

SECTION	CATEGORY TYPE	CAT NO.	CATEGORY TITLE	DESCRIPTION	SUBMISSION VIDEO QTY	DURATION (not exceeding)
Promax	Image & Campaigns	1	BEST IMAGE CAMPAIGN (TELEVISION OR VOD PLATFORM)	Any on-air or on-platform promotional campaign created to promote a broadcast channel or platform's image. A campaign must be the execution of a Golden Thread across several spots that form a campaign and NOT a longer spot cut down into spots of various durations.	minimum 2 maximum 5	90 secs each
Promax	Image & Campaigns	2	BEST IMAGE PROMO (TELEVISION OR VOD PLATFORM)	Any individual on-air or on-platform promo for an entire broadcast channel or platform (cannot be part of a campaign)	one	90 secs
Promax	Image & Campaigns	3	BEST THEMED CAMPAIGN	A group of thematically-related spots promoting a show, episode, program, series of programmes, stunt, live events, season's line up or film on TV or VOD. A campaign must be the execution of a Golden Thread across several spots that form a campaign and NOT be a longer spot cut down into spots of various durations.	minimum 3 maximum 5	90 secs each
Promax	Image & Campaigns	4	BEST ENTERTAINMENT CAMPAIGN	Any on-air or on-platform promotional campaign for a single program excluding sport programming. A campaign must be the execution of a Golden Thread across several spots that form a campaign and NOT a longer spot cut down into spots of various durations.	minimum 2 maximum 5	90 secs each
Promax	Genre-Specific	5	BEST NEWS & CURRENT AFFAIRS PROMO	Any on-air or on-platform promo for a news/information channel, news coverage, a news programme or current affairs program or series (excluding Documentary or News Satire)	one	90 secs
Promax	Genre-Specific	6	BEST DOCUMENTARY OR FACTUAL ENTERTAINMENT PROMO	Any on-air or on-platform promo for a documentary or a factual entertainment program relating to factual events or issues not controlled by the commissioning production.	one	90 secs
Promax	Genre-Specific	7	BEST ENTERTAINMENT PROMO UPDATED	Any on-air or on-platform promotional spot promoting any entertainment, comedy, talk show, game show or variety program (excluding reality (competition based), children's, drama, movie, music, arts or sports programs).	one	120 secs
Promax	Genre-Specific	8	BEST REALITY PROMO	Any on-air or on-platform promo for a competition-based non-fiction reality television program or series.	one	90 secs
Promax	Genre-Specific	9	BEST LIFESTYLE PROMO	Any on-air or on-platform promo for a lifestyle program. The program can not be a reality show (competition based) or chat show. Programs may include travel, makeover, how to, renovation, trash-to-cash, shopping or fashion programming.	one	90 secs
Promax	Genre-Specific	10	BEST CHILDREN'S PROMO	Any on-air or on-platform promo for a children's program or channel on television. The program or channel must be targeted to an audience under 16 years of age.	one	90 secs
Promax	Genre-Specific	11	BEST DRAMA PROMO UPDATED	Any on-air or on-platform promo for a drama program including mini series, series or event series. If the Promo is not in English please provide subtitles to avoid being disqualified.	one	90 secs
Promax	Genre-Specific	12	SCREEN AFRICA BEST MOVIE PROMO UPDATED	Any on-air or on-platform promo for a film, series of films or made for TV movie. The promo must be for a movie(s) that is flying on a TV broadcast channel or the provider's VOD service and cannot be for a movie appearing in cinema or on DVD.	one	3 mins
Promax	Genre-Specific	13	BEST SPORTS PROMO UPDATED	Any on-air or on-platform Promo or Title Sequence for a sports program, sporting event, tournament or sporting season on television or VOD service.	one	120 secs
Promax	Genre-Specific	14	BEST SPORTS CAMPAIGN UPDATED	Any on-air or on-platform campaign for a sports program, sporting event, tournament or sporting season on television or VOD service. A campaign must be the execution of a Golden Thread across several spots that form a campaign and NOT a longer spot cut down into spots of various durations.	minimum 3 maximum 5	120 secs each
Promax	Genre-Specific	15	BEST SPECIAL EVENT PROMO	Any on-air or on-platform promo for a special; commemorative; one-off program or live event, for any genre of entertainment. Including, but not limited to, Sports Events.	one	120 secs
Promax	Genre-Specific	16	BEST WEEKLY WONDER	In house tune in Promo using original programme footage <u>only</u> and no additional shot or purchased footage. To promote a single event or episodic programme. Not part of an ongoing campaign or cut down from broader campaign. May contain limited graphics to communicate the call to action. On air for 14 days or less.	one	90 secs
