

UPDATED: July 2022



PROMAX Awards
Europe 2022

FINALISTS LIST



CHANNEL BRANDING

These categories are specific to work that promotes the image of a network, channel, or content platform and/or streaming services.

BEST BRAND SPOT

STOP HATE MESSAGES
TV 2 DENMARK

COMFORT CAMPAIGN
BBC STUDIOS

PATIENCE
TV 2 DENMARK

SKY HEART
MOVE121

STOP HATE MESSAGES IN SPORTS
TV 2 DENMARK

DISCOVERY BRAND SPOT
DISCOVERY CREATIVE EMEA PAY TV

GENERAL BRAND CAMPAIGN: CHANNEL, NETWORK OR PLATFORM

DISCOVER BRAND CAMPAIGN
DISCOVERY CREATIVE EMEA PAY TV

FOX THE SCROLL - FOX PORTUGAL
THE WALT DISNEY COMPANY EUROPE AND AFRICA

DAVE - DON'T TAKE OUR WORD FOR IT
UKTV

RETRO DAY ON PARAMOUNT NETWORK
VIACOMCBS CREATIVE EMEAA

STOP HATE MESSAGES
TV 2 DENMARK

TLC PILLAR CAMPAIGN
DISCOVERY CREATIVE EMEA PAY TV

GENERAL BRAND DESIGN PACKAGE: CHANNEL, NETWORK OR PLATFORM

TÉVA - GLOBAL IDENTITY
GÉDÉON

FIBA IMAGE 2021
UNITEDSENSES

GLOBAL IDENTITY OF CULTUREBOX
FRANCE TÉLÉVISIONS

WARNER TV EMEA
WARNERMEDIA CREATIVE AGENCY EMEA

TOKYO 2020 IDENTITY ON EUROSPO
EUROSPORT

MTV MUSIC CHANNEL REBRAND
V CREATIVE MTV

CHANNEL BRANDING

These categories are specific to work that promotes the image of a network, channel, or content platform and/or streaming services.

SOCIAL RESPONSIBILITY ANNOUNCEMENT SPOT

FIGHT CANCER
TV 2 DENMARK

ITV INVISIBLE DISABILITIES
ITV CREATIVE

STOP HATE MESSAGES
TV 2 DENMARK

ALL OUR CHILDREN
TV 2 DENMARK

NATIONAL GEOGRAPHIC FOR A RESPONSIBLE CHRISTMAS
THE WALT DISNEY COMPANY IBERIA

DENMARK SAVES THE NATURE
TV 2 DENMARK

ONLINE STREAMING SERVICE SPOT

WIMBLEDON - STREAKERS' PARADISE
TV 2 DENMARK

DTM SEASON 2021 PROMO
UNITEDSENSES

SPOT ARTE EUROPE
ARTE

NOW_SPORT SEASON LAUNCH
SKY CREATIVE AGENCY ITALIA

VOYO - TALKING OBJECTS
PAPRIKA SHORTS

DISCOVERY PLUS - LIFE IN ALL ITS COLOUR
DISCOVERY CREATIVE EMEA PAY TV

HOLIDAY/SEASONAL BRAND SPOT

SYFYLOWEEN
NBCUNIVERSAL INTERNATIONAL NETWORKS

DECK THE HALLS
AMC NETWORKS UK

BOOTS - PARAMOUNT NETWORK SPAIN
VIACOMCBS CREATIVE EMEA

SEASON'S GREETINGS
FRANCE 3

ITV HUB (REWIND)
ITV CREATIVE

UKRAINIAN INDEPENDENCE DAY (30TH ANNIVERSARY)
1+1 CHANNEL

CHANNEL BRANDING

These categories are specific to work that promotes the image of a network, channel, or content platform and/or streaming services.



SPECIAL EVENT BRAND SPOT

ENSLAVED
A+E NETWORKS ITALIA

ALL OUR CHILDREN
TV 2 DENMARK

FIBA EUROBASKET 2021 FINAL
UNITEDSENSES

DANTE DÌ
RAI - RADIOTELEVISIONE ITALIANA

RETRO DAY ON PARAMOUNT NETWORK
VIACOMCBS CREATIVE EMEA

DENMARK SAVES THE NATURE
TV 2 DENMARK

ON-AIR IDENT CAMPAIGN (IN-HOUSE)

VIASAT EXPLORE IDENTS
VIASAT WORLD LTD

GHOSTFORCE IDENTS
THE WALT DISNEY COMPANY, EUROPE & AFRICA

ECO SEASON
BBC STUDIOS

VIAJAR BY...
THE WALT DISNEY COMPANY, EUROPE & AFRICA

RED DEVILS
DPG MEDIA

MIRACULOUS WORLD: SHANGHAI, THE LEGEND OF LADYDRAGON IDENTS
THE WALT DISNEY COMPANY, EUROPE & AFRICA

ON-AIR IDENT CAMPAIGN (OUT-OF-HOUSE)

