



**Closing Date: Final Extension 11 March**  
**Material to arrive in Singapore office by 15 March**

PROMAX categories

**1. BEST IN HOUSE STATION IMAGE PROMO**

Any on-air promo to promote the brand image of a network, channel station or content platform. Produced in house. Does not include identification (IDs).

*Single entry. Maximum duration 90".*

**2. BEST OUT-OF-HOUSE STATION IMAGE PROMO**

Any on-air promo to promote the brand image of a network, channel station or content platform. Produced out-of-house. Does not include identification (IDs).

*Single entry. Maximum duration 90".*

**3. BEST ARABIC PROGRAMME PROMO**

Any on-air promo for any Arabic TV programme except drama and news. Produced from Arabic footage.

*Single entry. Maximum duration 60".*

**4. BEST ENGLISH DRAMA PROMO**

Any on-air promo for a drama, soap or series in English.

*Single entry. Maximum duration 60".*

**5. BEST ARABIC DRAMA PROMO**

Any on-air promo for a drama, soap or series in Arabic.

*Single entry. Maximum duration 60".*

**6. BEST MOVIE PROMO**

Any on-air promo for a film (NOT in current theatrical release) shown on television and made-for-TV movies.

*Single entry. Maximum duration 60".*

**7. BEST SPORTS PROMO**

Any on-air promo for a sports programme, series, or sports news program.

*Single entry. Maximum duration 60".*

**8. BEST CHILDREN'S PROGRAMME PROMO**

Any on-air promo for a children's programme or series.

*Single entry. Maximum duration 60".*

**9. SOMETHING FOR NOTHING**

A simple but effective on-air promotion clearly executed on a small budget (less than the cost of 100 McDonald Big Mac burgers in your home currency). Entries must include a breakdown of all costs and time (including in-house resources).

*Single entry. Maximum duration 60".*



#### **10. BEST NEWS OR FACTUAL PROGRAMME PROMO**

Any on-air promo for news, current affairs, documentary programme or series.  
*Single entry. Maximum duration 60".*

#### **11. BEST USE OF ORIGINAL MUSIC COMPOSITION IN A PROMO**

Any on-air promo produced for a programme, channel, platform or service, which demonstrates the use of an original music composition.  
*Single entry. Maximum duration 90".*

#### **12. BEST SOUND DESIGN**

Any on-air promo making creative & effective use of sound using non-compositional element (music library, sound effect or voice talent) to achieve a desired effect.  
*Single entry. Maximum duration 90".*

#### **13. BEST EDITING**

Any on-air promo that demonstrates creative, inventive and effective editing.  
*Single entry. Maximum duration 90".*

#### **14. BEST COPY/SCRIPT WRITING**

Any on-air promo that demonstrates creative and inventive writing.  
*Single entry. Maximum duration 60".*

#### **15. BEST PROMO NOT USING PROGRAMME FOOTAGE**

Any on-air promo not using original programme footage. Entries will be disqualified if found to contain any programme footage.  
*Single entry. Maximum duration 60".*

#### **16. BEST PUBLIC SERVICE ANNOUNCEMENT**

Any promo designed to promote awareness of public service issues, social action or community service announcements made for television broadcast.  
*Single entry. Maximum duration 60".*

#### **17. THE HABIBI AWARD NEW**

An award given for a piece of work that exudes 'Arabianess'. This piece of work, would be out of place or misunderstood within any other market. At the same time it strikes a chord of familiarity within the Arabian market that no US-centric or Euro-centric work can by celebrating the uniqueness of culture in Arabia.  
*Single spot. Maximum duration 90".*

#### **18. BEST HOLIDAY/SEASONAL/SPECIAL EVENT PROMO**

Any on-air promo for holiday/seasonal/special event programme, series, movie, news or current affairs programme. *Single entry. Maximum duration 60".*



### **19. BEST ENTERTAINMENT/MUSIC/VARIETY/COMEDY PROMO**

Any promo for an entertainment, music or variety programme episode or series (e.g. music programme, family entertainment, quiz shows, talent shows, variety, lifestyle, etc.) *Single entry. Maximum duration 90"*.

### **20. BEST PROMO NEVER MADE IT ON-AIR NEW**

Any promotional material including virals, on-air and off-air, which was produced but never aired. Please indicate in the marketing objective the reasons why it was not used. *Single spot. Maximum duration 90"*.

