



Eyes&EarsEurope

CREATION, INNOVATION & EFFECTIVENESS– 15th International Eyes & Ears Awards 2013

Winners & Finalists

Category Design

Best design in print or poster advertising

Winner

ZDF: Arne Dahl

ZDF's posters for the Swedish crime series 'Arne Dahl' impress with ambiguous word plays and dry humour: The legs of a person peek out of the reeds in a lake – 'kalter Schwede' ('cold swede') reads the accompanying text. A person that fell over the banister is lying in the hallway – instead of 'Oops', we read 'Uppsala'. More dark humour is hardly possible. The ZDF shows guts!

Creative Team: Thomas Grimm, Head of Marketing ZDF; Robertino Windisch, Team Leader Programme Marketing 2 ZDF; Anja Sotscheck, Project Management Programme Marketing 2 ZDF; Katrin Steffen, Editor Programme Marketing 2 ZDF; Ansgar Böhme, Creative Director Text Creation: KNSK Werbeagentur; Tim Krink, Creative Director Art Creation: KNSK Werbeagentur; Thomas Thiele, Art Director Creation: KNSK Werbeagentur; Steffen Steffens, Copywriter Creation: KNSK Werbeagentur; Torsten Nitzsche und Daniela Kruschke, Consulting Creation: KNSK Werbeagentur

Finalist

CS ProSiebenSat.1 TV Deutschland: kabel eins – Alien

Creative Team: Richard Schweiger, Senior Vice President CS ProSiebenSat.1 TV Deutschland; Annika Gottgetreu, Project Manager CS ProSiebenSat.1 TV Deutschland; Oliver Rojschl, Senior Writer/Producer CS ProSiebenSat.1 TV Deutschland; Niels Müller, Senior Writer/Producer CS ProSiebenSat.1 TV Deutschland; Bernd Lutieschano, Art Director Print CS ProSiebenSat.1 TV Deutschland; Kathrin Ziegelhöfer, Production Manager Print CS ProSiebenSat.1 TV Deutschland; Nicole Reuter, Project Manager CS ProSiebenSat.1 TV Deutschland; Malte Hildebrandt, Head of Marketing ProSiebenSat.1 TV Deutschland; Felix von Mengden, Head of Marketing kabel eins ProSiebenSat.1 TV Deutschland

Finalist

CS ProSiebenSat.1 TV Deutschland: ProSieben – Die Simpsons – 500th episode

Creative Team: Richard Schweiger, Senior Vice President CS ProSiebenSat.1 TV Deutschland; Claudia Ahammer, Project Manager CS ProSiebenSat.1 TV Deutschland; Ralph Aubele, Conceptioner CS ProSiebenSat.1 TV Deutschland; Verena Schuster, Head of Print CS ProSiebenSat.1 TV Deutschland; Bernd Lutieschano, Art Director Print CS ProSiebenSat.1 TV Deutschland; Elisabeth Riedl, Designer Print CS ProSiebenSat.1 TV Deutschland; Kathrin Ziegelhöfer, Production Manager Print CS ProSiebenSat.1 TV Deutschland; Oliver Kempfer, Head of Marketing ProSieben ProSiebenSat.1 TV Deutschland; Stefan Ladwig, Senior Product Manager Marketing ProSiebenSat.1 TV Deutschland

Best new corporate design package

Winner

Red Bull Media House: Servus TV

The task was to freshen up the existing Servus TV design while giving it more lightness. There needed to be more room for footage, while the graphical elements are discretely moved to the background. The main elements – like the minus-7° angle, the floral elements and the established shade of red as main colour – needed to remain intact. The result is a condensed design that more than fulfils all these requirements. The refreshed look is reduced to the basics, moves to the background and provides room for the image, while still letting us know exactly where we are: Servus TV!

