

# 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.