WINTERTIME' SILKIE
FRANCE 3

ITV CREATES | COLLABORATIONS
ITV CREATIVE

IDENT REBRANDING FOR FRANCE 5
FRANCE 5 - FRANCE TÉLÉVISIONS

SEXTA CHRISTMAS
ATRESMEDIA

DAS ERSTE. WINTER CAMPAIGN 2021.
UMBRUCH KOMMUNIKATION DESIGN

TELE5 REDESIGN IDENTS
DISCOVERY COMMUNICATIONS DEUTSCHLAND GMBH & CO. KG



CHANNEL BRANDING

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BEST USE OF BRAND LOGO

TÉVA - GLOBAL IDENTITY
GÉDÉON

DFL BRAND REFRESH 2021
DFL DIGITAL SPORTS GMBH

SYFYLOWEEN
NBCUNIVERSAL INTERNATIONAL NETWORKS

PLAY
GÉDÉON

NICKTOONS IMAGE PIECE
V CREATIVE

BEST INTEGRATED MARKETING CAMPAIGN FOR A CHANNEL, NETWORK OR PLATFORM

ALIBI MORE THAN MEETS THE EYE
UKTV

CRIME CAMPAIGN
BBC STUDIOS

AXN SOFA SO GOOD
SONY PICTURES TELEVISION IBERIA

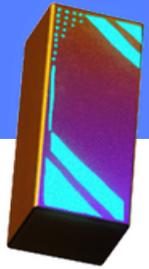
ITV TRIGGER POINT
ITV CREATIVE

FOX THE SCROLL - FOX PORTUGAL
THE WALT DISNEY COMPANY EUROPE AND AFRICA

DAVE - DON'T TAKE OUR WORD FOR IT
UKTV

PROGRAMME PROMOTION

These categories are specific to work that promotes the image of a programme or series of programmes.



BEST PROGRAMME SPOT

WIMBLEDON - STREAKERS' PARADISE
TV 2 DENMARK

AMC MONSTERS WEEK
AMC NETWORKS INTERNATIONAL CENTRAL AND NORTHERN EUROPE

TOUR DE FRANCE
TV 2 DENMARK

NOVE - FARMER WANTS A WIFE
DISCOVERY CREATIVE ITALIA

X FACTOR
TV 2 DENMARK

2020 TOKYO PARALYMPIC GAMES
FRANCE TELEVISIONS

CLIP-BASED PROGRAMME SPOT

RAMBO ACTION WEEKEND
NBCUNIVERSAL INTERNATIONAL NETWORKS

COMFORT CAMPAIGN
BBC STUDIOS

24 HOURS A DAY
ARTE

"QUITE A VIEW" - FOX CRIME PORTUGAL
THE WALT DISNEY COMPANY EUROPE AND AFRICA

OZARK S4 REVERSE TRAILER
NETFLIX

BAYWATCH
COMEDY CENTRAL UK

GENERAL PROGRAMME IMAGE CAMPAIGN

JASON STATHAM ACTION WEEK
AMC NETWORKS INTERNATIONAL CENTRAL AND NORTHERN EUROPE

STAND-UP COMEDY S8 ON-AIR CAMPAIGN COMEDY CENTRAL ITALY
VIACOMCBS CREATIVE EMEA

NOT JUST THE SCARY STUFF
AMC NETWORKS UK

JONATHAN CREEK
UKTV

RETRO TRAILERS ON PARAMOUNT NETWORK
VIACOMCBS CREATIVE EMEA

THE WITCHER CAMPAIGN
NETFLIX



PROGRAMME PROMOTION

These categories are specific to work that promotes the image of a programme or series of programmes.

GENERAL PROGRAMME DESIGN PACKAGE

MTV MUSIC WEEK HUNGARY 2021
VIACOMCBS CREATIVE EMEA

CALL IT IF YOU CAN
DIGITURK-BEINSPORTS TURKEY

NICKELODEON GSA SPONGEBOB PROMO DESIGN PACKAGE 2021
VIACOMCBS CREATIVE EMEA

DMAX - THE BOSS CODE
DISCOVERY CREATIVE ITALIA

REDESIGN DUTCH KIDS SPORTS SHOW ZAPPSPORT FROM AVROTROS
CAPEROCK

NICKELODEON CULTURE CLUB, PACKAGE
VIACOMCBS CREATIVE EMEA

PROGRAMME SPECIFIC LOGO

ECO SEASON
BBC STUDIOS

MASQUERADE LOGO
1+1 CHANNEL

NICKELODEON CULTURE CLUB LOGO
VIACOMCBS CREATIVE EMEA

IT'S A SIN
UKTV

I BRING BEAUTY TO YOU
TRBC UKRAINE

HOLIDAY/SEASONAL PROGRAMME SPOT

DECK THE HALLS
AMC NETWORKS UK

CHRISTMAS STARS - PARAMOUNT NETWORK SPAIN
VIACOMCBS CREATIVE EMEA

SHOCKTOBER FEARFEST
5STAR

COMEDY CENTRAL CHRISTMAS - COMEDY CENTRAL SPAIN
VIACOMCBS CREATIVE EMEA

THE WOLF OF ESPN - NEW YEARS RESOLUTIONS
THE WALT DISNEY COMPANY - ESPN NL

DISCOVERY CHRISTMAS CAMPAIGN
DISCOVERY CREATIVE EMEA PAY TV

PROGRAMME PROMOTION

These categories are specific to work that promotes the image of a programme or series of programmes.