Creative Team: **Andreas Hoess**, Creative Director Red Bull Media House; **Thomas Madreiter**, Art Director Red Bull Media House; **Doris Schmiedlechner**, Motion Graphics Designer Red Bull Media House; **Rainer Rossgoderer**, Motion Graphics Designer Red Bull Media House; **Thomas Schrefler**, Post-Production Manager Red Bull Media House

Finalist

DMC: Kinowelt TV

Creative Team: **Walter Puschacher**, Managing Director DMC; **Tilo Fischer**, Head of Production DMC; **Bernd Mutscheller**, Creative Director DMC; **Matthias Weng**, Designer DMC; **Javier Collantes**, Designer DMC; **Katy Plasek**, Designer DMC; **Daniele Grieco**, Head of Programme and Editing Kinowelt TV; **Achim Apell**, Managing Director Kinowelt TV; **Achim Fischer**, Music Composer Trevista

Finalist

DMC: OTE Sport

Creative Team: **Tilo Fischer**, Head of Production DMC; **Walter Puschacher**, Managing Director DMC; **Aitor Benavent**, Art Director DMC; **Bernd Mutscheller**, Creative Director DMC; **Marianna Psomiadou**, Marketing Director OTE TV; **Doris Baka**, Head of On-Air Promotion OTE TV; **Stefan Müller**, Creative Consultant Flint Skallen; **Jordi Puig Vizcaino**, Art Director Herokid; **Toshi Trebess**, Music Composer Trevista

Best bumper or station-ID package

Winner

SRF/Filmstyler Pictures: Winter idents SRF1

With the new winter idents, the SRF further developed the existing station id package in a consistent, coherent and stringent way. Again, there are friendly images to pause for a moment of rest – this time embedded in typical Swiss winter landscapes. In short, we feel immediately at home in the SRF. Authentic and high quality!

Creative Team: **Alex Hefter**, Creative Director/Head of Design & Marketing SRF; **Frank Schneider**, Director Filmstyler Pictures; **Lea Rindlisbacher**, Producer Eqal; **Annette Hofmann**, Producer Eqal; **Glenn Breda**, Editing Eqal; **Michael Ricar**, Composer Peppermint Productions; **Satoh Yukio**, CG Supervisor Elefant Studios

Finalist

SUPER RTL: TOGGO bumper 2013

Creative Team: **Stefan Mays**, Head of On-Air Communication SUPER RTL; **Simona Orehek**, Head of Design/Graphics On-Air & Off-Air SUPER RTL; **Ulrich Höppner**, Design/Graphics On-Air & Off-Air SUPER RTL; **Anton Riedel**, Director Creation Feedmee Design; **Gerry Menschick**, General Manager Feedmee Design; **Laura Giersdorf**, Producer Feedmee Design; **Benjamin Zurek**, Motion Designer Feedmee Design; **Thomas Gugel**, Motion Designer Feedmee Design; **Achim Fischer**, Managing Director Trevista - Audio Design

Finalist

CS ProSiebenSat.1 TV Deutschland: ProSieben – Germany's Next Topmodel

Creative Team: **Alexander Krause**, Creative Director/Director CS ProSiebenSat.1 TV Deutschland; **Cornelia Gramelsberger**, Art Director CS ProSiebenSat.1 TV Deutschland; **Ute Deutschman**, Producer CS ProSiebenSat.1 TV Deutschland; **Markus Baier**, Creative Director CS ProSiebenSat.1 TV Deutschland; **Jonas Bucher**, Writer/Producer CS ProSiebenSat.1 TV Deutschland; **Benjamin Baron**, Writer/Producer CS ProSiebenSat.1 TV Deutschland

Best seasonal or event-related design package

Winner

RTL Creation: RTL – Easter – Tangled

"My Disney day at RTL" – in keeping with this claim, RTL presents a holiday design that charmingly combines the Disney movie elements with the existing CI: Rapunzel and her prince play with Easter eggs in the RTL colours and also the green chameleon changes its colours to match the station logo in red, yellow and blue. A harmonious connection of content and brand!

Creative Team: Björn Klimek, Creative Director RTL Creation; Eva Deutinger, Project Manager RTL Creation; Christian Mirow, Creative Producer RTL Creation; Susanne Mikulski, Copywriter RTL Creation; Barbara Marheineke, Producer RTL Creation; Andreas Stephan, Sound Engineer RTL Creation; Tobias Varola, Post production Screenworks; Frank Hoffmann, CEO Programme RTL Television

