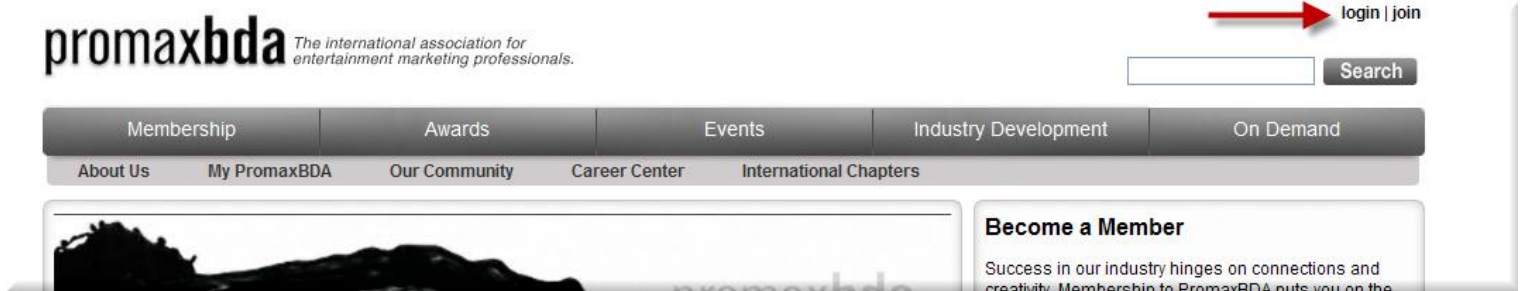


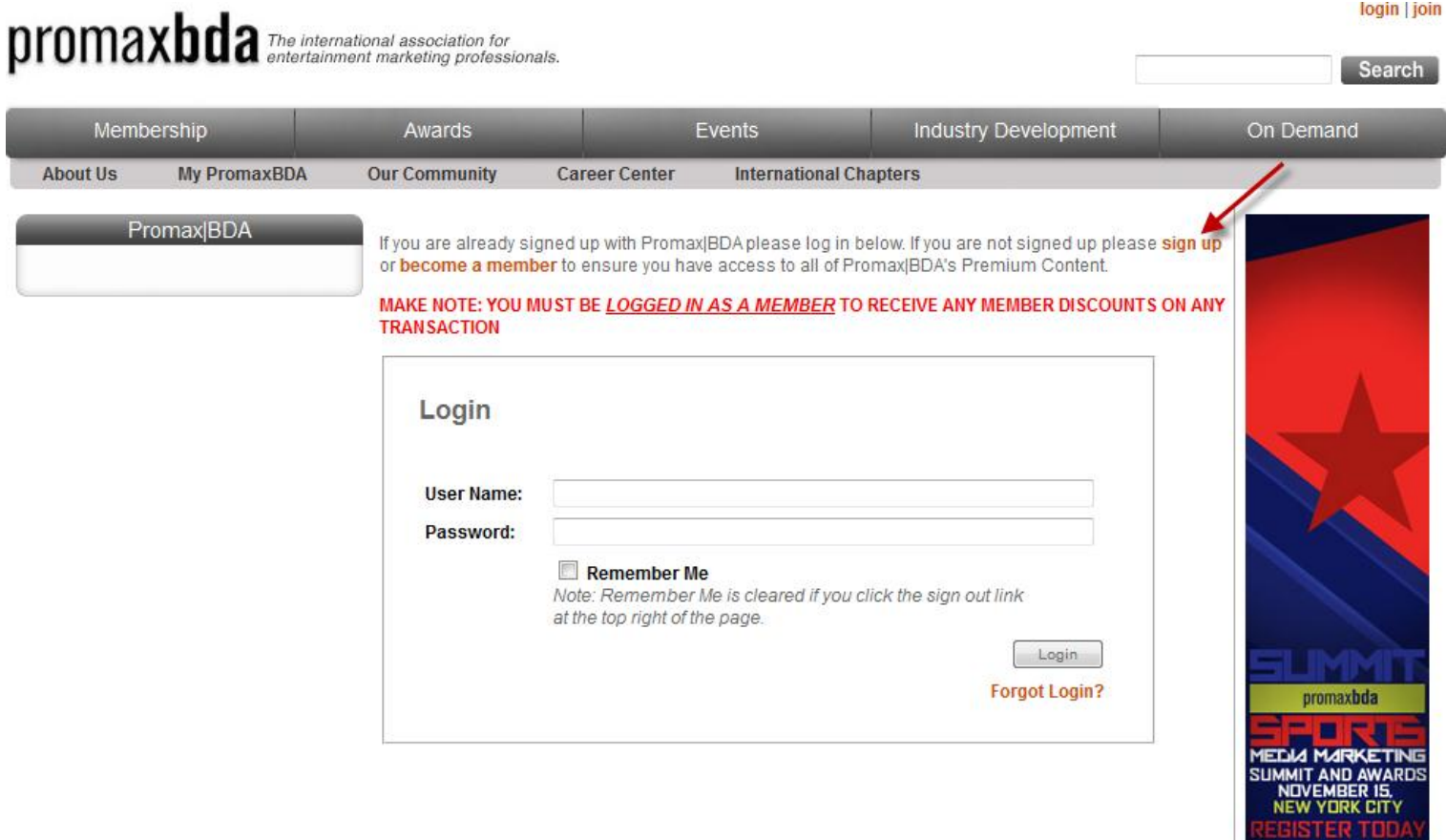
## HOW TO SUBMIT AN ENTRY

### BEFORE YOU BEGIN:

- In order to access the Awards Online Entry System you will need to have a profile set up on our website.
- A PromaxBDA membership is not required to create a profile.
- If you do not have a profile already established, simply go to [www.promaxbda.org](http://www.promaxbda.org) and click **login**



- You may then choose to **A. Create a profile (non-member)** or **B. You may choose to become a member and create a profile.**



## GETTING STARTED...

- To access our Awards Online Entry System, please go to our website:

[www.promaxbda.org](http://www.promaxbda.org)

- Log in to the system using your **USER NAME** and **PASSWORD**

### Login

User Name:

Password:

Remember Me

*Note: Remember Me is cleared if you click the sign out link at the top right of the page.*

Login

[Forgot Login?](#)

- Once logged in, please proceed to the **INDUSTRY DEVELOPMENT** tab and click on **STUDENT OPPORTUNITIES**

**promaxbda** The international association for entertainment marketing professionals.

[login](#) | [join](#)

Membership

Awards

Events

Industry Development

On Demand

About Us

My PromaxBDA

Our Community

Career Center

International Chapter

▶ Promo Pathway

▶ Student Opportunities **Join Now**

▶ Creative Educators Forum

▶ Mentorship Program

▶ PromaxBDA Diversity Council

Success in our industry hinges on connections and membership to PromaxBDA puts you on the cutting edge of both. 365 days a year.

[Join Now](#)

[Learn More](#)

- Choose the competition you would like to submit your work in