SPECIAL EVENT PROGRAMME SPOT

AMC MONSTERS WEEK
AMC NETWORKS INTERNATIONAL CENTRAL AND NORTHERN EUROPE

MOSQUITOES - PARAMOUNT NETWORK SPAIN
VIACOMCBS CREATIVE EMEA

THE DANISH LOCAL ELECTION
TV 2 DENMARK

DAMNED VIRUS - PARAMOUNT NETWORK SPAIN
VIACOMCBS CREATIVE EMEA

XTRM NARCOS
AMC NETWORKS SOUTHERN EUROPE

RETRO TRAILERS ON PARAMOUNT NETWORK
VIACOMCBS CREATIVE EMEA

DOCUMENTARY OR FACTUAL ENTERTAINMENT PROGRAMME SPOT

EPIDEMIC: THE GREAT PLAGUE
VIASAT WORLD LTD

SUNDANCE: LOVE LIVE MUSIC
AMC NETWORKS UK

LATE NIGHT MASH
UKTV

THE PUPPET MASTER
NETFLIX

THE ABYSS: RISE AND FALL OF THE NAZIS
VIASAT WORLD LTD

DOGS BEHAVING (VERY) BADLY
CHANNEL 5

ENTERTAINMENT/MUSIC/VARIETY/COMEDY PROGRAMME SPOT

I'M A CELEBRITY 2021
ITV CREATIVE

X FACTOR
TV 2 DENMARK

THE PEP TALK - COMEDY CLUB
VIACOMCBS CREATIVE EMEA

THE MASKED SINGER NEON PORTALS
DPG MEDIA

ITV DANCING ON ICE
ITV CREATIVE

THE POPQUIZ
DPG MEDIA

PROGRAMME PROMOTION

These categories are specific to work that promotes the image of a programme or series of programmes.

LEISURE & LIFESTYLE PROGRAMME SPOT

WANDERLUST SEASON
BBC STUDIOS

REAL TIME - BAKE OFF ITALIA
DISCOVERY CREATIVE ITALIA

NATIONAL GEOGRAPHIC: DOG IMPOSSIBLE
THE WALT DISNEY COMPANY

BAKE OFF FLANDERS
SBS BELGIUM

HIGH ON THE HOG S1
NETFLIX

CANAL COCINA SCHOOL
AMC NETWORKS SOUTHERN EUROPE

REALITY/UNSCRIPTED/NON-FICTION PROGRAMME SPOT

X FACTOR
TV 2 DENMARK

ENSITREFFIT ALTTARILLA (MARRIED AT FIRST SIGHT) 2021 - PROGRAMME SPOT
DIAMONDS HELSINKI

LOVE ISLAND 2021 | THIS IS NOT A DRILL!
ITV CREATIVE

BUYING BLIND
SBS BELGIUM

STAY OVER
DPG MEDIA

CELEBRITY BAKE OFF
CØLLAGE FOR PRIME VIDEO

DRAMATIC PROGRAMME SPOT

AMC MONSTERS WEEK
AMC NETWORKS INTERNATIONAL CENTRAL AND NORTHERN EUROPE

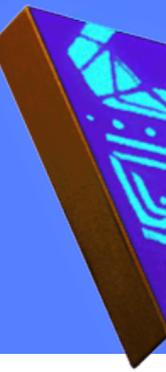
WOMEN, VENGEANCE AND TARANTINO COMBO PROMO - SPIKE ITALY
VIACOMCBS CREATIVE EMEA

KAMIKAZE TRAILER
WARNERMEDIA CREATIVE AGENCY EMEA

DRAMA SHOWCASE 2
UKTV

SASMOS - CAMPAIGN SPOT FOR TV SERIES (THE LAST SUPPER)
ALPHA TV

THE THAW TEASER
WARNERMEDIA CREATIVE AGENCY EMEA



PROGRAMME PROMOTION

These categories are specific to work that promotes the image of a programme or series of programmes.

KIDS PROGRAMME SPOT

TOGETHER AS KIDS
THE WALT DISNEY COMPANY, EUROPE & AFRICA

IT'S PONY ON NICKELODEON
V CREATIVE

WILD: BIG CAT WEEK 2021
THE WALT DISNEY COMPANY

MASTER OF THE UNIVERSE REVELATIONS PT 1 TEASER
NETFLIX

TIME TO TOON ON NICKTOONS
V CREATIVE

WILD: WORLD'S WEIRDEST
THE WALT DISNEY COMPANY

LIVE SPORTS EVENT/PROGRAMME SPOT

THE WINTER IS IN OUR DNA
DISCOVERY NORDICS

TOUR DE FRANCE
TV 2 DENMARK

EURO 2020 | THE GOOD TIMES START HERE
ITV CREATIVE

WE ARE A SMALL COUNTRY
DISCOVERY NORWAY

TOKYO 2020 ON DISCOVERY+
EUROSPORT

PRIME VIDEO - MAGIC MOMENTS
BDA CREATIVE

PROGRAMME SPOT NOT USING PROGRAMME FOOTAGE

EPIDEMIC: THE GREAT PLAGUE
VIASAT WORLD LTD

TOUR DE FRANCE
TV 2 DENMARK

DEADLY BRITISH DRAMA
NENT CREATIVE

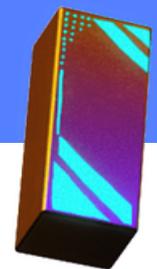
SKATING
FRANCE 3

LOVE ISLAND 2021 | THIS IS NOT A DRILL!
ITV CREATIVE

X FACTOR
TV 2 DENMARK

PROGRAMME PROMOTION

These categories are specific to work that promotes the image of a programme or series of programmes.



