

  
THE GLOBAL ENTERTAINMENT  
MARKETING ACADEMY OF  
ARTS & SCIENCES

GEMA  
AWARDS

ELIGIBILITY PERIOD 1 SEP 2023 - 31 AUG 2024

2024  
TELEVISION/  
STREAMING  
UK ENTRY *kit*



# THESE ARE THE OFFICIAL RULES AND CATEGORIES FOR THE GLOBAL ENTERTAINMENT MARKETING ACADEMY AWARDS TELEVISION/ STREAMING - UK

---

These prestigious awards stand as the ultimate accolade for excellence in entertainment marketing, promotion, and design within the region. As the sole competition of its kind in the UK, it offers an invaluable opportunity for marketing teams and agencies to gain global recognition for their outstanding work.



# 2024 UK Awards Year *Calendar*

<b>1 SEPTEMBER 2023 - 31 AUGUST 2024</b>	ELIGIBILITY PERIOD
<b>2 AUGUST 2024</b>	COMPETITION OPEN, CATEGORIES RELEASED
<b>29 AUGUST 2024, 11:59 P.M. PT</b>	EARLY BIRD PRICE DEADLINE
<b>19 SEPTEMBER 2024, 11:59 P.M. PT</b>	FINAL DEADLINE
<b>OCTOBER 2024</b>	NOMINEES ANNOUNCEMENT
<b>NOVEMBER 2024</b>	AWARDS CEREMONY

*\*Dates are subject to change*



# Table of Contents

2	INTRODUCTION
3	UK AWARDS YEAR CALENDAR
4	TABLE OF CONTENTS
7	GENERAL ELIGIBILITY GUIDELINES
8	CATEGORY GUIDELINES
9	ENTRY GUIDELINES
13	JUDGING GUIDELINES, CRITERIA & PROCESS
15	WINNERS
16	COMPLIMENTARY STATUES & DUPLICATE STATUES
17	ENTRY CREDITS
18	MEDIA REQUIREMENTS
19	CATEGORIES
20	VIDEO SPOTS
01	BEST BRAND SPOT
02	BEST COMEDY
03	BEST DRAMA
04	BEST ENTERTAINMENT - ORIGINATED
05	BEST ENTERTAINMENT - CLIP-BASED
06	BEST FACTUAL, DOCUMENTARY OR CURRENT AFFAIRS - ORIGINATED
07	BEST FACTUAL, DOCUMENTARY OR CURRENT AFFAIRS - CLIP-BASED
08	BEST FILM
09	BEST KIDS
10	BEST LIFESTYLE & LEISURE
11	BEST REACTIVE WORK
12	BEST REALITY
13	BEST SEASON OR STUNT
14	BEST SPORTS - ORIGINATED
15	BEST SPORTS - CLIP-BASED
16	SOMETHING FOR NOTHING
17	BEST UK PRODUCTION FOR NON-UK BROADCAST



# Table of Contents

---

## 22 PROMO CRAFT

- 18 BEST USE OF EDITING
  - 19 BEST USE OF COPYWRITING
  - 20 BEST USE OF DIRECTION
  - 21 BEST USE OF HUMOUR
  - 22 BEST USE OF MUSIC
  - 23 BEST USE OF SCRIPT WRITING
  - 24 BEST USE OF SOUND DESIGN
  - 25 BEST USE OF VOICE
- 

## 23 DESIGN

- 26 BEST CHANNEL BRANDING PACKAGE
  - 27 BEST IDENTIS
  - 28 BEST USE OF ANIMATION
  - 29 BEST USE OF MOTION GRAPHIC DESIGN
  - 30 BEST USE OF TYPOGRAPHY
- 

## 24 KEY ART

- 31 BEST KEY ART
  - 32 BEST KEY VISUAL
  - 33 BEST PRESS / OUT OF HOME
  - 34 BEST USE OF ILLUSTRATION
- 

## 25 CAMPAIGNS

- 35 BEST INTEGRATED CAMPAIGN
  - 36 BEST ON-AIR CAMPAIGN
- 

## 26 SOCIAL MEDIA

- 37 BEST USE OF SOCIAL MEDIA CAMPAIGN - ORGANIC
  - 38 BEST USE OF SOCIAL MEDIA CAMPAIGN - PAID
- 

## 27 BRANDED PARTNERSHIP

- 39 BEST SPONSORSHIP / BRAND PARTNERSHIP
- 

## 28 EFFECTIVENESS

- 40 BEST MEDIA PLANNING
- 41 BEST PRODUCTION



# Table of Contents

29	<b>NEWCOMER</b>
42	BEST NEWCOMER CREATIVE
43	BEST NEWCOMER DESIGN
44	BEST NEWCOMER MARKETING
45	BEST NEWCOMER PRODUCTION

---

30	<b>SPECIAL AWARDS</b>
46	INCLUSION & CHANGE AWARD
47	CREATIVE BRAND OF THE YEAR
*	CREATIVE TEAM OF THE YEAR



# General Eligibility Guidelines

The 2024 Global Entertainment Marketing Academy Awards Television/Streaming - UK eligibility period is 1 September 2023 to 31 August 2024.