Finalist

CS ProSiebenSat.1 TV Deutschland: Sat.1 – Shadowland

Creative Team: Richard Schweiger, Senior Vice President CS ProSiebenSat.1 TV Deutschland; Markus Goles, Art Director CS ProSiebenSat.1 TV Deutschland; Florian Hausberger, Senior On-Air Designer CS ProSiebenSat.1 TV Deutschland; Sebastian Dennstedt, Junior On-Air Designer CS ProSiebenSat.1 TV Deutschland; Gilles Wolf, Writer Producer CS ProSiebenSat.1 TV Deutschland; Paul Taylor, Senior Audio Designer/stv. Leiter CS Audio CS ProSiebenSat.1 TV Deutschland; Jaqueline Wenisch, Project Manager CS ProSiebenSat.1 TV Deutschland; Janina Galle, Project Manager CS ProSiebenSat.1 TV Deutschland; Christina Leucht, Senior Brand Manager Sat.1 Marketing ProSiebenSat.1 TV Deutschland

Finalist

Das Erste: Winter & Christmas 2012/13

Creative Team: Henriette von Hoessle, Creative Direction ARD Design and Presentation; Sylvia Gustat, Project Management ARD Design and Presentation; Martin Kett, Creative Direction Perfect Accident Creative Services; Stefanie Reinhart, Creative Direction Perfect Accident Creative Services; Matthias Zentner, Director velvet Mediendesign; Oliver Loessl, Producer velvet Mediendesign; Thomas Wernbacher, Creative Direction velvet Mediendesign; Peter Hoppe, Music Composer Modernsoul; Bernd Bakte, Music Composer Modernsoul

Best programme label

Winner

Universal Networks International Germany: 13th Street – Crème de la Crime

The programme label for the fan weekend on 13th Street gives the viewers a choice between popular crime shows presented as haut cuisine. Lamb chops next to a gun, octopus served with handcuffs, quail eggs with knife, or fish with a side of syringe – fitting the culinary tone of the title 'Crème de la Crime', 13th Street uses these meals to present the crime shows NCIS LA, Law & Order, Numb3rs and NCIS. With this multifaceted label, our choice is simple!

Creative Team: Elmar Krick, Creative Director Universal Networks International Germany; Gabi Madracevic, Creative Director Luxlotusliner Munich; Andrea Bednarz, Managing Director Luxlotusliner Munich; Tatjana Zivanovic-Wegele, Producer Luxlotusliner Munich; Iris Pfennig, Designer Luxlotusliner Munich; Jochen Staeblein, DOP; Matthias Dörfler, Editor; Sylvi Rößler, Colorist; Bernd Aroid, Chef

Finalist

ZDF: ZDFkultur – On Stage

Creative Team: Thomas Grimm, Head of Marketing ZDF; Sylvia Braun, Team Leader Programme Marketing 3 ZDF; Christian Kohl, Design Programme Marketing 3 ZDF; Gabi Madracevic, Creative Direction Luxlotusliner; Andrea Bednarz, Creative Management Luxlotusliner; Cay Fiehn & Iris Pfennig, Art Direction Luxlotusliner; Tatjana Zivanovic-Wegele, Producing Luxlotusliner; Christl Wein & Nadja Doth, Equipment Luxlotusliner; Reiner Kienemann, Stage and Moving Structure Luxlotusliner

Finalist

Universal Networks International Germany: 13th Street & Syfy – Hai 5

Creative Team: Elmar Krick, Creative Director Universal Networks International Germany; Sebastian Geller, Senior Producer Universal Networks International Germany; Raphael Brunner, Audio

Universal Networks International Germany; **Walter Puschacher**, Managing Director DMC Munich; **Tilo Fischer**, Head of Production DMC Munich; **Christiane Scheibe**, Graphic Designer DMC Munich

Best lead-in non-fiction

Winner

SRF: Olympia Opener 2012

Olympic Games in London – that means athletic highlights around popular sights like the Big Ben Clock Tower, London Eye and Houses of Parliament. SRF's lead-in plays with exactly these expectations: sprinters run up the side of Big Ben, discus throwers turn on the clock face, and gymnasts swing on the tip of the popular tower. The athletes take over this famous building and make us want to watch this event of the year. London's calling, the SRF takes over!