THEATRICAL FILMS/MOVIES SHOWN ON TELEVISION SPOT

OCEAN'S MOVIES ON CINEMAX
WARNERMEDIA CREATIVE AGENCY EMEA

"COWBOY FASHION WEEK" SPECIAL - FOX MOVIES PORTUGAL
THE WALT DISNEY COMPANY EUROPE AND AFRICA

OCTOBER MONTHLY IMAGE SPOT
WARNERMEDIA CREATIVE AGENCY EMEA

RETRO TRAILERS ON PARAMOUNT NETWORK
VIACOMCBS CREATIVE EMEA

MISSION IMPOSSIBLE TRIPLE BILL
COMEDY CENTRAL UK

HBO GO MAY MOVIE BUNDLE
WARNERMEDIA CREATIVE AGENCY EMEA

THEATRICAL FILMS/MOVIES SHOWN ON TELEVISION CLIP-BASED SPOT

CHRISTMAS STARS - PARAMOUNT NETWORK SPAIN
VIACOMCBS CREATIVE EMEA

MISSION IMPOSSIBLE - FEELING GOOD
SONY CREATIVE CENTER IBERIA- AXN

HORROR CHANNEL: SCI FEAR WEEK
AMC NETWORKS UK

BOOTS -PARAMOUNT NETWORK SPAIN
VIACOMCBS CREATIVE EMEA

TCM CINEMA - WESTERN WEDNESDAYS
WARNERMEDIA CREATIVE AGENCY EMEA

MISSION IMPOSSIBLE TRIPLE BILL
COMEDY CENTRAL UK

OPEN/TITLES

MISSIONE ORIENTE
RAI - RADIOTELEVISIONE ITALIANA

MURDER THEY HOPE -OPEN/TITLES
LIQUID TV

ANNIKA
UKTV

BEIN SUPER LEAGUE
DIGITURK-BEINSPORTS TURKEY

TOKYO2020 OPENER ON EUROSPORT
EUROSPORT

LE STANZE DI ROL
RAI - RADIOTELEVISIONE ITALIANA



PROGRAMME PROMOTION

These categories are specific to work that promotes the image of a programme or series of programmes.

AUDIO SPOT

DISCOVERY + - NAKED ATTRACTION ITALY, RADIO SPOT
DISCOVERY CREATIVE ITALIA

DISCOVERY + - LOVE ISLAND ITALIA
DISCOVERY CREATIVE ITALIA

REAL TIME - SENT TO CONVENTRY
DISCOVERY CREATIVE ITALIA

REAL TIME - BAKE OFF ITALIA
DISCOVERY CREATIVE ITALIA

SOCIAL MEDIA CAMPAIGN FOR A PROGRAMME

THE UNIT - A UNIDADE
SONY PICTURES TELEVISION IBERIA

MATCH MADE IN HEAVEN
DANISH BROADCASTING CORPORATION

DOCTOR WHO: FLUX
BBC STUDIOS CREATIVE

JOMANDA: LADY OF THE LIGHT
DISCOVERY CREATIVE EMEA PAY TV

THE FOOTBALL HATERS
DANISH BROADCASTING CORPORATION

K2 ZOEKT K3
DPG MEDIA

BEST USE OF SOCIAL MEDIA FOR A PROGRAMME

BACHELOR <3 TINDER
TV4 MEDIA

NICKELODEON POLAND: SPONGEBOB SUPER SUMMER VACATION!
VIACOMCBS CREATIVE EMEA

RAGDOLL
UKTV

NICKELODEON POLAND: SUPER CUP
VIACOMCBS CREATIVE EMEA

GIVE A MOVIE AS A GIFT
SONY CREATIVE CENTER IBERIA- AXN

EATING WITH MY EX SUPER SOCIAL
DISCOVERY CREATIVE EMEA PAY TV

PROGRAMME PROMOTION

These categories are specific to work that promotes the image of a programme or series of programmes.