The Global Entertainment Marketing Academy Awards Television/Streaming - UK is open to work that was first made public/launched during the eligibility period.

## **LAUNCH DATE**

The entry form will include a portion dedicated to the entry's launch date. This launch date specifically refers to when the media – contained within the entry – was first made public (via broadcast, publication, or online post). The launch date assures content cannot be reused for more than one annual season of The Global Entertainment Marketing Academy Awards competitions.

## **LOCATION OF CONTENT**

All entries must have been made for, and shown on a UK platform. The exception to this rule is the 'Best UK Production for Non-UK Broadcast' award, which is made by a UK team but shown outside of the UK.

## **AUTHORIZED CONTENT**

ALL relevant permissions and copyrights are assumed to be cleared by the entrant. Award submissions may only be exhibited, distributed, or otherwise used under the license in connection with the Awards program, including promotion of The Global Entertainment Marketing Academy of Arts & Sciences and/or The Global Entertainment Marketing Academy Awards (including, without limitation, via advertising and social media).

## **TRANSLATIONS**

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.

## **TYPE OF CONTENT**

All content submitted into the competition must be promotional content designed to market programmes or brands across television broadcast and streaming. For all other types of marketing - including films, video games, sports, and music - refer to other competitions offered.



# Category Guidelines

The review process occurs from the time entries are first received until our judging period begins. It is the sole responsibility of the entrant to read each category description and corresponding eligibility criteria and determine qualifying categories for their submissions. The Global Entertainment Marketing Academy Awards does not and will not move any entry that may be miscategorized without a written request and consent from the entering company. Once judging has begun, entries cannot be moved between categories, and media cannot be changed. Please be sure to closely review category descriptions before submitting.

## REVIEW PROCESS

During the review process, we verify that all of the necessary information and assets are included and if a video is submitted, we ensure the file is working properly and adheres to our media specifications. Additionally our team will review the submissions to ensure they adhere to the category-specific requirements.

In the event that submitted content is deemed inaccurate, outreach will be initiated to rectify the issue. Upon establishing contact, entrants bear the responsibility of exercising their discretion in deciding whether to adhere to the feedback provided by The Global Entertainment Marketing Academy of Arts & Sciences team. If entrants encounter difficulties in editing the identified inaccuracies, they have the option to reach out to the Awards department for assistance.

## TYPES OF CATEGORIES

The category fields included in this competition are as follows:

- |                     |                |
|---------------------|----------------|
| Branded Partnership | Newcomer       |
| Campaigns           | Promo Craft    |
| Design              | Social Media   |
| Effectiveness       | Special Awards |
| Key Art             | Video Spots    |

## MULTIPLE CATEGORIES & COPIED ENTRIES

Entries can be submitted into multiple categories as long as they abide by each category's set requirements. The entrant maintains responsibility when using the entry system's "copy" function to duplicate entries within numerous categories.





# Entry Guidelines

## WE RESERVE THESE RIGHTS REGARDING ENTRIES:

- To disqualify participants in current or future Global Entertainment Marketing Academy Awards competitions if previous invoices are not paid in full.
- To disqualify the affected entry without liability if entry information is incorrect or incomplete, at any stage of a competition.
- To disqualify any entry, and to revoke any nomination and/or Global Entertainment Marketing Academy Awards bestowed, if the organizers discover that the corresponding entry was submitted in violation of The Global Entertainment Marketing Academy of Arts & Sciences rules and guidelines (e.g. launch date outside of eligibility period).
- To withdraw any category if the organizers determine that there is an insufficient number of entries in that category to make it competitive.

## IMPORTANT THINGS YOU SHOULD KNOW:

- Entrant should review the category list prior to finalizing submissions in the online process. Each category will have its own set of requirements that must be met for qualification. Non-adherence to these requirements can result in entry disqualification.
- Participation in the competition does not guarantee a nomination or award.
- All entry details are the sole responsibility of the entrant. Unique entry information is only altered at the expressed consent of the entry account holder.
- Entrant profile information should be updated to reflect accurate details.
- Entries without an invoice generated for them will not proceed to the judging portion of the competition.
- Entry submissions cannot be replaced, for any reason, once judging has begun.



# Entry Guidelines CONTINUED

## **AWARDS DASHBOARD, WHO MAY ENTER AND WHEN:**

Entries are submitted for consideration through The Global Entertainment Marketing Academy Awards Dashboard. Online User IDs and passwords are self-created and will allow access to the Awards Dashboard.

Entrants may represent the client, vendor or their agent; there is no stipulation in any category regarding the entrant so long as the work has been aired, broadcast, published or released within the eligibility period.

