

2020 PROMAX US HISPANIC AWARDS

UNITED STATES HISPANIC MARKETING AWARDS

The Promax Awards is the only awards competition of its kind in the United States Hispanic market. It honors the finest work in television promotion, marketing and design. The competition is an essential opportunity to get the recognition you and your work deserve. Promax is the premier global association of marketers, promoters and designers. We represent virtually every significant broadcaster in the world and hosts awards competitions that collectively draw more than 17,000 annual entries. The globally recognized awards statues stand as pinnacles of achievement within the industry.

PLEASE NOTE: ONLY WORK CREATED FOR LATINO AMERICAN AUDIENCES AND AIRING IN THE UNITED STATES WILL QUALIFY (REGARDLESS OF THE COUNTRY IT WAS PRODUCED IN).

TRANSLATION REQUIREMENTS: DUE TO THE INTERNATIONAL COMPOSITION OF OUR JUDGING PANELS, WE MUST REQUEST THAT ALL NON-ENGLISH LANGUAGE ENTRIES PROVIDE ENGLISH TRANSLATIONS/SUBTITLES FOR JUDGING PURPOSES. THIS INCLUDES ALL VIDEOS AND PRINTED MATERIALS.

WHO Can Enter? Anyone can enter this competition as long as the promotion was aired in the United States and targeted towards a United States Hispanic market. This is not a language-based competition, if work is submitted in English, entrant must specify within the marketing objective why the work was created in English.

WHAT Can Be Entered? Please refer to the technical specifications within this document and at promax.org

ELIGIBILITY PERIOD

Work being submitted was for air, broadcast, publishing or release during the following dates:

Eligibility period is from July 1, 2019 - July 31, 2020

IMPORTANT FOR YOU TO KNOW:

In the event that any individual category attracts fewer than 5 entries, the organizer reserves the right to withdraw that category from the competition. In this event, the participating companies will receive a credit towards future entry fees. No cash refund will be given.

The award statues to be given for the 2020 award season will be gold and silver only. If - in any category - entries do not meet the standard deemed award worthy by the jury, it is possible that there will be no awards given in that category. Equally, if in any category an entry meets the silver standard but not the gold standard, it is possible that there will only be a silver award given in a category.

Promax will not be responsible for the holding of any materials submitted after the awards period has ended. Such materials will not be returned. All submissions become the property of Promax to be used at their discretion.

ALL relevant permissions and copyrights are assumed to be cleared by the entrant.

The organizers reserve the right to add, subtract, amend or otherwise revise any category during the course of the competition. Notice and updates of revisions will be posted on our website.

MARKETING CREATIVITY

TELEVISION/VIDEO PRESENTATION CATEGORIES This group of categories is broadly open to any video-based marketing or promotional material created or commissioned by a broadcast or cable network, brand, station, content provider, cable or satellite provider, syndicator, studio, production company, individual or entity.

NETWORK, BRAND, STATION, PLATFORM BRANDING/IMAGE PROMOTION

TV 01	BRAND IMAGE PROMO	Any single video-based spot created to promote the brand image of a network, brand, station or content platform, cable or satellite provider.	<i>One item per entry. Individual entry must be ninety (:90) seconds or less.</i>
TV 02	BRAND IMAGE PROMO CAMPAIGN	Any series of related video-based spots created to promote the brand image of a network, brand, station or content platform, cable or satellite provider.	<i>Minimum two, maximum five, related but different items per entry to be judged as a unified whole. Each video must be ninety (:90) seconds or less.</i>

CONTENT PROMOTION

TV 03	HOLIDAY/SEASONAL/ SPECIAL EVENT PROMOTION	Any single video-based spot created to promote a holiday, seasonal, special event program, series, movie, telethon, anniversary, variety special, etc.	<i>One item per entry. Individual entry must be ninety (:90) seconds or less.</i>
TV 04	PROMO NOT USING PROGRAMMING FOOTAGE	Any single video-based spot using material exclusively and specifically produced to promote a television episode or series without using program footage. Your entry will be disqualified if it contains any program footage, aside from title/graphic elements.	<i>One item per entry. Individual entry must be ninety (:90) seconds or less.</i>
TV 05	DRAMA PROMOTION	Any single or multiple related spots created to promote a drama program episode, action/adventure program episode or series.	<i>Minimum one, maximum three, related but different items per entry to be judged as a unified whole. Each video must be ninety (:90) seconds or less.</i>
TV 06	SPORT PROMOTION	Any single or multiple related spots created to promote a sports event or sport related series.	<i>Minimum one, maximum three, related but different items per entry to be judged as a unified whole. Each video must be ninety (:90) seconds or less.</i>

TV 07	TELENOVELA PROMOTION	Any single or multiple related spots created to promote a telenovela episode or series.	<i>Minimum one, maximum three, related but different items per entry to be judged as a unified whole. Each video must be ninety (:90) seconds or less.</i>
TV 08	FUNNIEST PROMO	It's as subjective as it sounds, but every year there is that gut buster that just needs to be recognized. Any on-air promotion that's funny. That's the criteria!	<i>One item per entry. Individual entry must be ninety (:90) seconds or less.</i>

ART DIRECTION & DESIGN

TELEVISION/VIDEO PRESENTATION CATEGORIES This group of categories is broadly open to any video-based marketing or promotional material created or commissioned by a broadcast or cable network, brand, station, content provider, cable or satellite provider, syndicator, studio, production company, individual or entity.