### **21. BEST PROMOTIONAL CAMPAIGN**

A series of thematically related spots to promote any programme, series of programs, holiday, PSA initiative, or channel related special events.  
*Campaign entry. 2-5 related examples. Maximum duration 60" each.*

BDA categories

### **22. BEST PROGRAMME PACKAGING**

Best overall on-air branding design for a programme. i.e. Stings, Bumpers, IDs, Lower-Third, Bug to illustrate total on-air package look and feel for the programme.  
*Campaign entry. 3-5 related elements. Maximum duration 60" each.*

### **23. BEST ON-AIR CHANNEL BRANDING**

Best overall on-air branding for a channel, platform or service.  
*Campaign entry. 2-3 related examples. Maximum total duration 60" each.*

### **24. BEST ON-AIR CHANNEL IDENT**

Any graphic presentation, which brands a channel or its programmes on television.  
*Campaign entry. 2-3 related examples. Maximum total duration 30" each.*

### **25. BEST PROGRAMME TITLE SEQUENCE**

Best title or opening sequence for a programme.  
*Single entry. Maximum duration 90"*

### **26. BEST ORIGINAL LOGO DESIGN**

Show the use of the logo in programme intros, title sequences and/or bumpers.  
*Single entry. Maximum duration 60"*.

### **27. BEST ANIMATION**

Visual excellence in any promo using animation (cell, claymation, 2D, 3D, etc).  
*Single entry. Maximum duration 90"*.

### **28. BEST SET DESIGN**

Design of sets for news, public affairs, variety, sports, children's programmes, etc.  
*Single entry. Recorded off-air. Maximum 60" sequence, which may be edited.*



### **29. BEST DESIGN IN PROMOTION**

Graphic design excellence in any on-air promotion.

*Single entry. Maximum duration 60"*

### **30. BEST USE OF ARABIC TYPOGRAPHY**

Any on-air use of Arabic typography that displays originality and effectiveness.

*Single entry. Maximum duration 60"*

### **31. BEST USE OF ENGLISH TYPOGRAPHY**

Any on-air use of English typography that displays originality and effectiveness.

*Single entry. Maximum duration 60"*

OTHER categories

### **32. ROCKET AWARD**

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. The winner will receive a Gold Muse and a free conference pass to the 2011 Arabia Promax/BDA Conference.

A CV and up to 3 examples in promotion should be submitted. Total maximum duration: 3 minutes

*In the event that any individual category attracts fewer than 10 entries the organiser reserves the right to withdraw that category. In this event the participating companies will receive a credit towards future entry fees. No cash refund will be given.*

# Frequently Asked Questions

<b><u>ELIGIBILITY REQUIREMENT</u></b>	<b>2</b>
<b><u>JUDGING</u></b>	<b>2</b>
<b>MARKETING OBJECTIVE/CREATIVE STRATEGY</b>	<b>3</b>
<b><u>VIDEO ENTRY REQUIREMENT</u></b>	<b>3</b>
<b>SLATES</b>	<b>4</b>
<b><u>PRINT ENTRY REQUIREMENT</u></b>	<b>4</b>
<b><u>SHIPPING</u></b>	<b>5</b>
<b><u>PAYMENTS</u></b>	<b>5</b>
<b>BANK TRANSFER INFO</b>	<b>6</b>
<b><u>CONTACT US</u></b>	<b>6</b>

## Eligibility Requirement

To qualify for the 2009 Awards, entries must meet at least one of the following criteria:

- Produced in the Arabia Market,
- specially created for the Arabia Market\*, or
- commissioned by an Arabia based company.

All entries must have gone on air during the eligibility period of 1 Jan 2009 to 31 Dec 2009.

\*For the avoidance of doubt, work previously broadcast in another territory and predominately just re-versioned for the Arabia market is NOT eligible.

Awards entries will be open to satellite, cable, broadcast television, radio stations, advertising agencies, associated new media, their agencies and production houses.

Note: All relevant permissions and copyrights are assumed to be cleared by the entrant. All entrants agree that award entries may be used at the discretion of Promax/BDA for educational and/or promotional purposes without further reference to the submitting company. Full credit will be given.

In the event that the award ceremony cannot be held on the scheduled date due to reasons beyond the organiser's control, the event will be postponed to a later date. As the postponement is due to reasons beyond the organiser's control, no refund of entry fees will be given. In the event that no award ceremony takes place, the award will be dispatched to winners by post.

## Judging

Judging of all materials submitted is conducted by promotion, marketing and design professionals from our industry.

Judges retain the right to disqualify entries at their discretion. This includes entries that do not have a completed Marketing Objective/Creative Strategy, are not entered in the correct categories, or that do not confirm to the technical specifications.

**The judges consider three criteria:**

- 1. Overall Creativity**
- 2. Production Quality**
- 3. Achievement of Stated or Implied Objectives**

The three criteria are considered to be equally important, so each section accounts for **a third of the total score**. Differences such as company size, budget, market share, etc. are taken into account.

If you do not include your Marketing Objective/Creative Strategy, your entry will be disqualified. A Marketing Objective/Creative Strategy is a statement of your goals, mission or challenge, results expected and achieved, or the creative brief; **it is not a description of the piece**.

Based on the final score, awards may or may not be awarded in some categories. This is at the discretion of the awards committee.

**We want you to have the best possible chance of winning, so please read the category descriptions and entry requirements carefully. Your online entry information must be complete.**

Judges will abstain from voting on any work for which they or their companies have been involved.