## **HOW TO SUBMIT/ENTRY INFORMATION**

**COMPETITION:** Select the competition you would like to enter from the drop-down menu in The Global Entertainment Marketing Academy Awards Dashboard.

**CATEGORY:** Select the category you would like to enter from the drop-down.

**ENTRY TITLE:** The entry title is a short name for your entry. Keep it concise, memorable, and descriptive. We suggest you not include the company/client/agency name or medium type as these will be on your entry in other areas and don't need to be duplicated. (Please note that your Entry Title will be on the plaques of the statue should the entry be awarded.)

**Correct:** Sounds Good Identity

**Incorrect:** Sounds\_Good\_Identity

**CREDITED COMPANY:** The company submitting the entry. Please note the Credited Company will be on the plaques of the statue, should the entry be awarded.

**MARKETING OBJECTIVE:** In 500 characters or less indicate the purpose of the project, the creative brief, and its intended audience and result. A Marketing Objective 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.

**FIRST LAUNCH DATE:** Here you will select the month and year the work was first made public/launched. This date will determine an entry's eligibility.



# Entry Guidelines CONTINUED

**SUBMISSION:** Upload the required media for your entry (videos can be uploaded as .mov or .mp4; still images can be uploaded as .pdf).

**AWARD THUMBNAIL:** This image will be used for the awards book in the event the entry wins in the category. The format should be 16:9 (1920 x 1080) .jpg file.

**INDIVIDUAL CREDITS:** Individuals that worked on the piece. (These credits will be published on The Global Entertainment Marketing Academy of Arts & Sciences website, should the entry be awarded. Furthermore, any credited member of your winning team is eligible to order a duplicate award). The maximum number of individual credits per entry is 40.

Important: Verify the accuracy of your entries before submitting payment. Once payment has been processed you will not be able to modify any information except credits and launch date. Both videos and image files may be replaced until the final entry registration date.

## ENTRY FEES

The per-entry fee structure encourages entrants to consider the value of each entry and make mindful decisions to put forward work that they truly believe is award worthy.

## Per-Entry Fee Schedule

STATUS	EARLY BIRD SPECIAL PRICING 1 AUG - 29 AUG	REGULAR PRICING 30 AUG - 19 SEP 2024
FEE	SINGLE ENTRY: <b>£275 + VAT</b>	SINGLE ENTRY: <b>£350 + VAT</b>
	CAMPAIGN ENTRY: <b>£325 + VAT</b>	CAMPAIGN ENTRY: <b>£400 + VAT</b>

**\* G.E.M.A. Members receive £50 off each entry, become a member TODAY!**

### INCLUSION AND CHANGE AWARD FEES:

The first entry is free for all Broadcast Sponsors.

### BEST NEWCOMER FEES:

£50 + VAT per entry (no Early Bird option for this award).

The first entry to all 4 Best Newcomer categories (Creative, Design, Marketing and Production role) is free for all Broadcast Sponsors.



# Entry Guidelines CONTINUED

## **DUPLICATE ENTRIES**

If duplicate entries from different companies are submitted in the same category, only the entry from the in-house company will be considered valid. The duplicate entry will not be counted, and no credit and no refund will be issued. It is the responsibility of both parties to coordinate and decide which unique properties each will enter.

## **NON-COMPETITIVE CATEGORIES**

The Global Entertainment Marketing Academy of Arts & Sciences reserves the right to withdraw any category if determined that there is an insufficient number of entries in that category to make it competitive. In the event of withdrawal from a non-competitive category for which payment has been made in full, participants will receive a credit applicable to the following year's competition. Please note that no refunds will be provided.

## **WITHDRAWN ENTRIES**

Withdrawn entries refer to submissions that have been voluntarily removed from the competition upon the request of the entering company. In the event that the fee for the withdrawn entry has been paid in full, a credit will be issued for use in a future competition. It's important to note that no refunds will be granted. Additionally, once the judging process has commenced, no refunds or credits will be provided for entries that are withdrawn.



# Judging Guidelines, Criteria & Process

## **PRESERVING THE INTEGRITY OF THE AWARDS PROCESS**

It is the goal of The Global Entertainment Marketing Academy of Arts & Sciences to ensure the Awards process is led in a fair and ethical manner and that judges vote solely on the marketing and creativity of the eligible media. In an effort to maintain a high degree of integrity and transparency, it is crucial that the following guidelines be understood and followed by all judges.

## **VOTER CODE OF CONDUCT**

Judges must refrain from permitting external influences to guide their decisions, ensuring that their choices are solely determined by their independent analysis of merit. This includes, but is not limited to, avoiding the influence of personal friendships, company loyalties, regional preferences, or considerations related to popularity. Under no circumstances should images containing sensitive judging information such as entrant information and scores be posted on any social media channels. This is strictly prohibited.