Creative Team: **Alex Hefter**, Creative Director/Head of Design & Marketing SRF; **Patrick Arnecke**, Head of Design SRF; **Cordula Gieriet**, Art Director SRF; **Tiny Bernhard**, Concept, Design & Visual fx SRF; **Jürg Dummermuth**, Concept, Design & Visual fx SRF; **Simone Nucci**, Concept, Design & Visual fx SRF; **Thomas Gloor**, Art Director Audio SRF; **Roman Camenzind**, Audio hitmill

Finalist

ARTE: Verdi

Creative Team: **Cécile Chavepayre**, Art Director ARTE; **Henri Ehrhard**, Coordination Art Direction ARTE; **Sylvia Tournerie**, Conception/Design; **Stéphane Jarreau**, Graphic Animation

Finalist

SRF: Myriam und die Meisterbäcker

Creative Team: **Alex Hefter**, Creative Director/Head of Design & Marketing SRF; **Ladina Engler**, Art Director SRF; **Patrick Arnecke**, Head of Design SRF; **Pascal Schelbi**, Senior Designer SRF; **Simon Renfer**, Senior Designer SRF; **Matt Abeysekera**, Sound Designer Bromeliad Music

Best lead-in fiction

Winner

CS ProSiebenSat.1 TV Deutschland: Sat.1 – Es kommt noch dicker

Creative Solutions' lead-in introduces us to the story with some funny scenes: The skinny manager becomes fat overnight! The show's title and names of the actors are appropriately created from cake with frosting and sprinkles. At the same time, the lead-in makes us want to know more about the protagonist and how she is going to cope with her sudden transformation. Enjoying this show will be a piece of cake!

Creative Team: **Richard Schweiger**, Senior Vice President CS ProSiebenSat.1 TV Deutschland; **Sebastian von Wyschetzki**, Senior Art-Director CS ProSiebenSat.1 TV Deutschland; **Janina Galle**, Project Manager CS ProSiebenSat.1 TV Deutschland; **Ute Deutschmann**, Executive Producer CS ProSiebenSat.1 TV Deutschland; **Daniela della Schiava**, Head of Marketing SAT.1 Marketing ProSiebenSat.1 TV Deutschland; **Anne Karlstedt**, Vice President German Fiction Series ProSiebenSat.1 TV Deutschland

Finalist

SRF: Der Bestatter

Creative Team: **Alex Hefter**, Creative Director/Head of Design & Marketing SRF; **Patrick Arnecke**, Head of Design SRF; **Thomas Gloor**, Art Director SRF; **Sven Volz**, Junior Art Director SRF; **Carla Schilling**, Project Manager SRF; **Pascal Schelbli**, Senior Designer SRF; **Janine Schärer**, Designer SRF; **Markus Fischer**, Director Snake Film; **Raphael Meyer**, Music

Finalist

CS ProSiebenSat.1 TV Deutschland: Sat.1 – Auf Herz und Nieren

Creative Team: **Sebastian von Wyschetzki**, Senior Art Director CS ProSiebenSat.1 TV Deutschland; **Petra Ruoss**, Senior Project Manager CS ProSiebenSat.1 TV Deutschland; **Ute Deutschmann**, Executive Producer CS ProSiebenSat.1 TV Deutschland; **Richard Schweiger**, Senior Vice President CS ProSiebenSat.1 TV Deutschland; **Mathias von Wyschetzki**, On-Air Designer CS ProSiebenSat.1 TV Deutschland; **Daniela della Schiava**, Head of Marketing SAT.1 Marketing ProSiebenSat.1 TV Deutschland; **Anne Karlstedt**, Vice President German Fiction Series ProSiebenSat.1 TV Deutschland

Best studio design/set design/scenography

Winner

Red Bull Media House: Servus TV – Servus am Morgen

The studio of the morning show 'Servus am Morgen' wins us over with a coherent mixture of traditional and modern elements. Comfortable furniture in solid shades of grey invites hosts and guest alike to linger for a bit. The backdrop shows an idyllic panorama of a little village in the Alps. Bouquets of wild flowers, bowls of fruit and accessories in the Servus TV shade of red top off the design aesthetic. The other half of the studio contrasts with modern and cool screens. The connecting element is the wooden floor. Bold on the one hand, but on the other hand, absolutely in line with Servus TV's claim of being both regional and international.

