

PROMAXUK

AWARDS 2019

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 2018 and 31st August 2019.

£175 per entry

BEST OF GENRE

CLIP-BASED

BEST DRAMA
BEST ENTERTAINMENT
BEST FACTUAL
BEST SPORTS
BEST KIDS

Single spot to promote a *genre* programme.
Only using clips and minimal originated
elements.
90" max and only single version to be entered.

ORIGINATED

BEST DRAMA
BEST ENTERTAINMENT
BEST FACTUAL
BEST SPORTS
BEST KIDS

Single spot to promote a *genre* programme.
Only using original materials with minimal
programme clips.
90" max and only single version to be entered.

BEST OF GENRE - CLIP BASED & ORIGINATED

BEST FILM

Single spot to promote a film, can be clip based or originated. Max 90"

BEST REALITY

Single spot to promote a reality programme, can be clip based or originated. Max 90"

BEST UK PRODUCTION FOR NON-UK
BROADCAST

Single spot made by a team based in UK for a non-UK broadcast. Can be clip based or originated. Max 90"

BEST SEASON

A single spot for a season, line-up, scheduling stunt or special event. Max 90"

BEST BRAND SPOT

A single spot for a brand, channel or platform. Max 90"

ORIGINATED - BUDGET

Detailed budgets are not required just an indication of money spent on the production. Discrepancies will be looked into by production expert if needed. The budget indication is purely for the production, staff costs should not be included. These categories are open to non- PSB channels only.

AMAZING... FOR NOTHING
UNDER £5K

Single originated spot, shot on a real shoe-string budget of under £5K.
Non-psb channels only.

MID BUDGET MASTERPIECE
£5K - £50K

Single originated spot, max 90". Shot on a mid range budget between £5K and £50K. Non-psb channels only.

BIG BUDGET BRAND-DEFINER
£50K - £100K

Single originated spot, max 90". Shot on a big budget over £50K.
Non-psb channels only.

MEDIA

BEST 360 CAMPAIGN

Please enter up to 5 pieces of work for a single 360 campaign and an explanatory paragraph on effectiveness. No reels. Please comp all the elements together with an explanatory caption, if required, between each item.

BEST IDENTITY

Please enter up to 10 pieces of work that demonstrate the creative excellence and design genius of a single brand's identity. This should cover digital, on-air, VOD and off-air and include bumpers, navigation, promo branding, end boards digital elements and idents. No reels. Please comp all the elements together with an explanatory caption if required, between each item. Max duration 120"

BEST IDENT

Enter up to 10 idents for a channel brand or platform. No reels. Please comp all the elements together, max duration 120".

BEST ON-AIR CAMPAIGN

Please enter up to 5 pieces of on-air work for a single campaign for a programme, brand, channel or platform. No reels. Please comp all the elements together with a caption if required, between each item.

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

BEST USE OF SOCIAL MEDIA : CONTENT OR BRAND

BEST USE OF TECHNOLOGY

BEST SPONSORSHIP INTEGRATION

BEST SOCIAL OR DIGITAL PARTNERSHIP

BEST MADE FOR MOBILE
SPONSORED AND JUDGED BY FACEBOOK

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

Please enter up to 5 pieces of work that show excellence, innovation and creative use of technology. This can be new digital platforms or an innovative use of existing technology. We're open to entries for visual and audio. No reels. Please comp all the elements together with an explanatory caption of needed, between each item.

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.

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.

Please enter up to 5 pieces of creative work that were created for and worked brilliantly on mobile.
This category will be judged by the Facebook Creative Shop. There will be follow-up information on what format is required.

CRAFT

BEST USE OF ANIMATION

Judged by specially invited experts in each field who don't work at a Broadcaster full-time.

A single spot or up to 3 idents, that illustrate incredible animation throughout. Minimal clips allowed but the spot should be mainly animated. Max duration 90"

BEST USE OF DIRECTION

A single spot or up to 3 idents, that demonstrate incredible direction. Max duration 90"

BEST USE OF EDITING

A single spot that demonstrate editing that helps to deliver the idea in a creative and standout way. Max duration 90"

BEST USE OF HUMOUR

A single spot that uses humour to deliver the key message. Max duration 90"

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.

CRAFT

BEST USE OF MOTION GRAPHIC DESIGN

BEST USE OF MUSIC

BEST USE OF SCRIPT WRITING

BEST USE OF SOUND DESIGN

BEST RADIO OR PODCAST

Judged by specially invited experts in each field who don't work at a Broadcaster full-time.

A single spot or up to three idents, that demonstrate outstanding motion graphics that are integral to delivering the creative idea. Max duration 90"

A single spot or up to three idents, that demonstrate outstanding use of music to drive the creative idea. Max duration 90"

A single piece of work that demonstrates outstanding script or copywriting. Can be any media - eg broadcast, digital, social radio or print. Max duration 90"

A single piece of work or up to three idents that demonstrate how sound design is integral to the creative idea. Max duration 90"

A single radio ad or podcast created in-house for a brand, programme or service. The podcast must be an element of the promotional campaign. Max duration 90"

EFFECTIVENESS

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.

BEST PRODUCTION

A proven success in 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

BEST NEWCOMER

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

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. We will also supply a crib-sheet to be filled with key metrics on effectiveness.

CREATIVE TEAM OF THE YEAR

This award is given based on a cumulative points system with 3 points awarded for every Gold won; 2 for every silver and 1 for every bronze. There is no entry required.