

PROMAXUK

EFFECTIVENESS: BEST PRODUCTION



Judging Criteria

A proven success in production execution, where the skills of the producer and production team helped to deliver a fantastic piece of creative.

As well as the final creative, please submit a 1-2 page PDF including the following three areas of information;

The Background

A short description of the brief, the creative idea, the production execution and timings.

The Challenges

Highlight any production challenges (i.e. creative idea, talent, marketing requirements production issues, logistics, time and budget?)

The Achievements

Highlight production innovation and excellence and call out the producer or production team's achievements (i.e. outstanding execution, a creative first, skillful planning and negotiation, pulling together as a team, successful talent management, production troubleshooting, complex shoot or post production, multiple creative deliverables)

Best Production category be judged by a panel of experts from production across broadcasters and agencies.