Creative Team: Andreas Hoess, Creative Director Red Bull Media House

Finalist

SRF: Olympia 2013

Creative Team: Alex Hefter, Creative Director/Head of Design & Marketing SRF; Cordula Gieriet, Art Director SRF; Patrick Arnecke, Head of Design SRF; Marco Bach, Designer SRF; Tomi Bricchi, Set Designer

Best information or news design

Winner

Red Bull Media House: Servus TV – Red Bull Stratos

Without any voice-over, the simple information graphics and animation explain the complexity of a parachute jump in the stratosphere. How are the helmet, suit and capsule of skydiver Felix Baumgartner equipped and why? What material is the balloon made of? And how should we imagine the atmospheric pressure in the different spheres? Extremely clear and understandable, the explanatory piece gives answers to these questions and more, without the Red Bull brand ever moving into the foreground. When information is so easy to understand, we like to learn!

Creative Team: Andreas Hoess, Creative Director Red Bull Media House; Martin Müller, Art Director Red Bull Media House; Thomas Schrefler, Post-Production Manager Red Bull Media House; Opium effect

Finalist

Lambie-Nairn: ITV News

Creative Team: Sophie Lutman, Creative Director Lambie-Nairn; Cailie Dimmock, Head of Production Lambie-Nairn; Victoria Stout, Senior Designer Lambie-Nairn

Finalist

SRF: DOK Schweizer Armee

Creative Team: Alex Hefter, Creative Director/Head of Design & Marketing SRF; Patrick Arnecke, Head of Design SRF; Severine Waibel, Art Director SRF; Simona Knuchel, Designer SRF; Reto Gerber, Producer SRF

Best programme-related design package

Winner

RTL Creation: RTL – Formula 1

The specially animated Formula 1 racing cars in black and silver dominate the design package for Formula 1 at RTL. This high-quality and extremely reduced design does more than justice to this pinnacle of motor sport. And at the same, the design package is perfectly linked to the RTL brand. Due to the recurring red of the station logo in the intricately designed and informative explanatory graphics, we know that we are not watching anywhere, but at RTL. As cool, emotional and gripping as the Formula 1 itself!

Creative Team: Ulli Schumacher, Creative Director RTL Creation; Annett Krause, Project Manager RTL Creation; Yasmin El Sayed-Dernbach, Art Director RTL Creation; Thomas von den Driesch, VFX Designer RTL Creation; Elwira Popiolek, Graphics RTL Creation; Arne Thomas, Sound Engineer RTL Creation; Benjamin Kempf, VFX-Designer RTL Creation

Finalist

CS ProSiebenSat.1 TV Deutschland: sixx – Sweet & Easy

Creative Team: Daniela Meier, Senior On-Air Designer CS ProSiebenSat.1 TV Deutschland; **Petra Ruoss**, Senior Project Manager CS ProSiebenSat.1 TV Deutschland; **Michael Newell**, Project Manager CS ProSiebenSat.1 TV Deutschland; **Boris Breitenreicher**, Audio Designer CS ProSiebenSat.1 TV Deutschland; **Richard Schweiger**, Senior Vice President CS ProSiebenSat.1 TV Deutschland; **Wiebke Schodder**, Head of Factual sixx/ Programme Manager Factual ProSiebenSat.1 TV Deutschland

Finalist

SRF: Comedy aus dem Labor

Creative Team: Alex Hefter, Creative Director/Head of Design & Marketing SRF; **Patrick Arnecke**, Head of Design SRF; **Thomas Gloor**, Art Director SRF; **Ladina Engler**, Producer SRF; **Tiny Bernhard**, Senior Designer SRF; **Cyril Boehler**, Sound Design Cyril Boehler Music; **Andrin Schweizer**, Set Designer Andrin Schweizer Company; **Tobias Müller**, Creative Director AixSponza

Best 2D/3D animation

Winner

IMG Mainz/finally.: Understand Music

Do you understand music in its complexity? If not, this experimental animation trailer will help you. And if you understand music, look at this minimalist yet explanatory journey: basic facts, concepts and aspects of musicology are presented clearly and in a reduced manner. This imagery is supported by musical accompaniment that is coordinated to the finest detail of the animated sequences. Conclusion: We must not understand music, but this representation of music teaches us to appreciate music!