Promax	Themed	17	BEST USE OF HUMOUR IN PROMOTION	Any on-air or on-platform promotional spot that demonstrates an effective use of humour to deliver its message.	one	90 secs
Promax	Themed	18	FOX NETWORKS GROUP MAMA AFRICA AWARD	An award given for a piece of work (Promo, Title Sequence, Print, Website, Idents, Logos, or Branding Design) that exudes 'Africanness'. This piece of work is tailored specifically for an African audience. It strikes a chord of familiarity within the market that no US-centric or Euro-centric work can by celebrating the uniqueness of culture in Africa. Thanks to the generous support of Fox Networks Group the winner will receive 3 Full passes to attend PromaxBDA Africa 2018.	one	3 mins or 2MB pdf
Promax	Themed	19	BEST PROMO NOT USING PROGRAM FOOTAGE	Any on-air or on-platform promotion spot <u>not</u> using any program footage.	one	90 secs
Promax	Themed	20	BEST PROMO ONLY USING PROGRAM FOOTAGE	Any 'cut from show' on-air or on-platform promotion spot <u>only</u> using program footage (may contain packshot and limited full frame in promo graphics). No shot or purchased footage, complex design or compositing allowed.	one	90 secs
Promax	Themed	21	SOMETHING FOR NOTHING UPDATED	Any highly creative on-air or on-platform promo that was produced for under R5,000 not including the individual's time. Entry <u>must</u> include a budget breakdown of all associated costs, including; additional labour & production costs (including shooting, audio, editing and design costs) or the entry <u>will be disqualified</u> .	one	90 secs
Promax	Craft	22	BEST MUSIC COMPOSITION UPDATED	Any on-air promo, or on-platform promo, interstitial, title sequence or channel ID's using music composed specifically for that project. Must be an original composition and may not be a re-score of an existing piece of music.	one	90 secs
Promax	Craft	23	DStv / M-Net BEST EDITING UPDATED	Any on-air promo, or on-platform promo, interstitial or title sequence that demonstrates innovative editing. May include limited graphics but should demonstrate the artistry of the edit.	one	90 secs
Promax	Craft	24	BEST SOUND DESIGN	Any on-air or on-platform promo that demonstrates creative use of music, sound effects, and/or voice.	one	90 secs
Promax	Craft	25	BEST COPY/SCRIPT WRITING	Any on-air or on-platform promotion or print copy that demonstrates excellence in the craft of original writing.	one	90 secs or 2MB (PDF for print)
Promax	Craft	26	BEST DIRECTING	Any on-air or on-platform promo or program title sequence that demonstrates effective directing of custom shot material.	one	3 minutes
Promax	Adsales Marketing Interactive	27	BEST OUTDOOR OR PRINT AD	Any outdoor billboard or poster or print or press advertising, promoting a program, channel, VOD platform or service including Transit, Billboard, Adshel etc.	one	2MB pdf

Promax	Adsales Marketing Interactive	28	BEST USE OF DIGITAL UPDATED	The most creative, innovative and effective use of digital or social media to support a program, channel, platform or VOD service campaign or stunt. Entries to be submitted as a demonstration reel.	one	3mins
Promax	Adsales Marketing Interactive	29	BEST MARKETING VIDEO/SIZZLE REEL/SNEAK PEAKS PRESENTATION	Any non-broadcast long-format video-based promotion for a programme, season, platform, channel or VOD service. This category does not include agency or personal showreels.	one	3 mins
Promax	Adsales Marketing Interactive	30	BEST SPONSOR / BRAND INTEGRATION SPOT(S)	Any single or group of thematically-related on-air or on-platform spot(s) that integrate a sponsor/consumer brand with a network, channel, programme, VOD service or content brand.	minimum 1 maximum 3	90 secs each
Promax	Adsales Marketing Interactive	31	SABC BEST INTEGRATED MARKETING CAMPAIGN	Any integrated marketing campaign for a program, channel or platform that uses at least 3 media. A minimum 3 and a maximum of 6 related examples with a maximum duration of 90 seconds each may be submitted but <u>one must be an on-air or on-platform video spot</u> . Off-air examples must be submitted in JPEG format (under 2MB each).	minimum 3 maximum 6	90 secs each and/or 2MB (pdf)
Promax	Adsales Marketing Interactive	32	BEST PUBLIC SERVICE ANNOUNCEMENT / COMMUNITY SPOT UPDATED	Any on-air or on-platform spot aimed at supporting or exposing a community related matter. Must have been produced or commissioned by a broadcast channel, service and/or VOD service or platform to support the community matter or initiative.	one	90 secs
