTIVENESS

34. BEST MEDIA PLANNING

A proven success in media planning. Judging criteria/crib-sheet to follow. Will be judged by a panel of experts from Media planning across broadcasters and agencies.

35. BEST PRODUCTION

A proven success in in-house production where production issues occurred and the skills of the producer and production team helped to deliver a fantastic piece of creative. Judging criteria/crib-sheet to follow. Will be judged by a panel of experts from production across broadcasters and agencies.

GRAND PRIX

36. BEST NEWCOMER

The best newcomer to broadcast creative. Open to single entrants who are less than two years in the role of Creative. Please enter 5 pieces of work compiled together and an explanatory paragraph of why the person is a rising star.

37. CREATIVE BRAND OF THE YEAR

The brand that throughout the year has blown its audiences away with incredible creative, great thinking and effective solutions. Please enter up to 10 pieces of work from all media that illustrate the channel's output. Please also upload a PDF with details demonstrating effectiveness to cover: Programming success & highlights, Challenges to the brand, year on year ratings performance & other accolades.

38. CREATIVE TEAM OF THE YEAR

This award is given to the team which is the most successful, based on a calculation of number of wins against number of entries, there will be a minimum number of entry threshold. There is no entry required.