## **FIRST ROUND JUDGES**

The judging panel consists of eligible Voting Members and a diverse line up of marketing and creative professionals in the entertainment marketing industry.

## **SECOND ROUND JURORS**

The Global Entertainment Marketing Academy of Arts & Sciences appoints eligible Voting Members and the top marketers and creatives in the entertainment marketing industry to serve on the esteemed jury panel.

## **ABSTAINING**

Judges are asked to abstain from scoring any entry they cannot score objectively. Instances for which abstaining is viable are if the judge works for the submitting company or have been part of a team that helped create the submission(s).

## **DISQUALIFICATION**

Judges are asked to utilize the disqualify option available on the online platform if, after reviewing all pertinent content, they determine that the entry fails to meet the category's requirements. Entries flagged for disqualification during the judging process will undergo a review to verify the legitimacy of the disqualification. It's important to note that disqualified entries will not be eligible for refunds under any circumstances.



# Judging Guidelines, Criteria & Process CONTINUED

## **JUDGING CRITERIA**

- Entries will be evaluated based on originality and effectiveness.
- How does the entry convey creativity in regard to the originality of concept?
- Beyond creativity and production value, how effective is the message being conveyed and how successfully are its objectives being met within the entry?
- Judges may also consider factors such as innovation, target audience engagement, and alignment with the marketing objective.

## **FIRST ROUND JUDGING**

This round of judging will take place entirely online using our proprietary system. The judging panel will review and score each entry independently. Assigned entries are randomized per judging group.

All entries within a category will be assigned to one judging group. Judges will score each entry with a point assignment based on a scale. All judging scores will be kept confidential.

Nominees will be determined based on the highest combined average of all scores.

## **SECOND ROUND JURY**

After the nominees have been decided by the first-round judges, the second round of Jury judging will be held to determine the winners.

Juries will be conducted in-person, at a venue decided by The Global Entertainment Marketing Academy of Arts & Sciences, or via an online virtual meeting.

The Jury process is known for its diplomatic approach to recognizing marketing and creative excellence. Jurors will review and deliberate over the nominees and then score each entry with a point assignment based on a scale. All jurors have an equal say in decisions, and the majority vote rules.

## **RESCINDMENT OF TROPHY**

In any situation where The Global Entertainment Marketing Academy Awards is rescinded after the awards show, the next highest placed entry in that category will ascend.



# Winners

## TYPES OF WINNERS

Global Entertainment Marketing Academy Awards Television/Streaming - UK honors Gold, Silver and Bronze winners.

IMPORTANT: There will be two separate opportunities to update your credits. 1) During your initial submission process.  
2) After nominees are announced.



# Complimentary Statues & Duplicate Statues

At the awards ceremony, one complimentary statue will be awarded to Gold and Silver winners. Bronze winners will not receive a complimentary statue.

Complimentary statue plaques cannot be personalized. Each complimentary statue will reflect the entry information inputted in our system.

## **ACCEPTING THE AWARD**

Award recipients acknowledge and agree that the possession of The Global Entertainment Marketing Academy Awards statue is granted under the explicit condition that the recipient shall utilize the statue solely for their personal, non-commercial purposes. It is expressly prohibited for the recipient or any third party to engage in activities such as sale, auction, public exhibition, reproduction, or any other form of public or commercial exploitation of the statue without obtaining the express prior written consent of The Global Entertainment Marketing Academy of Arts & Sciences.

## **DUPLICATE STATUES**

Following the awards show, duplicate statue orders can be placed for any winning entry.

Individuals eligible to order customized duplicate statues are limited to those explicitly listed in the general credits section of a winning entry. If an individual is not credited, the entrant, who is responsible for submitting the entry, must reach out to The Global Entertainment Marketing Academy of Arts & Sciences for verification of accreditation.

When ordering duplicate statues, you have the option to customize your plaque by adding the following details:

- Custom Personal Recognition
- Custom Organization Recognition

Orders will not be processed until payment is received in its entirety.





# Entry Credits

## **INDIVIDUAL CREDITS:**

This portion of the entry form is dedicated to individual accreditation in regards to the project and will be published on the Global Entertainment Marketing Academy of Arts & Sciences website should the entry be awarded.

This section will allow listed individuals to purchase customized duplicate statues.

This section is required for categories that demand majority in-house recognition (please refer to category requirements for mandatory instances).



# Media Requirements

## VIDEO UPLOAD

Required specs for video upload:

### VIDEO SETTINGS:

- Maximum file size: 500MB per file
- Aspect ratio: 16:9
- Frame size: 1920 x 1080
- Pixel Aspect: 1.0 - Square pixels
- Video Codec: H.264
- Extension: .mov or .mp4
- De-Interlacing: Always de-interlace any interlaced footage
- Frame Rate: 25 fps / 29.97 / 30fps
- Bit Rate Type: Constant
- Bit Rate Mbps: 8 Mbps

### AUDIO SETTINGS:

- Audio Code: AAC
- Channels: Stereo
- Sample Rate: 48khz
- Quality: High
- Bit Rate: 128 Kbps

**NOTE:** When naming a file, please do not use spaces or special characters. We suggest using an underscore to represent a space.