Creative Team: Florian Geyer, Concept, Design, Animation, Sound & Music finally.

Best typographical design

Winner

ARTE: Hitchcock

How do you advertise several Hitchcock movies without using the well-known movie clips? ARTE shows us: They use film-typical fonts and typographic elements combined with a sound collage from the various soundtracks. The result shows that strong typographical key visuals are enough to bring alive the individual films by the master!

Creative Team: Cécile Chavepayre, Art Director ARTE; **Stéphane Martinez**, Design/Conception ARTE; **Paul Biller**, Graphic Designer ARTE; **Karl Weege**, Art Director Sound ARTE; **Henri Ehrhard**, Coordination Art Direction ARTE

Finalist

SRF: Comedy aus dem Labor

Creative Team: Alex Hefter, Creative Director/Head of Design & Marketing SRF; **Thomas Gloor**, Art Director SRF; **Ladina Engler**, Producer SRF; **Patrick Arnecke**, Head of Design SRF; **Tiny Bernhard**, Senior Designer SRF; **Cyril Boehler**, Sound Design Cyril Boehler Music; **Tobias Müller**, Creative Director AixSponza

Finalist

ARTE: Verdi

Creative Team: Cécile Chavepayre, Art Director ARTE; **Henri Ehrhard**, Coordination Art Direction ARTE; **Sylvia Tournerie**, Conception/Design; **Stéphane Jarreau**, Graphics Animation

Category Audio

Best corporate audio design

Winner

FOX: Rebrand Audio Design

The audio design for FOX consists of a clearly identifiable theme that is trendy and modern. The innovation of the FOX signation is a consistent declination of the original theme for the

various program genres. Whether a country impact on the musical series 'Nashville' or with appropriate variations for crime shows like 'Hawaii Five-0' – the actual theme, and thus the auditory recognition of FOX, is always clear. Corporate audio design par excellence!

Creative Team: **Andreas Lechner**, Creative Director/VP Programming & Communications FOX International Channels Germany; **Simona Olivieri**, On Air Manager FOX International Channels Germany; **Matthias Pasedag**, Sound Designer Klangstüberl

Finalist

SRF: Radio Kultur Paket

Creative Team: **Alex Heffer**, Creative Director/Head of Design & Marketing SRF; **Thomas Gloor**, Art Director Audio SRF; **Jean-Luc Wicki**, Technical Manager Audio Radio SRF2 Kultur SRF; **Daniel Dettwiler**, Concept, Composition, Production, Audio Design Idee & Klang; **Ramon De Marco**, Concept, Composition, Production, Audio Design Idee & Klang

Finalist

CS ProSiebenSat.1 TV Deutschland: Sat.1 – Shadowland

Creative Team: **Richard Schweiger**, Senior Vice President CS ProSiebenSat.1 TV Deutschland; **Paul Taylor**, Senior Audio Designer CS ProSiebenSat.1 TV Deutschland; **Markus Goles**, Art Director CS ProSiebenSat.1 TV Deutschland; **Florian Hausberger**, On-Air Designer CS ProSiebenSat.1 TV Deutschland; **Gilles Wolf**, Writer Producer CS ProSiebenSat.1 TV Deutschland; **Markus Baier**, Creative Director CS ProSiebenSat.1 TV Deutschland; **Jaqueline Wenisch**, Project Manager CS ProSiebenSat.1 TV Deutschland; **Christina Leucht**, Senior Brand Manager Sat.1 Marketing ProSiebenSat.1 TV Deutschland

Best programme-related audio design

Winner

RTL Creation: RTL CRIME – The Killing

This spot for the crime series 'The Killing' pulls the audience into the action. In addition to the compelling images however, the audio design is mainly responsible for this: The sound supports the images of the crime world in such a way that a shiver runs down our collective spines. An exciting and perfect combination of footage, voice and audio design!