Promax	Adsales Marketing Interactive	33	BEST USE OF SOCIAL MEDIA UPDATED	Any marketing initiative for a program, channel, VOD service or platform utilising social media. Please indicate the performance, conversion or engagement metrics in the marketing objective.	minimum 2 maximum 5	60 secs and/or PDF (2MB)
Promax	Adsales Marketing Interactive	34	BEST RADIO PROMOTION	Any radio ad or radio initiative designed to promote a TV program, channel or platform or VOD service. (MP3 audio must be embedded in a video, and submitted as a video upload)	minimum 1 maximum 3	90 secs each maximum 3 mins
Promax	Adsales Marketing Interactive	35	BEST DIRECT RESPONSE PROMO UPDATED	Any single video-based promotion for a TV program, channel or platform or VOD service or sponsor that effectively solicits a direct response (not programme tune-in) through creative excellence and messaging.	one	90 secs
Promax	Adsales Marketing Interactive	36	BEST PROMOTION FOR AN ONLINE OR VOD SERVICE	Any single video-based promotion/call to action for a channel's online or VOD service.	one	90 secs
BDA	Broadcast Design	37	BEST BRANDING DESIGN	Best overall on-air or on-platform branding design for a TV show, channel, platform or VOD service. Submissions should illustrate a total on-air or on-platform package look and feel (eg. Graphics, Bumpers, Packshots, Idents, Billboards etc).	minimum 3 maximum 5	90 secs each maximum 3 mins
BDA	Broadcast Design	38	BEST IDENT DESIGN	Any ident or idents which brand a platform, channel or its programs on television or VOD Service.	minimum 1 maximum 3	60 secs each maximum 3 mins
BDA	Broadcast Design	39	BEST PROGRAM TITLE SEQUENCE	Best title or opening sequence for a program.	one	120 secs
BDA	Broadcast Design	40	BEST ORIGINAL LOGO DESIGN	Any original logo design for a promo, channel, program, stunt or VOD service. Supply either a PDF of the logo or logo animation in video format. No audio necessary.	one	30 secs video or 2MB pdf
BDA	Broadcast Design	41	BEST USE OF DESIGN UPDATED	Any single video-based promotion that demonstrates excellence in the craft of design (can be a montage and can include minimal programme clips and/or origination)	one	120 secs
BDA	Broadcast Design	42	BEST CG ANIMATION UPDATED	Best computer generated animation design (2D or 3D) in a broadcast promotion, Ident, program title sequence, channel, VOD service or platform.	one	90 secs
BDA	Broadcast Design	43	BEST VISUAL FX & COMPOSITING UPDATED	Any example of an on-air or on-platform promo, ident or program title sequence that fuses live action with design..	one	90 secs
BDA	Broadcast Design	44	BEST DESIGN WITHOUT FOOTAGE UPDATED	Any on-air or on-platform promotional spot created not using any program footage, custom shot footage or purchased footage.	one	90 secs
BDA	Category Leader	45	MOST OUTSTANDING DESIGN IN PROMOTION UPDATED	Graphic design excellence in any on-air or on-platform promotion. This Category is only open to promos and program title sequences made entirely on the African Continent. (Can be a montage)	one	120 secs
Promax	Specialty	46	THE FUTURE AWARD PROUDLY SPONSORED BY T+W	This award is designed to recognise outstanding creative work by a <u>student</u> . Entrants must be students of a tertiary institution within Africa. Entries open to design, print, digital, animation, film, video and motion graphics and can include Music Videos, Short films. Assignments set by an educational institution are eligible. Entries can be edited down and must not exceed 2 minutes. Entry is free! Thanks to the generous support of T+W the lucky winner will attend the PromaxBDA Africa 2017 Conference and be presented with a Gold Muse at the Award Show. They will also receive a 1-month paid internship with T+W	one	2 mins
Promax	Specialty	47	DStv / M-Net PROMO ROCKET AWARD 2017	Designed to recognise the outstanding work of a promo producer with less than 2 years of professional experience. This individual may be employed by a company or be a freelancer. Enter yourself, or if there is someone that you know who deserves this award, nominate him or her. Thanks to the generous support of DStv/M-Net the winner will receive a Gold Muse and a return flight, 4 nights accommodation and conference pass to the 2018 USA PromaxBDA Conference.	one CV and maximum 4	3 mins
Promax	Category Leader	48	VIDEO ENTERTAINMENT BRAND OF THE YEAR	The most effective and creative brand or re-brand of the year for a channel, platform or VOD service. Can include Idents, OSP, promotion elements, style guides, branding and premiums. Entries to be submitted as a demonstration reel and/or a complementary PDF compilation of no longer than 3 pages.	minimum 3 maximum 6	3 mins and/or 2MB (pdf)