USE OF CELEBRITY/INFLUENCER/TALENT USING SOCIAL MEDIA

EMILY ATACK SOCIAL - DATING TIPS
SILK FACTORY

THE COMMONS- METEO AXN
SONY PICTURES TELEVISION IBERIA

SPERAVO DE MORÌ PRIMA_SOCIAL CAMPAIGN
SKY CREATIVE AGENCY ITALIA

EMILY ATACK SOCIAL - DITL
SILK FACTORY

BEST INTEGRATED MARKETING CAMPAIGN FOR A PROGRAMME

THE WALKING DEAD RELIQUARY - FOX PORTUGAL
THE WALT DISNEY COMPANY EUROPE AND AFRICA

DISCOVERY + - DRAG RACE ITALIA
DISCOVERY CREATIVE ITALIA

WHAT'S IT TO ME?
DW DEUTSCHE WELLE

SQUID GAME ITALIAN DUBBING CAMPAIGN
DUDE MILANO

THAT ONE WORD FEYENOORD
THE WALT DISNEY COMPANY EUROPE

DOCTOR WHO: FLUX
BBC STUDIOS CREATIVE

PROGRAMME KEY ART - PRINT OR DIGITAL

SKY ROJO SEASON 1
NETFLIX

EPIDEMIC: THE GREAT PLAGUE
VIASAT WORLD LTD

THE PRIZE OF SILENCE
NENT CREATIVE

BRAND NEW CHERRY FLAVOR
NETFLIX

THE ABYSS: RISE AND FALL OF THE NAZIS
VIASAT WORLD LTD

COCAINE COWBOYS
NETFLIX

PROGRAMME PROMOTION

These categories are specific to work that promotes the image of a programme or series of programmes.

PROGRAMME KEY ART CAMPAIGN - PRINT OR DIGITAL

THE MAD WOMEN'S BALL
GÉDÉON

DARK CLASSICS
AMC NETWORKS SOUTHERN EUROPE

EUROPE FROM ABOVE S3
THE WALT DISNEY COMPANY

MYTH & MOGUL: JOHN DELOREAN IDENTITY
TERRITORY STUDIO

LA CASA DE PAPEL S5
NETFLIX

DOCTOR WHO: FLUX KEY ART
BBC STUDIOS CREATIVE

OPEN CATEGORIES

(CHANNEL BRANDING & PROGRAMME PROMOTION)

These categories are open to work that promotes the image of a network, channel, or content platform and/or streaming services and programmes or series of programmes.

INTERSTITIAL PROMO

MTV XMAS PARTY 2021
VIACOMCBS CREATIVE EMEA

LEGO MASTERS
DPG MEDIA

YELLOWSTONE IDENTIS - PARAMOUNT NETWORK ITALY
VIACOMCBS CREATIVE EMEA

GUESSABLE
COMEDY CENTRAL UK

NICKELODEON GERMANY BRAND IDENT
VIACOMCBS CREATIVE EMEA

DISCOVERY PLUS SERIAL KILLER COLLECTION
DISCOVERY CREATIVE EMEA PAY TV

SHORT-FORM PROMOTIONAL CONTENT

WIMBLEDON - STREAKERS' PARADISE
TV 2 DENMARK

TRUE CRIME
DANISH BROADCASTING CORPORATION

TOUR DE FRANCE
TV 2 DENMARK

X FACTOR
TV 2 DENMARK

THE STORIES WE BRING YOU
TV4 MEDIA

STOP HATE MESSAGES
TV 2 DENMARK

LONG-FORM PROMOTIONAL CONTENT

BEFOREIGNERS S2 TRAILER
WARNERMEDIA CREATIVE AGENCY EMEA

LANDSCAPERS - OFFICIAL TRAILER
ZEALOT

CHANGE DRIVERS
DISCOVERY CREATIVE EMEA PAY TV

SHADOW AND BONE | BUILDING THE WORLD
NETFLIX

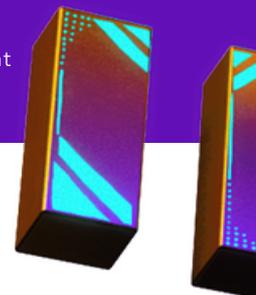
OTHER PEOPLE TRAILER
WARNERMEDIA CREATIVE AGENCY EMEA

EXTRAORDINARY ME ON NICKELODEON
V CREATIVE

OPEN CATEGORIES

(CHANNEL BRANDING & PROGRAMME PROMOTION)

These categories are open to work that promotes the image of a network, channel, or content platform and/or streaming services and programmes or series of programmes.



CONTENT PARTNERSHIP: BRAND/PROGRAMME AND PRODUCT TIE-IN

ANDORRA: DESTINO DE PELÍCULA
THE WALT DISNEY COMPANY, EUROPE & AFRICA

FIGHT CANCER
TV 2 DENMARK

ITV & M&S FRESH MARKET UPDATE
ITV CREATIVE

ALL OUR CHILDREN
TV 2 DENMARK

THE MASK 2
TRBC UKRAINE

DENMARK SAVES THE NATURE
TV 2 DENMARK

FUNNIEST PROMO

AMC MONSTERS WEEK
AMC NETWORKS INTERNATIONAL CENTRAL AND NORTHERN EUROPE

WIMBLEDON - STREAKERS' PARADISE
TV 2 DENMARK

"COWBOY FASHION WEEK" SPECIAL - FOX MOVIES PORTUGAL
THE WALT DISNEY COMPANY EUROPE AND AFRICA

TOUR DE FRANCE
TV 2 DENMARK

THE WOLF OF ESPN - NEW YEARS RESOLUTIONS
THE WALT DISNEY COMPANY - ESPN NL

MISSION IMPOSSIBLE TRIPLE BILL
COMEDY CENTRAL UK

MARKETING VIDEO/SIZZLE REEL/PRESENTATION (INTERNAL OR EXTERNAL)