Creative Team: **Björn Klimek**, Creative Director RTL Creation; **Florian Mengel**, Producer RTL Creation; **Patrice Keller**, VFX Operator RTL Creation; **Markus Wahlen**, Sound Engineer RTL Creation; **Karl Anton Gerber**, Chef Producer RTL Creation; **Klaus Holtmann**, Divisional Director Digital Special Interest Channels RTL Television; **Holger Sum**, Marketing Digital Special Interest Channels RTL Television

Finalist

CS ProSiebenSat.1 TV Deutschland: ProSieben – Monatstrailer Dezember

Creative Team: **Richard Schweiger**, Senior Vice President CS ProSiebenSat.1 TV Deutschland; **Rudolf Hochrein**, Audio Designer CS ProSiebenSat.1 TV Deutschland; **Alexander Mahoney**, Writer Producer CS ProSiebenSat.1 TV Deutschland; **Raphael März**, Senior Writer Producer CS ProSiebenSat.1 TV Deutschland; **Thorsten Rosin**, Project Manager CS ProSiebenSat.1 TV Deutschland

Best corporate musical composition and/or production

Winner

Das Erste: Winter & Christmas 2012/13

This campaign brings us closer to Christmas and makes us look forward to the colder season. In a series of idents and bumpers, Das Erste reinvents the traditional Christmas stocking. Here we get warm and cuddly – with yarn! The reoccurring and memorable audio composition underlines the pictures in an emotional way. We like how Das Erste gives a new audiovisual impetus to an old tradition.

Creative Team: **Henriette von Hoessle**, Creative Direction ARD Design und Präsentation; **Sylvia Gustat**, Project Management ARD Design und Präsentation; **Martin Kett**, Creative Direction Perfect Accident Creative Services; **Stefanie Reinhart**, Creative Direction Perfect Accident Creative Services; **Matthias Zentner**, Director velvet Mediendesign; **Oliver Loessl**, Producer velvet Mediendesign; **Thomas Wernbacher**, Creative Direction velvet Mediendesign; **Peter Hoppe**, Music Composer Modernsoul; **Bernd Bakte**, Music Composer Modernsoul

Best programme-related musical composition and/or production

Winner

MDR: Geschichte Mitteldeutschlands

Elaborate and full of detail, the MDR stages historical events in its documentary 'Geschichte Mitteldeutschlands'. Here, history comes alive, becomes tangible and exciting. These quality characteristics of the format are also supported by the musical composition of the lead-in: Powerful strings and an orchestra drive the tension to the climax – the history of Central Germany.

Creative Team: Klaus W Schuntermann, Creative Director MDR FERNSEHEN; **Ralf Luethy**, CEO & Creative Director FIELD OF VIEW; **Lutz Möller**, CEO & Composer BAXTER & LARSEN

Finalist

3sat: Pop around the clock

Creative Team: Andreas Reinberger, Editor-in-Chief 3sat; **Jürgen Rosch**, Editor 3sat; **Jochen Schmidt**, Sound Processing ZDF; **Ingrid Buss**, Graphic Designer ZDF

Finalist

MDR: Kripo live

Creative Team: Klaus W Schuntermann, Creative Director MDR FERNSEHEN; **Doreen Zörkler**, Designer MDR FERNSEHEN; **Bernd Tradler**, Designer MDR FERNSEHEN; **Lutz Möller**, CEO & Composer BAXTER & LARSEN

Category Interactive

Best corporate website

Winner

SRF: srf.ch & srf.player

As part of the merger of the Swiss Radio and Television, the SRF has revamped its website. srf.ch now binds all online content consistently to the brand. In addition to an increased focus on audio and video content as well as facilitated thematic approaches, srf.ch provides a clear structure which the user will be able to manage intuitively. An innovation is the integration of Social Media: The thematic overview pages are compiled according to journalistic criteria. Alternatively, topics that were accessed or commented on more often can be displayed through the view 'Social View'. Informative, modern and appealing to all audiences of a public broadcaster!

Creative Team: Alex Hefter, Creative Director/Head of Design & Marketing SRF; **Sonja Wunsch**, General Project Manager SRF; **Lukas von Niederhäusern**, Art Director SRF; **Jörg Broszeit**, Subproject Manager SRF Player; **Moving Brands**; **Design SRF.ch**; **Artur Richter Design**; **Design SRF Player**

Finalist

Heine/Lenz/Zizka Projekte: Kinowelt.tv

Creative Team: Finn Sienknecht, Managing Director & Creative Direction Heine/Lenz/Zizka Projects; **Peter Zizka**, Founder Heine/Lenz/Zizka Projects; **Achim Apell**, Managing Director Kinowelt.tv; **Stefan Westphal**, Marketing Kinowelt.tv; **Daniele Greco**, Head of Programme & Editing Kinowelt.tv; **Kay Bühler**, Editor Kinowelt.tv; **Michael Zettler**, Programming zett media

