



**SERIES MANIA ANNOUNCES CREATION OF
“BEST MARKETING INITIATIVE AWARD”**

**Call for Submissions for this new competition and
registration for the Series Mania Forum both open today**

PARIS & LILLE, FRANCE – November 20, 2023 – Given the tremendous response and success of last year’s inaugural launch of “Series Mania’s Creative Campaign Award”, Laurence Herszberg, founder and general director of [Series Mania](#) (March 15-22, 2024), today announces the creation of a newly named competition “Best Marketing Initiative Award,” a prize awarded by Series Mania to celebrate creativity in series’ marketing, not only for the promotion to the viewing audience (BtoC), but also initiatives undertaken by producers and distributors to raise awareness toward commissioners and buyers (BtoB). [The Call for Submissions for this Best Marketing Initiative Award opens today](#), November 20th, and closes on January 23, 2024.

As with last year’s award, this new initiative responds to the need for producers, distributors, broadcasters and platforms, faced with the dizzying number of series available, to create innovative and unique marketing campaigns so that the series are noticed and have every chance of gaining attention. The best ideas submitted, and the winner will be selected by a Series Mania committee and presented as part of the program during the 2024 Series Mania Forum (March 19-21, 2024).

“With a tremendous number of submissions entered last year, and with prizes awarded to ‘Doctor Who: Flux’ from BBC Studios, and ‘Lupin’ from Netflix (Jury Special Mention), we knew we were on the right track with this award,” commented Herszberg. “Creativity in series’ marketing is more important than ever before given the sheer number of programs available today and we think it is a natural evolution to also open the stage to BtoB initiatives for 2024.”

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“Best Marketing Initiative Award” will be given to the most effective marketing initiative to promote a series, be it original, groundbreaking, or impactful for the audience. The committee will be looking for the best marketing promotion, which may include communication campaigns, experiences, digital/social initiatives, or a striking visual or promo/trailer developed for the launch of a new series or a new season.

The eligibility requirements for this award include: Creative / social / influencer agencies, producers / studios, international distributors and/or broadcasters / streamers who have set up BtoB or BtoC promotional initiatives for the launch of a series or a new season can apply for this award. For this new edition, campaigns launched in 2022, 2023 and 2024 are eligible. The application must be for a marketing initiative around a fiction series.

Additionally, it was announced today that registration is now opening for the 2024 Series Mania Forum, the industry arm of Series Mania. Francesco Capurro, head of Series Mania Forum added: “It is with great pleasure that we announce that registration for the Forum is now open. We are expecting 4,000 participants from over 60 countries at Lille Grand Palais this year. The 2024 edition is shaping up to be our biggest event yet and we look forward to welcoming everyone back to Lille.”

ABOUT SERIES MANIA

Based in Lille since 2018, Series Mania - Lille / Hauts-de-France has become the biggest event dedicated uniquely to television series in Europe. Its festival offers exclusive world premieres of the greatest international series on the big screen, giving its audience - up to 70,000 spectators - 8 days of discoveries, parties, and masterclasses with some of the most renowned personalities in the series world. At the same time, Series Mania welcomes 3,300 professionals from over 64 countries at Series Mania Forum including the anticipated Lille Dialogues summit. Two key events for networking and business are now extended online with the creation in 2020 of Series Mania Digital.

In 2021, Series Mania launched Series Mania Institute, a training program for students and industry professionals. The association is thus extending its action to support the creation of series in Europe.

<https://seriesmania.com/en/>

PRESS CONTACTS:

MORRIS MARKETING - USA

sheila@morrispr.com

Sheila MORRIS – 818-487-9300

danielle@morrispr.com

Danielle COTTON – 615-554-8671

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MIAM - FRANCE

rpseriesmania@gmail.com

Blanche Aurore DUAULT - 06 29 97 88 89

Nathalie IUND - 06 10 96 30 08

Michael MORLON - 06 60 45 65 69

Claire VORGER - FRANCE & INTERNATIONAL

06 20 10 40 56

clairevorger@gmail.com

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