Example: video\_from\_the\_beach.mov

## IMAGE UPLOAD

Required specs for image upload:

- Maximum file size: 100MB per file
- File type: .pdf

## AWARD THUMBNAIL UPLOAD

Required specs for award thumbnail upload:

- Maximum file size: 50MB per file
- File type: .jpg
- Aspect ratio: 16:9
- Resolution: 1920 x 1080 pixels

# CATEGORIES



# Video Spots

INCLUDES SINGLE ON-AIR SPOTS THAT PROMOTE A PROGRAMME, BRAND, CHANNEL OR PLATFORM

<i>Description</i>	<i>Media Requirements</i>
<p><b>01 BEST BRAND SPOT</b> A single spot that promotes the brand image of a brand, channel or platform. A brand spot is defined as a spot that sells the promise of the overall offering of the brand, channel or platform. Brand spots should not be entered in the genre categories, even if the brand has a narrow focus. Maximum duration: 120”.</p>	1 VIDEO ONLY
<p><b>02 BEST COMEDY</b> A single spot that promotes a comedy programme or a season of comedy programming. Can be clip-based or originated. Maximum duration: 120”.</p>	1 VIDEO ONLY
<p><b>03 BEST DRAMA</b> A single spot that promotes a drama programme or a season of drama programming. Can be clip-based or originated. Maximum duration: 120”.</p>	1 VIDEO ONLY
<p><b>04 BEST ENTERTAINMENT - ORIGINATED</b> A single spot that promotes an entertainment programme. Includes talk shows, quiz shows, talent shows, award shows, etc. Maximum duration: 120”.</p>	1 VIDEO ONLY
<p><b>05 BEST ENTERTAINMENT - CLIP-BASED</b> A single clip-based spot that promotes an entertainment programme. Includes talk shows, quiz shows, talent shows, award shows, etc. This should include only clips but these clips, or stills, can be treated or overlaid with graphics. If over 50% of the spot is created from originated shot material, or animation, then it should be entered in originated. Maximum duration: 120”.</p>	1 VIDEO ONLY
<p><b>06 BEST FACTUAL, DOCUMENTARY OR CURRENT AFFAIRS - ORIGINATED</b> A single spot that promotes a documentary, current affairs and investigative journalism programme. Maximum duration: 120”.</p>	1 VIDEO ONLY
<p><b>07 BEST FACTUAL, DOCUMENTARY OR CURRENT AFFAIRS - CLIP-BASED</b> A single clip-based spot that promotes a documentary, current affairs and investigative journalism programme. This should include only clips but these clips, or stills, can be treated or overlaid with graphics. If over 50% of the spot is created from originated shot material, or animation, then it should be entered in originated. Maximum duration: 120”.</p>	1 VIDEO ONLY
<p><b>08 BEST FILM</b> A single spot that promotes a film or a season of films. Can be clip-based or originated. Maximum duration: 120”.</p>	1 VIDEO ONLY
<p><b>09 BEST KIDS</b> A single spot that promotes a kids’ programme or a season of kids’ programming. Can be clip-based or originated. Maximum duration: 120”.</p>	1 VIDEO ONLY



# Video Spots

INCLUDES SINGLE ON-AIR SPOTS THAT PROMOTE A PROGRAMME, BRAND, CHANNEL OR PLATFORM

<i>Description</i>	<i>Media Requirements</i>
<p><b>10 BEST LIFESTYLE &amp; LEISURE</b> A single spot that promotes a lifestyle &amp; leisure programme. Includes programmes on interior design, home improvement, personal makeover, food, etc. Can be clip-based or originated. Maximum duration: 120”.</p>	1 VIDEO ONLY
<p><b>11 BEST REACTIVE WORK</b> What happens when there is a huge change caused by a national or global event? We want to see work that captured the imagination of the audience as schedules changed and shows were dropped. Can be a promo, piece of digital content or branding that was created in super-fast turnaround time to get a message out there. A single piece of work. Maximum duration: 120”.</p>	1 VIDEO ONLY
<p><b>12 BEST REALITY</b> A single spot that promotes a reality programme or a season of reality programming. Includes unscripted programming, designed to be entertaining rather than informative. Can be clip-based or originated. Maximum duration: 120”.</p>	1 VIDEO ONLY
<p><b>13 BEST SEASON OR STUNT</b> A single spot for a season, line-up, scheduling stunt or special event. Can be clip-based or originated. Maximum duration: 120”.</p>	1 VIDEO ONLY
<p><b>14 BEST SPORTS - ORIGINATED</b> A single spot that promotes a sports programme. Can incorporate some clips alongside originated material. But the creative idea should consist mainly of originated material. Maximum duration: 120”.</p>	1 VIDEO ONLY
<p><b>15 BEST SPORTS - CLIP-BASED</b> A single clip-based spot that promotes a sports programme. This should include only clips but these clips, or stills, can be treated or overlaid with graphics. If over 50% of the spot is created from originated shot material, or animation, then it should be entered in originated. Maximum duration: 120”.</p>	1 VIDEO ONLY
<p><b>16 SOMETHING FOR NOTHING</b> A simple but effective spot that’s clearly executed on a small budget (max. £5,000). Entries MUST include a breakdown of all costs and time (including in-house resources) in the marketing objective field. Maximum duration: 120”.</p>	1 VIDEO ONLY
<p><b>17 BEST UK PRODUCTION FOR NON-UK BROADCAST</b> A single spot made by a team based in the UK for a non-UK broadcast. Can be clip-based or originated. Maximum duration: 120”.</p>	1 VIDEO ONLY