## Marketing Objective/Creative Strategy

### **IMPORTANT:**

All entries submitted to the Promotion/Marketing Categories **MUST** accompanied by a "Marketing Objective" and all entries submitted to the Art Direction & Design Categories must be accompanied by a "Creative Strategy."

One Third of the total score is dependent upon this section. When completing the Online Entry, in 1000 characters or less (characters, not words,) please indicate:

- The purpose of the project
- The creative brief
- It's intended audience and result.

A Marketing Objective/Creative Strategy is NOT a description of the piece. It is your opportunity to give the judges an indication of the marketing challenge that this particular piece presented (goal, budget, time constraints, etc.) what was the objective, was it successful, etc.

### **Translations**

Due to the international composition of our judging panels, we must request that all non-English language entries provide English translation for judging purposes.

## Video Entry Requirement

- Do not build your CD/DVD until after you have entered all of your entry's information online.
- Please prepare your CD/DVD carefully by following the steps below:
- You must complete all your entry's information online first.
- Rename your video file 's name to "Entry #" provided by our system accordingly.
- Save your video entry on CD/DVD.
- You cannot modify any information once payment has been processed.
  
- All entries for video and scenic categories must be submitted in the following format:

### **PAL/NSTC**

Format: Quicktime (.mov), data format

Frame Size: 720 x 576

Frame Rate: 25 fps

Codec: Animation

### **Audio Specs**

Mixed (Quicktime)

Sample Rate: 48 kHz

Bit Depth: 16; Stereo

Compressor: Uncompressed (PCM)

Data Rate: Minimum of 3 MB per second Two Channel Audio

- Each of your entry should be an individual MOV file by itself.

Example:

Entry#01.MOV

Entry#02.MOV

Entry#03.MOV

- Submit your entry files in CD-ROM or DVD Only
- All your video entries may be submitted on a single CD/DVD if space allows

### **Translations**

Due to the international composition of our judging panels, we must request that all non-English language on-air entries provide English subtitles for judging purposes.

### **Slates**

All entries must be slated. Slate information must include:

**Entry #** (Provided by the entry system)

**Entry Name/Title** (as entered in the system)

**Submitting Company** (as entered in the system)

#### **For Single Spot Entry**

5 seconds slate

Entry

#### **For Campaign Entry**

5 seconds slate

Entry #1

2 seconds black

Entry #2

2 seconds black

Entry #3

### **Print Entry Requirement**

**Please note that you are not required to submit any physical print or artwork.**

**Judging of all print entries are done online.**

It is important that you rename your file name to the Entry # that is provided by the entry system for tracking purpose.

All entry must be converted into Quicktime format and should be displayed for at least 10 seconds. We encourage the use of existing audio in your entry submission. Entrant must obtain rights.

### Translations

Due to the international composition of our judging panels, we must request that all non-English language on-air entries provide English subtitles for judging purposes.

## Shipping

Please pack all your items carefully since they run a higher risk of being damaged in transit.

**Please number shipments of multiple boxes (1 of 4, 2 of 4, etc.) on the outside of each box of the shipment.**

PLEASE SEND YOUR ENTRIES TO:

**Promax Arabia Awards 2010**  
**Promax Asia Pte Ltd**  
**3C Tank Road**  
**Singapore 283060**  
**ATTN: Andy Chua**  
**Tel. +65.6736.1435**

Note: All submissions immediately become the property of PromaxBDA to be used at their discretion. All relevant permissions and copyrights are assumed to be cleared by the entrant.

## Payments

<b>2010 Awards Price</b>	<b>Member</b>	<b>Non Member</b>
Single Entry Fee	€95.00	€115.00
Campaign Entry Fee	€115.00	€135.00
Late Fee	€150.00	€150.00

- All payments must be made in EURO.
- Payment methods that can be made are by credit card and wire transfer.
- Wire transfers must be received by the commencement of the judging process to be considered.

**All entries must be paid in full prior to the judging period in order to qualify for judging. If payment is not received, the entry will automatically be disqualified and no refund will be provided.**

If you are sending multiple entries all entries may be paid with a single wire transfer, or a single credit card charge.

## Bank Transfer Info

BANK CHARGES SHOULD NOT BE DEDUCTED FROM THE AMOUNT REMITTED.

Please kindly add 20 EURO (bank service fee) to your total bill when processing payment via bank transfer.

EURO Account No.: 357-900-088-9

Account: PROMAX EUROPE ARABIA PTE LTD

Bank: United Overseas Bank Limited

Swift Code: UOVBSGSG

Bank Branch: Tanglin Branch

Bank Address: 19 Tanglin Road, #01-19, Tanglin Shopping Centre, Singapore 247909

## Contact Us

Do you have any awards questions?

**Please contact us at:**

**Tel. +65.6736.1435**

**E-mail: [andy@promaxasia.tv](mailto:andy@promaxasia.tv)**