The screenshot shows the PromaxBDA website interface. At the top left is the logo 'promaxbda' with the tagline 'The international association for entertainment marketing professionals.' To the right are 'login | join' links and a search bar. A navigation menu includes 'Membership', 'Awards', 'Events', 'Industry Development', and 'On Demand'. Below this is a secondary menu with 'About Us', 'My PromaxBDA', 'Our Community', 'Career Center', and 'International Chapters'. The main content area features a 'Industry Development' sidebar with a dropdown menu containing 'Promo Pathway', 'Executive Mentorship Program', 'Student Opportunities', and 'PromaxBDA Diversity Council'. The central banner reads 'promaxbda industry development' and is titled 'Student Opportunities'. The text below the banner describes various programs for students, including a portfolio night, internship program, and access to events. It lists three specific competitions: '2012 PromaxBDA Making the Cut Competition', '2012 Game Marketing Making the Cut Competition', and 'PromaxBDA365 Academic Membership'. Contact information for Katerina Zacharia is provided. On the right side, a vertical sidebar contains the text 'CALL FOR ENTRIES IS NOW OPEN' and an image of a trophy with the text 'promaxbda 2012 AWARDS//EUROPE'. The footer includes 'Contact Us', 'Privacy', 'Sponsorship & Advertising', 'Help', 'Press', 'Site Map', social media icons, and the copyright notice '© 2010 PromaxBDA'.

## How to Enter

### What you could win

The winner will have his or her work highlighted on the “Assassin’s Creed” website and Facebook page as well as Ubisoft’s Facebook page.

The winner will also receive a one-night hotel stay at the Intercontinental Hotel and Resorts and a complimentary registration to the 2012 Game Marketing Summit & Awards in San Francisco on April 17 at the Yuerba Buena Center for the Arts.



## ENTRIES DASHBOARD

- Your entries dashboard will allow you the opportunity to choose the competition you wish to submit to.