DISCOVERY BRANDS
DISCOVERY COMMUNICATIONS DEUTSCHLAND GMBH & CO. KG

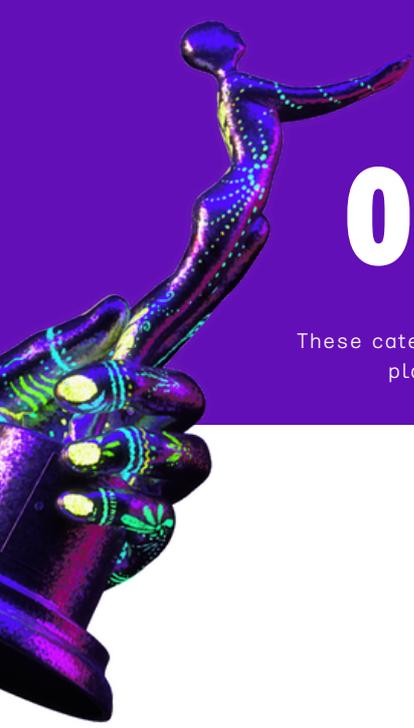
ITV DRAMA REEL
ITV CREATIVE

ADAPT TO US - DIVERSITY, EQUITY & INCLUSION IMAGE FILM - VIACOMCBS GERMANY
VIACOMCBS CREATIVE EMEA

MIPCOM SIZZLE
SILK FACTORY

PATIENCE
TV 2 DENMARK

DISCOVERY PLUS - LIFE IN ALL ITS COLOUR
DISCOVERY CREATIVE EMEA PAY TV



OPEN CATEGORIES

(CHANNEL BRANDING & PROGRAMME PROMOTION)

These categories are open to work that promotes the image of a network, channel, or content platform and/or streaming services and programmes or series of programmes.

BEST FAN EXPERIENCE

A CLASSIC HORROR PRANK
PUBLICIS ITALY

THE WALKING DEAD RELIQUARY - FOX PORTUGAL
THE WALT DISNEY COMPANY EUROPE AND AFRICA

DMAX - UNDERCUT
DISCOVERY CREATIVE ITALIA

NO SPOILER HEIST
PUBLICIS ITALY

DISCOVERY + - SENT TO CONVENTRY
DISCOVERY CREATIVE ITALIA

SKY ORIGINALS SERIE: ANNA_ THE BOOK OF IMPORTANT THINGS
SKY CREATIVE AGENCY ITALIA

BEST NEW CONCEPT/INNOVATION

NO SPOILER HEIST
PUBLICIS ITALY

RETRO DAY ON PARAMOUNT NETWORK
VIACOMCBS CREATIVE EMEA

SQUID GAME ITALIAN DUBBING CAMPAIGN
DUDE MILANO

STOP HATE MESSAGES
TV 2 DENMARK

USE OF EDITING

OCTOBER MONTHLY IMAGE SPOT
WARNERMEDIA CREATIVE AGENCY EMEA

BASED ON A TRUE STORY
NENT CREATIVE

MISSION IMPOSSIBLE - FEELING GOOD
SONY CREATIVE CENTER IBERIA- AXN

HBO GO MAY MOVIE BUNDLE
WARNERMEDIA CREATIVE AGENCY EMEA

OZARK REVERSE TRAILER
NETFLIX

NOLAN BATMAN MOVIES ON HBO GO
WARNERMEDIA CREATIVE AGENCY EMEA

OPEN CATEGORIES

(CHANNEL BRANDING & PROGRAMME PROMOTION)

These categories are open to work that promotes the image of a network, channel, or content platform and/or streaming services and programmes or series of programmes.

USE OF COPYWRITING

VIAJAR - GENERIC
THE WALT DISNEY COMPANY, EUROPE & AFRICA

STOP HATE MESSAGES
TV 2 DENMARK

HELLO JUNE
TV4 MEDIA

THIS MAY HURT
NBCUNIVERSAL INTERNATIONAL NETWORKS

NATIONAL GEOGRAPHIC: DOG: IMPOSSIBLE S2 LAUNCH
THE WALT DISNEY COMPANY

BAYWATCH
COMEDY CENTRAL UK

BEST DIRECTION

EURO 2020 | THE GOOD TIMES START HERE
ITV CREATIVE

WIMBLEDON - STREAKERS' PARADISE
TV 2 DENMARK

TVN SPRING 2021
TVN DISCOVERY POLAND

TOUR DE FRANCE
TV 2 DENMARK

LA CASA DE PAPEL S5
NETFLIX

ALL OUR CHILDREN
TV 2 DENMARK

USE OF ANIMATION

MISSIONE ORIENTE
RAI - RADIOTELEVISIONE ITALIANA

EPIDEMIC: THE GREAT PLAGUE
VIASAT WORLD LTD

SYFYLOWEEN
NBCUNIVERSAL INTERNATIONAL NETWORKS

THE ABYSS: RISE AND FALL OF THE NAZIS
VIASAT WORLD LTD

SILKIE - SNOWBOARD
FRANCE 3

LE STANZE DI ROL
RAI - RADIOTELEVISIONE ITALIANA

OPEN CATEGORIES

(CHANNEL BRANDING & PROGRAMME PROMOTION)

These categories are open to work that promotes the image of a network, channel, or content platform and/or streaming services and programmes or series of programmes.