# Promo Craft

INCLUDES TECHNIQUE AND CRAFT/SKILLS USED IN THE EXECUTION OF VIDEO PROMOTIONS

<i>Description</i>	<i>Media Requirements</i>
<p><b>18 BEST USE OF EDITING</b> A spot that demonstrates creative and effective video editing. Max duration: 180".</p>	1 VIDEO ONLY
<p><b>19 BEST USE OF COPYWRITING</b> A spot that demonstrates outstanding copywriting. Can be any media e.g. broadcast, digital, social or radio. The copy should be a sentence or two at the most. Anything longer should be entered in 23-Best Script Writing. Please highlight the copy being referenced where necessary. Max duration: 120".</p>	1 VIDEO ONLY
<p><b>20 BEST USE OF DIRECTION</b> A single spot, or up to 3 idents (comped together), that demonstrate incredible direction in either shot content, or animation. Max duration: 120".</p>	1 VIDEO ONLY
<p><b>21 BEST USE OF HUMOUR</b> A single spot that uses humour to deliver the key message. Max duration: 120".</p>	1 VIDEO ONLY
<p><b>22 BEST USE OF MUSIC</b> A single spot that demonstrate outstanding use of music to drive the creative idea. Can be TV, radio or social. Music should be the driving force in the spot. Max duration 120".</p>	1 VIDEO ONLY
<p><b>23 BEST USE OF SCRIPT WRITING</b> A single spot that demonstrates outstanding script writing. Can be any media e.g. broadcast, digital, social or radio. The script should be at the core of the idea and instrumental in delivering the message. It should be at least a few sentences long, anything shorter should be entered in 19-Best Copywriting. Max duration: 120".</p>	1 VIDEO ONLY
<p><b>24 BEST USE OF SOUND DESIGN</b> A single spot that demonstrate how sound components, including music, sound effects, voice talent, etc. is integral to the creative idea. Can be TV, radio, podcast or social. Sound design should be the driving force in the spot. Max duration: 120".</p>	1 VIDEO ONLY
<p><b>25 BEST USE OF VOICE</b> A single piece of work, or up to three examples (comped together), where the use of voiceover is integral to the creative idea. Can be TV, radio, podcast, social or continuity. Max duration: 120".</p>	1 VIDEO ONLY



# Design

SPECIFIC TO THE VISUAL CRAFTSMANSHIP OF VIDEO PROMOTIONS AND HOW DESIGN IS USED TO PROMOTE A PROGRAMME, BRAND, CHANNEL OR PLATFORM

*Description*

*Media Requirements*

**26 BEST CHANNEL BRANDING PACKAGE**

How does your brand live across different platforms? This is the award for OSP, promo packaging, digital and social branding, OOH branding – anywhere that the brand is delivering a message. Please submit a reel or comp all the elements together with an explanatory caption (if required) between each item. There is no limit to the number of pieces of work you can enter but the overall length of the entry must be no longer than 300" maximum, with examples of content from across all media demonstrated.

**1 VIDEO ONLY**

**27 BEST IDENTS**

For a channel, brand, platform, programme or season. Please submit a reel or comp all the elements together with an explanatory caption (if required) between each item. There is no limit to the number of pieces of work you can enter but the overall length of the entry must be no longer than 180" maximum. Can include interstitial content and teasers.

**1 VIDEO ONLY**

**28 BEST USE OF ANIMATION**

A single spot or ident that uses animation in order to convey its message. There should be minimal, if any clips. Max duration 120".

**1 VIDEO ONLY**

**29 BEST USE OF MOTION GRAPHIC DESIGN**

A single spot, or ident, that utilizes outstanding motion graphics in order to deliver the creative idea. In most cases the motion graphics will be supplemental to the spot and work hand in hand with clips, or another device. Max duration 120".

**1 VIDEO ONLY**

**30 BEST USE OF TYPOGRAPHY**

A single spot that demonstrates exceptional use of typography.