## Entries Dashboard

Award Entries For:	Miracle McClain <a href="#">update my profile</a>
	PromaxBDA
Membership:	Member Expires: 12/31/2012
Competition:	<div style="border: 1px solid #ccc; padding: 2px;"><div style="background-color: #f0f0f0; padding: 2px;">--Select--</div><div style="background-color: #e0e0e0; padding: 2px;">--Select--</div><div style="background-color: #d0d0d0; padding: 2px;">2012 Making The Cut - Game Marketing Awards</div><div style="background-color: #c0c0c0; padding: 2px;">2012 Making The Cut - PromaxBDA</div><div style="background-color: #b0b0b0; padding: 2px;">2012 PromaxBDA Local Awards</div><div style="background-color: #a0a0a0; padding: 2px;">2012 PromaxBDA Design Awards - Global Excellence</div><div style="background-color: #909090; padding: 2px;">2012 PromaxBDA Design Awards - North America</div><div style="background-color: #808080; padding: 2px;">2012 PromaxBDA Game Marketing Awards</div><div style="background-color: #707070; padding: 2px;">2012 PromaxBDA Promotion and Marketing Awards - Global Excellence</div><div style="background-color: #606060; padding: 2px;">2012 PromaxBDA Promotion and Marketing Awards - North America</div><div style="background-color: #505050; padding: 2px;">2012 PromaxBDA Indonesia Awards</div><div style="background-color: #404040; padding: 2px;">2012 PromaxBDA India Awards</div><div style="background-color: #303030; padding: 2px;">2012 PromaxBDA Promo Pathway Capstone Final Project</div><div style="background-color: #202020; padding: 2px;">2012 PromaxBDA Europe Awards</div></div>

[Filter Entries By](#)

Company:

Category:

Title:

[Contact Us](#) [Privacy](#)

STAY CONNECTED: [t](#) [f](#) [in](#) [You](#) © 2010 PromaxBDA

2. Once you have selected the competition of your choice you will be given the option to add an entry.

## Entries Dashboard

[+ Add Entry](#)



Award Entries For:	Stacy La Cotera <a href="#">update my profile</a>
	PromaxBDA
Membership:	Member Expires: 12/31/2009
Competition:	2011 PromaxBDA Local Awards

[Filter Entries By](#)

Company:

Category:

Title:

No entries found for selected competition.

## SUBMITTING YOUR ENTRIES

### STEP 1 - ENTRY DETAILS

1. Choose your category
2. Enter the title of your Entry
3. Enter your marketing objective  
*\*Remember your marketing objective counts for 1/3 of your score*
4. Enter the credited company name/ Student Name(s)
5. Click NEXT

Step 1  
Entry Details
Step 2  
Credits
Step 3  
Review Entry
Step 4  
Payment
Step 5  
Confirmation

View a complete list of Categories and descriptions

[Back to Dashboard](#) Next →

**Entry Details**

Competition: Making The Cut 2011 - MI6

\* Category:

\* Entry Title:

\* Marketing Objective / Creative Strategy: When completing the Online Entry, in **1000 characters or less** (characters, not words,) please 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.

You have **1000** characters remaining...

\* Credited Company:

\* Media Type:

**\*Please note:** Entries are reviewed and scored based on original entry information as entered by the entrant.

## Video Upload

When you choose to submit your work by video upload you will be taken to a screen that will allow you to:

- Browse for your video
- Enter the title of your video
- Upload your video

## Upload Video

**!** Once the upload video box appears, please allow the upload box to completely disappear before continuing with additional uploads. To ensure all uploads save properly, please make sure you click the "Save & Continue" button when you are done. Failure to click this button could result in the loss of one or more videos.

Video Upload Slots Available: 1  
Videos Uploaded: 0

Current Upload Video Description:  
[Cancel](#)



Select a Video \*     
Title \*    
  

## Upload Successful

Once your video has been uploaded successfully you may **SAVE AND CONTINUE**

<b>Step 1</b> Entry Details	Step 2 Credits	Step 3 Review Entry	Step 4 Payment	Step 5 Confirmation
--------------------------------	-------------------	------------------------	-------------------	------------------------

## Upload Video

**!** Once the upload video box appears, please allow the upload box to completely disappear before continuing with additional uploads. To ensure all uploads save properly, please make sure you click the "Save & Continue" button when you are done. Failure to click this button could result in the loss of one or more videos.

Video Upload Slots Available: 1  
Videos Uploaded: **1**

Current Upload Video Description:

**Video uploaded successfully!**

[Save & Continue](#) 

## STEP 2 – ADDING CREDIT(S)

\*Please note: This is not required for the student competitions but the system will not let you proceed without adding at least 1 credit. You may enter default student information to satisfy the system requirement and move on to the next step

- Please click NEXT when done

Step 1 Entry Details	<b>Step 2 Credits</b>	Step 3 Review Entry	Step 4 Payment	Step 5 Confirmation
-------------------------	---------------------------	------------------------	-------------------	------------------------

**Credits**

[Add Credits Later](#) [Back to Dashboard](#) [Next →](#)

Credits may be added at any time while the competition is open. If you would like to add Credits for this entry at another time you can do so by clicking on the "Add Credits Later" link.