AD 01	IMAGE PROMO	Any single video-based material designed to promote a brand, program and/or show.	<i>One item per entry. Each individual video must be ninety (:90) seconds or less.</i>
AD 02	IMAGE PROMO CAMPAIGN	Any series of video-based material designed to promote a brand, program and/or show.	<i>Minimum two, maximum five, related but different items per entry to be judged as a unified whole. Each video must be ninety (:90) seconds or less.</i>

DIGITAL & SOCIAL

TELEVISION/VIDEO PRESENTATION This field of categories is broadly open to any video-based marketing or promotional material created or commissioned by a broadcast or cable network, brand, station, online content brand, cable or satellite provider, syndicator, studio, production company, individual, or entity.

DS 01	MICRO VIDEO CONTENT	Short-form content that makes a big impact. This category is specifically for effective micro video content used across social media platforms created from an existing program (comedy, drama, etc.). These posts are intended for social, mobile, apps, etc.	<i>One item per entry. Each individual video needs to be fifteen seconds (:15) or less.</i>
DS 02	MOBILE APPLICATION DESIGN	A graphic material designed specifically for mobile devices, including smartphones, tablets, etc.	<i>One item per entry. Must submit as archived interactive material via video upload. Each individual video needs to be three minutes (3:00) or less.</i>
DS 03	ONLINE ADVERTISING	An online advertising material designed to promote a brand/network or programming. May include pop-ups, flash movies, splash pages, microsites, etc.	<i>One item per entry. Submit live URL with any username and password needed, or submit archived interactive material via video upload.</i>
DS 04	TALENT INTEGRATION USING SOCIAL MEDIA	Integration of a celebrity/talent as part of a social media campaign that supports the promotion and marketing of any program or series of programs in any category (drama, comedy, holiday, PSA, etc.).	<i>Submit live URL. All media may be submitted to demonstrate success. Up to five submissions per entry. (A write-up of action and results may be submitted by PDF.)</i>
DS 05	USE OF PAID SOCIAL MEDIA	An innovative and effective use of paid social media or owned brands that effectively supports the promotion and marketing of any program or series of programs in any category (drama, comedy, holiday, PSA, etc.).	<i>Submit live URL. All media may be submitted to demonstrate success. Up to five submissions per entry. (A write-up of action and results may be submitted by PDF.)</i>

DS 06	DIGITAL PROMO	A single piece of viral/web or mobile content used to promote a program or a network, brand, station, or system via the Internet. Work will be judged on creativity and quality of design.	<i>One item per entry. Must submit as archived interactive material via video upload. Each individual video needs to be three minutes (3:00) or less.</i>
DS 07	SOCIAL MEDIA CONTENT SERIES	Video series produced specifically for/released exclusively on a social media platform such as Snapchat, Facebook, Twitter, Instagram, etc. Can include preproduced and/or live video content.	<i>One item per entry. Must submit as archived interactive material or reel via video upload. Each individual video needs to be three minutes (3:00) or less.</i>
DS 08	ORGANIC USE OF SOCIAL MEDIA	An innovative and effective use of organic social media or owned brands that effectively supports the promotion and marketing of any program or series of programs in any category (drama, comedy, holiday, PSA, etc.)	<i>Submit Live URL. All media may be submitted to demonstrate success. Up to five submissions per entry. (A write-up of action and results may be submitted by PDF.)</i>

PRINT

This group of categories is broadly open to any print-based marketing or promotional material created or commissioned by a broadcast or cable network, brand, station, content brand, cable or satellite provider, syndicator, studio, production company, individual, or entity. Please check categories for specific entry guidelines and the promax.org website for all technical and print specification details.

P 01	COPYWRITING FOR PRINT	A single piece of printed material including but not limited to consumer advertisements, billboards, posters, or direct mail that demonstrates creative and effective copywriting. Digital and online pieces accepted.	<i>One item per entry. Each piece must be uploaded as a .pdf.</i>
P 02	KEY ART/POSTER	A single key art/poster designed to promote a broadcast or cable network, brand, station, content brand, cable or satellite provider, syndicator, studio, production company, individual, or entity.	<i>One item per entry. SINGLE IMAGE ONLY. Each piece must be uploaded as a .pdf.</i>
P 03	KEY ART/POSTER: CAMPAIGN	A group of key art/posters designed to promote a broadcast or cable network, brand, station, content brand, cable or satellite provider, syndicator, studio, production company, individual, or entity.	<i>Minimum three, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. For all print material, each piece must be uploaded as a .pdf.</i>
P 04	CONSUMER OR TRADE PRINT AD: PROGRAM	A single printed piece of advertising or group of printed pieces of advertising designed to promote a specific show, program, series, or content brand published in a consumer or trade publication. State print run number within the Marketing Objective field of the online entry form.	<i>One item per entry. Each piece must be uploaded as a .pdf.</i>
P 05	CONSUMER OR TRADE AD CAMPAIGN: PROGRAM	A group of printed pieces of advertising designed to promote a specific show or program in a consumer or trade publication. State print run number within the Marketing Objective field of the online entry form.	<i>Minimum three, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. For all print material, each piece must be uploaded as a .pdf.</i>

P 06	LOGO DESIGN	A single logo designed to promote a brand/network or program in print (includes station, corporate, show, etc.).	<i>One item per entry. Each piece must be uploaded as a .pdf.</i>
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Awards Questions?

Please contact the Promax Awards Department:

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