**1 VIDEO ONLY**



# Key Art

INCLUDES KEY ART DESIGN AND EXECUTION TO PROMOTE A PROGRAMME, BRAND, CHANNEL OR PLATFORM

*Description*

*Media Requirements*

**31 BEST KEY ART**

Any single static image used for the promotion of a programme, brand, channel or platform. Must include all messaging and branding.

**1 IMAGE ONLY. PRINT MATERIAL MUST BE UPLOADED AS A .PDF.**

**32 BEST KEY VISUAL**

A single image that utilizes photography, graphic design or illustration to deliver the creative message **WITHOUT** any branding, typography or messaging.

**1 IMAGE ONLY. PRINT MATERIAL MUST BE UPLOADED AS A .PDF.**

**33 BEST PRESS / OUT OF HOME**

A single ad campaign for a programme, brand, channel or platform. Can include experiential, press, poster and digital OOH, PDFs or video. Please submit a reel or PDF showing relationship to environment. There is no limit to the number of pieces of work you can enter but the overall length of the reel must be no longer than 120" maximum.

**1 ITEM ONLY. SUBMIT AS A .PDF OR VIDEO**

**34 BEST USE OF ILLUSTRATION**

A single image highlighting visual elements such as drawing, painting, digital graphics for a programme, brand channel or platform.

**1 IMAGE ONLY. PRINT MATERIAL MUST BE UPLOADED AS A .PDF.**





# Campaigns

INCLUDES MARKETING CAMPAIGNS THAT PROMOTE A PROGRAMME, BRAND, CHANNEL OR PLATFORM

*Description*

*Media Requirements*

**35 BEST INTEGRATED CAMPAIGN**

An integrated campaign that promotes a programme, brand, channel or platform across multiple platforms to ensure maximum reach and engagement. Campaign must utilize at least three medium types. Materials may include but not limited to video promotions, social media, key art, premiums, websites, out-of-home, activations, etc. Please submit a reel highlighting the campaign or comp all the elements together with an explanatory caption (if required) between each item. Max duration 300”.

**1 VIDEO ONLY**

**36 BEST ON-AIR CAMPAIGN**

An on-air video campaign that promotes a programme, brand, channel or platform. Entry must be for a single campaign for a programme, brand, channel or platform. Please submit a reel highlighting the campaign or comp all the elements together with an explanatory caption (if required) between each item. There is no limit to the number of pieces of work you can enter but the overall length of the entry must be no longer than 300” maximum.

**1 VIDEO ONLY**



# Social Media

UTILIZING SOCIAL MEDIA PLATFORMS TO PROMOTE A PROGRAMME, BRAND, CHANNEL OR PLATFORM

*Description*

*Media Requirements*

**37 BEST USE OF SOCIAL MEDIA CAMPAIGN - ORGANIC**

A social media campaign aimed at the channel's / brand's existing audience. Please enter work that shows excellence and creativity in social media in supporting an ongoing programme, season, channel or service.

Typically this content will have been generated by the channel for use on their own social feeds. If it was part of a wider paid campaign and subsequently placed on the channel's feed then it should be entered in category 38-Best Use of Social Campaign: Paid as it was made for a paid campaign. The same content should not be entered in both categories.

Please submit a reel highlighting the campaign or comp all the elements together with an explanatory caption (if required) between each item. There is no limit to the number of pieces of work you can enter but the overall length of the entry must be no longer than 240" maximum.

**1 VIDEO ONLY**

**38 BEST USE OF SOCIAL MEDIA CAMPAIGN - PAID**

A social media campaign that is aimed at attracting a new audience. Please enter work that shows excellence and creativity in supporting the launch of a programme or service.

Typically the content will be part of a wider campaign and must have media spend pushing it out. If the content was made for organic use and performed well, leading to some media spend being put behind it, then it should still be entered in category 37-Best Use of Social Media: Organic. The same content should not be entered in both categories.

Please submit a reel highlighting the campaign or comp all the elements together with an explanatory caption (if required) between each item. There is no limit to the number of pieces of work you can enter but the overall length of the entry must be no longer than 240" maximum.

**1 VIDEO ONLY**



# Branded Partnership

INCLUDES A CREATIVE PARTNERSHIP BETWEEN TWO BRANDS

*Description*

*Media Requirements*

**39 BEST SPONSORSHIP / BRAND PARTNERSHIP**

Demonstrating innovative and creative partnership integration or a sponsorship campaign with a strong creative effect and success. Can include sponsorship bumpers, branded content, examples of product integration. Please submit a reel or comp all the elements together with an explanatory caption (if required) between each item. There is no limit to the number of pieces of work you can enter but the overall length of the entry must be no longer than 180" maximum.