**⚠ Important:** You must add at least one credit in order to pay for your entries. You will be able to change your credits after payment, as long as the competition is open. Please include information in every box of the credit line. You may use "N/A" when a credit is not applicable (such as a first and last name when you are crediting an Agency.) All incomplete credit lines will be ignored while saving your credits.

\* At least one credit is required in order to pay for your entries

Order	Company	Title	First Name	Last Name
1	John	Agency	John	John
--#--		--Select--		
--#--		--Select--		
--#--		--Select--		

## STEP 3 – REVIEW YOUR ENTRY INFORMATION

- Here you may review your entry detail and click NEXT when completed


## STEP 4 – PAYMENT

\*Please note: There is no charge to submit entries into a student competition


Step 1 Entry Details	Step 2 Credits	Step 3 Review Entry	Step 4 Payment	Step 5 Confirmation
-------------------------	-------------------	------------------------	-------------------	------------------------

If you would like to pay at a later time click the **Back to Dashboard** button below.

To pay for the item(s) listed below click **Continue to Payment** button at the bottom right of the page. Once payment has been processed for an entry you will not be able to modify any entered information except Marketing Objective and Credits.


 **Important: Make sure to verify your order again on the next page before submitting payment!**

Entry ID	Title	
32372	Test Entry	<input checked="" type="checkbox"/>



- Next you will be taken to a “shopping cart”. Please click on **CONTINUE TO PAYMENT**

Global shopping cart						
Bill To		Ship To <a href="#">Edit Shipping Address</a>				
Stacy La Cotera PromaxBDA <a href="mailto:stacy@promaxbda.org">stacy@promaxbda.org</a> 1522e Cloverfield Blvd. Santa Monica, CA 90404 United States		Stacy La Cotera 1522e Cloverfield Blvd. Santa Monica, CA 90404 United States Ship To Attention: Stacy D La Cotera Ship To Company: PromaxBDA				
Remove	Type	Description	Qty	Unit Price	Line Total	
<input type="checkbox"/>	SALES	2011 MI6 Making The Cut - Single Entry 32372	1	\$0.00	\$0.00	
					<b>\$0.00</b>	
<a href="#">Select Shipping Options</a>			Shipping(SHIP-HAND-INTL):		\$0.00	
					Total before tax:	\$0.00
					Estimated tax:	\$0.00
					<b>Order Total:</b>	<b>\$0.00</b>
Currency						
Select Currency	<input type="text" value="US Dollar"/>					
Discounts						
Type	<input type="text" value="Coupons"/>					
Code	<input type="text"/>	<input type="button" value="Add discount"/>				
<input type="button" value="Update cart"/> <input type="button" value="Print"/>					<input type="button" value="Continue to payment"/>	



- You will then be taken to a confirmation page. This is your confirmation that your entry has been successfully entered. You may click DONE to exit.

Purchase | Confirmation 

PLEASE CAREFULLY READ THE INSTRUCTIONS BELOW				
Your Order is not complete until we receive your payment.				
Order Number: <b>INV-21213-Q2KTW6</b>				
Please print out a copy of this form and follow the instructions below				
Purchase Information				
Date of Purchase: <b>Mar 25 2011 7:45PM</b>				
<b>Stacy La Cotera</b>				
Credit Card Number (Last four digits):				
Invoice Number: <b>INV-21213-Q2KTW6</b>				
<b>Bill To Address</b>		<b>Ship To Address</b>		
Stacy La Cotera		Stacy La Cotera		
PromaxBDA		1522e Cloverfield Blvd.		
<a href="mailto:stacy@promaxbda.org">stacy@promaxbda.org</a>		Santa Monica, CA 90404		
1522e Cloverfield Blvd.		United States		
Santa Monica, CA 90404		Stacy D La Cotera		
United States		PromaxBDA		
<b>Contact Number:</b> 56570				
Detail				
Type	Description	Quantity	Unit Price	Line Total
Sales Non Inventory	2011 MI6 Making The Cut - Single Entry 32372	1	\$ 0.00	\$ 0.00
			Shipping: (SHIP-HAND-INTL):	\$ 0.00
			Tax:	\$ 0.00
			Total:	\$ 0.00
			Paid Amount:	\$ 0.00
			Balance:	\$ 0.00
				Ok
				Print