

# PROMAXUK

## MOST CREATIVE CHANNEL OR BRAND 2019



### Judging Criteria

The brand that throughout the year has blown its audiences away with incredible creative, great thinking and effective solutions.

Channel or brand should be a linear or digital brand not a single programme brand, stunt or season.

As well as the work requested below please submit a one page PDF with the other required information,

### Creative success

Please enter up to 10 pieces of work from all media that illustrate the channel's creative strengths. Please don't make a reel with commentary, we only want to see the work, add a descriptor caption at the front of the work if needed. Please give a short description of why the creative was successful and effective. (keep this punchy).

### Creative Challenges

Give a brief description of challenges faced by the channel/brand in 2019.

### Programming success /highlights

Please supply a list the top 5 programming success of 2019 for the channel/brand

### YOY ratings performance / (000's/%)

Please supply year on year ratings percentage

### Accolades and achievements

Please give an indication of other notable successes, awards and nominations that the channel/brand has received