**1 VIDEO ONLY**



# Effectiveness

INCLUDES PROVEN SUCCESS IN MEDIA PLANNING AND PRODUCTION

*Description*

*Media Requirements*

**40 BEST MEDIA PLANNING**

A proven success in media planning. Please refer to the **crib sheet** for the judging criteria. Maximum length for creative examples is 180". Please submit a reel or comp all the elements together with an explanatory caption (if required) between each item. This award will be judged by a panel of experts from Media Planning across broadcasters and agencies.

**1.PDF AND 1 VIDEO**

**41 BEST PRODUCTION**

A proven success in production where production issues occurred and the skills of the producer, and production team, helped to deliver a fantastic piece of work, or campaign. The award is for production excellence and not, for example, the ability of a producer to handle large workloads or multiple projects. More than one example can be used to illustrate your case (provided they are from the same campaign) but the award will be judged on production excellence and not quantity of work.

**1.PDF AND 1 VIDEO**

Please submit a reel or comp all the elements together with an explanatory caption (if required) between each item. Please refer to the **crib sheet** for judging criteria. This award will be judged by a panel of experts from production across broadcasters and agencies. Please note: only the production team who managed the production are able to enter this category. Maximum duration: 180".



# Newcomer

SPECIAL AWARDS DESIGNED TO RECOGNIZE NEW TALENT WHO ARE ALREADY CREATING OUTSTANDING WORK

## *Description*

## *Media Requirements*

### **42 BEST NEWCOMER CREATIVE**

Open to single entrants who are 2 years, or less, in a creative role. Please comp up to 3 pieces of work. Reels are now accepted. Maximum duration: 180". Entrants must be nominated by a senior manager who will be required to supply supporting documentation giving the reason(s) why they are a rising star and the exact role(s) they played in each of the work submitted. The first entry is free to all Broadcast Sponsors only.

**MINIMUM 1,  
MAXIMUM 3 ITEMS**

### **43 BEST NEWCOMER DESIGN**

Open to single entrants who are 2 years, or less, in a design role. Please comp up to 3 pieces of work. Reels are now accepted. Maximum duration: 180". Entrants must be nominated by a senior manager who will be required to supply supporting documentation giving the reason(s) why they are a rising star and the exact role(s) they played in each of the work submitted. The first entry is free to all Broadcast Sponsors only.

**MINIMUM 1,  
MAXIMUM 3 ITEMS**

### **44 BEST NEWCOMER MARKETING**

Open to single entrants who are 2 years, or less, in a marketing role. Please comp up to 3 pieces of work. Reels are now accepted. Maximum duration: 180". Entrants must be nominated by a senior manager who will be required to supply supporting documentation giving the reason(s) why they are a rising star and the exact role(s) they played in each of the work submitted. The first entry is free to all Broadcast Sponsors only.

**MINIMUM 1,  
MAXIMUM 3 ITEMS**

### **45 BEST NEWCOMER PRODUCTION**

Open to single entrants who are 2 years, or less, in a production role. Please comp up to 3 pieces of work. Reels are now accepted. Maximum duration: 180". Entrants must be nominated by a senior manager who will be required to supply supporting documentation giving the reason(s) why they are a rising star and the exact role(s) they played in each of the work submitted. The first entry is free to all Broadcast Sponsors only.

**MINIMUM 1,  
MAXIMUM 3 ITEMS**



# Special Awards

*Description*

*Media Requirements*

**46 INCLUSION & CHANGE AWARD**

A campaign, promo or piece of creative work that has helped to contribute to societal change. Examples include, but are not limited to: work to promote diversity, inclusion or equality. Work to highlight issues around physical and mental health. CSR work. Any media is accepted. Please submit a reel or comp all the elements together with an explanatory caption (if required) between each item. There is no limit to the number of pieces of work you can enter but the maximum length of the entry must be no longer than 120". The first entry is free to all broadcast sponsors only.

**1 VIDEO**

**47 CREATIVE BRAND OF THE YEAR**

The brand/channel that, throughout the year, has blown its audience away with incredible creative, great thinking and effective solutions. All media showcasing the channel's output is accepted. This can include print, OOH, experiential, organic/paid social, CRM, on-air or any audience touchpoint that the team has worked on. Please submit a reel or comp all the elements together with an explanatory caption (if required) between each item. There is no limit to the number of pieces of work you can enter but the overall length of the entry must be no longer than 300" maximum and include an explanatory write up, 500 words maximum.

**1 VIDEO AND 1 .PDF**

**\* CREATIVE TEAM OF THE YEAR**

This award is given to the team which is the most successful, based on a calculation of the number of wins. Points are awarded for Gold (7), Silver (3) and Bronze (1) wins. The highest total wins.



THE GLOBAL ENTERTAINMENT  
MARKETING ACADEMY OF  
ARTS & SCIENCES

# GEMA AWARDS

QUESTIONS? CONTACT [AWARDS@GEMA.ORG](mailto:AWARDS@GEMA.ORG)