USE OF MOTION GRAPHICS

CHRISTMAS STARS - PARAMOUNT NETWORK SPAIN
VIACOMCBS CREATIVE EMEA

FIBA MOTION ID
FIBA MOTION ID

MISSIONE ORIENTE
RAI - RADIOTELEVISIONE ITALIANA

THE WAY OF BRUCE LEE - PARAMOUNT NETWORK SPAIN
VIACOMCBS CREATIVE EMEA

LE STANZE DI ROL
RAI - RADIOTELEVISIONE ITALIANA

MTV NUMBER 1S MONTH
V CREATIVE MTV

USE OF MUSIC WITH LYRICS

AMC MONSTERS WEEK
AMC NETWORKS INTERNATIONAL CENTRAL AND NORTHERN EUROPE

TOUR DE FRANCE
TV 2 DENMARK

CHRISTMAS STARS - PARAMOUNT NETWORK SPAIN
VIACOMCBS CREATIVE EMEA

X FACTOR
TV 2 DENMARK

SINTONIA S2 (RESUMO SEM COMPROMISSO)
NETFLIX

BOOTS - PARAMOUNT NETWORK SPAIN
VIACOMCBS CREATIVE EMEA

USE OF SCORE OR MUSIC WITHOUT LYRICS

WIMBLEDON - STREAKERS' PARADISE
TV 2 DENMARK

AXN JURASSIC SONG
SONY CREATIVE CENTER IBERIA- AXN

REYES DE LA NOCHE
MOVISTAR+

EUROSPORT OLYMPIC ANTHEM
EUROSPORT

MONDAYS WITH VAN DAMME
DREAMIA S.A., SERVIÇOS DE TELEVISÃO

OPEN CATEGORIES

(CHANNEL BRANDING & PROGRAMME PROMOTION)

These categories are open to work that promotes the image of a network, channel, or content platform and/or streaming services and programmes or series of programmes.

USE OF MUSIC WITH ORIGINAL LYRICS

AMC MONSTERS WEEK
AMC NETWORKS INTERNATIONAL CENTRAL AND NORTHERN EUROPE

BATMAN VS SUPERMAN
NENT CREATIVE

CHAN -TASTIC SATURDAY - COMEDY CENTRAL SPAIN
VIACOMCBS CREATIVE EMEA

XTRM NARCOS
AMC NETWORKS SOUTHERN EUROPE

TOM CRUISE COMBO
NENT CREATIVE

NATIONAL GEOGRAPHIC: DOG: IMPOSSIBLE S2 LAUNCH
THE WALT DISNEY COMPANY

USE OF SOUND DESIGN

AMC MONSTERS WEEK
AMC NETWORKS INTERNATIONAL CENTRAL AND NORTHERN EUROPE

BEST OF 2021
NENT CREATIVE

HORROR: CLASSIC MARATHONS
AMC NETWORKS UK

MOVIE EVERY NIGHT COMBO
NENT CREATIVE

FIRST BLOOD (RAMBO) - PARAMOUNT NETWORK SPAIN
VIACOMCBS CREATIVE EMEA

THE WOMAN IN THE WINDOW AGORAPHOBIA TEASER
NETFLIX

ON-AIR TYPOGRAPHY

ENSLAVED
A+E NETWORKS ITALIA

THIS MAY HURT
NBCUNIVERSAL INTERNATIONAL NETWORKS

VALENTINE'S DAY ON HBO GO
WARNERMEDIA CREATIVE AGENCY EMEA

FOX RETRO MOVIES
THE WALT DISNEY COMPANY NORDIC & BALTIC

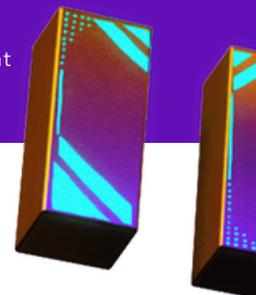
RETRO DAY ON PARAMOUNT NETWORK
VIACOMCBS CREATIVE EMEA

EUROSPORT TOKYO2020 TYPOGRAPHY
EUROSPORT

OPEN CATEGORIES

(CHANNEL BRANDING & PROGRAMME PROMOTION)

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SOMETHING FOR NOTHING

ROCKY 3
AMC NETWORKS SOUTHERN EUROPE

AMC MONSTERS WEEK
AMC NETWORKS INTERNATIONAL CENTRAL AND NORTHERN EUROPE

OMG SWEDEN'S GOT TALENT
TV4 MEDIA

FIRST BLOOD (RAMBO) - PARAMOUNT NETWORK SPAIN
VIACOMCBS CREATIVE EMEA

PLANET HORROR GOLIATHUS
AMC NETWORKS SOUTHERN EUROPE

YESTERDAY, TODAY AND THE DAY BEFORE
COMEDY CENTRAL UK

SALON DES REFUSÉS

IIHF WORLD CHAMPIONSHIP FINLAND 2022 | TITLE SEQUENCE
UNITEDSENSES

SUNDANCE TV. WORD
AMC NETWORKS SOUTHERN EUROPE

HBO GO JULY IMAGE SPOT
WARNERMEDIA CREATIVE AGENCY EMEA

HBO-000H! ON A1TV
VUBIQUITY

IM NOT CRYING, YOU ARE!

FIGHT CANCER
TV 2 DENMARK

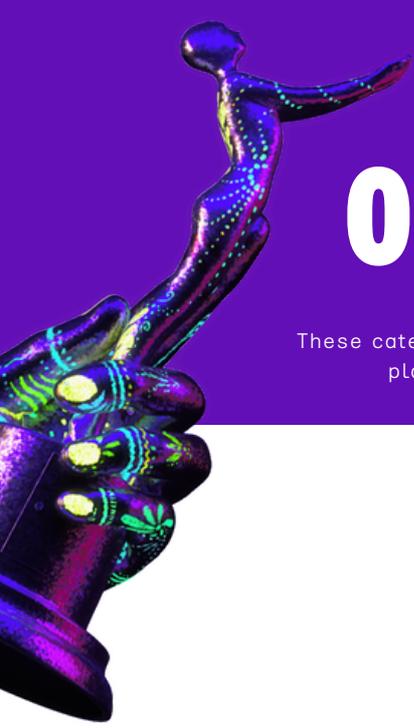
ECO SEASON
BBC STUDIOS

STOP HATE MESSAGES
TV 2 DENMARK

NATIONAL GEOGRAPHIC: 9/11 ONE DAY IN AMERICA EPISODIC
THE WALT DISNEY COMPANY

ALL OUR CHILDREN
TV 2 DENMARK

STOP HATE MESSAGES IN SPORTS
TV 2 DENMARK



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OMG!

AMC MONSTERS WEEK
AMC NETWORKS INTERNATIONAL CENTRAL AND NORTHERN EUROPE

WIMBLEDON - STREAKERS' PARADISE
TV 2 DENMARK

AMC: GLITCH
AMC NETWORKS UK

COMEDY CENTRAL CHRISTMAS - COMEDY CENTRAL SPAIN
VIACOMCBS CREATIVE EMEA

RICK & MORTY EXCLUSIVE
WARNERMEDIA CREATIVE AGENCY EMEA

HBO-000H! ON A1 TV
VUBIQUITY

BEST NEW TALENT

THE WINNER WILL BE ANNOUNCED AT THE AWARDS SHOW.

SOCIAL MEDIA VIDEO ASSET

TOUR DE FRANCE
TV 2 DENMARK

WILD: RELAX AND BREATHE WITH CHRIS HEMSWORTH
THE WALT DISNEY COMPANY

STOP HATE MESSAGES
TV 2 DENMARK

STOP HATE MESSAGES IN SPORTS
TV 2 DENMARK

MILESTONE (MOBILE PORTRAIT TRAILER)
NETFLIX

PATIENCE
TV 2 DENMARK

OPEN CATEGORIES

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BEST USE OF TECHNOLOGY

A CLASSIC HORROR PRANK
PUBLICIS ITALY

THE FIRST INTERVIEW OF THE STAR OF THE SERIES #YAZHEBAT | TET TV
TET TV

DISCOVERY + - NAKED ATTRACTION ITALIA
DISCOVERY CREATIVE ITALIA

THE VIRTUAL ARCHITECTURE
TV 2 DENMARK

THE MAURITANIAN
FOREVER BETA / CØLLAGE

OUT-OF-HOME AD

THE POWER OF LAUGH - IMAGE CAMPAIGN POSTERS - COMEDY CENTRAL GERMANY
VIACOMCBS CREATIVE EMEA

A CLASSIC HORROR PRANK
PUBLICIS ITALY

DISNEY+ DEEP SCREEN
THE WALT DISNEY COMPANY NORDIC & BALTIC

TRIGGER POINT
ITV CREATIVE

FOX THE SCROLL - FOX PORTUGAL
THE WALT DISNEY COMPANY EUROPE AND AFRICA

CLARCKSON'S FARM
FOREVER BETA / CØLLAGE

PREMIUM/SPECIALITY ITEMS/PRESS KITS

TRANSPLANT PRESS KIT
SONY PICTURES TELEVISION IBERIA

CAMPAIGN AGAINST TRANSPHOBIA
COSMO SPAIN

DISCOVERY + - DRAG RACE ITALIA
DISCOVERY CREATIVE ITALIA

CATHERINE THE GREAT (OF RUSSIA)
COSMO SPAIN

DISCOVERY + - LOVE ISLAND ITALIA
DISCOVERY CREATIVE ITALIA

THE MALLORCA FILES
COSMO SPAIN

PROMAX Awards **Europe 2022**

QUESTIONS?
awards@promax.org