Best content-related website

Winner

CS ProSiebenSat.1 TV Deutschland: Sat.1 – Webisode 'Der letzte Bulle'

The comic-style webisodes of 'Der letzte Bulle' tell the history of the Sat.1 crime series: Mick Briggau in the 80s – how it all began. Here, fans experience how Briggau met his partner Kringle and why he was shot in the head and fell into a coma. And all is told by the protagonist in his typically brash manner. Thus, Creative Solutions has created an optimal format and target group-oriented online extension of the series. This way, we like to watch what used to move the young cop. A must-see for all fans!

Creative Team: **Richard Schweiger**, Senior Vice President CS ProSiebenSat.1 TV Deutschland; **Paul Taylor**, Senior Audio Designer CS ProSiebenSat.1 TV Deutschland; **Sebastian Dennstedt**, On-Air Designer CS ProSiebenSat.1 TV Deutschland; **Kirsten Schumacher**, Project Manager CS ProSiebenSat.1 TV Deutschland; **Jean-Baptiste Chuat**, Illustration & Direction

Best app

Winner

ZDF: Unsere Mütter, unsere Väter – Motion Comic

To also appeal to a younger target group, the ZDF developed an app in motion comic style to accompany the TV trilogy 'Unsere Mütter, Unsere Väter' ('Our Mothers, Our Fathers'). The comic explains the history of the five protagonists – how they met as children, how they became friends and what experiences influenced them. Through easy interaction, users can activate the next animation, advance the action and decide for themselves when to continue reading. Thus, the ZDF has found a great way to get a younger target group interested in a historical topic.

Creative Team: **Sebastian Hünerfeld**, Project Manager, Concept, Redaktion, Experience Design ZDF; **Bastienne Hamann**, Editing ZDF; **Carsten Immel**, Graphics & Editing ZDF; **Ziska Riemann**, Art Direction, Producer; **Stefan Kolditz**, Author; **Gerhard Seyfried**, Sketches; **Rainer Engel**, Ink Drawings; **Bianca Litscher**, Colouration; **Sam Berning**, Animation

Finalist

FOX: Dead Walk of Fame

Creative Team: **Andreas Lechner**, VP Programming & Communications FOX International Channels Germany; **Karin Zipperling**, Senior Marketing Manager FOX International Channels Germany; **Stephanie Bösch**, Marketing Assistant FOX International Channels Germany; **Marc Buchholz**, Managing Director MOKOM01

Finalist

Pixelpark/Elephant Seven: RTL NOW App

Creative Team: **Michael Ledwig**, Senior Designer Pixelpark/Elephant Seven; **Jochen Zeitler**, Creative Director Pixelpark/Elephant Seven; **Christian Nienaber**, Head of Video on Demand & Video Production RTL interactive

Category Promotion

Best station spot

Winner

CS ProSiebenSat.1 TV Deutschland: kabel eins Superlogo

Famous station faces interact with the protagonists in blockbuster highlights on kabel eins: **Kath Weber** fights with **Charlie's Angels**. **Star chef Frank Rosin** grills a sausage in **Tom Hanks'** fire in 'Cast Away'. And **Christian Mür**au is being photographed by **Julia Roberts** in 'Closer'. Thus, the spot includes all genres and continuously uses the kabel eins orange. We want more kabel eins eins, baby!

Creative Team: **Richard Schweiger**, Senior Vice President CS ProSiebenSat.1 TV Deutschland; **Oliver Rojschl**, Senior Writer/Producer CS ProSiebenSat.1 TV Deutschland; **Niels Müller**, Senior Writer/Producer CS ProSiebenSat.1 TV Deutschland; **Dominik Schütz**, Senior Editor CS ProSiebenSat.1 TV Deutschland; **Boris Breitenreicher**, Audio Designer CS ProSiebenSat.1 TV Deutschland; **Annika Gottgetreu**, Project Manager CS ProSiebenSat.1 TV Deutschland; **Cornelia Gramelsberger**, On Air Design CS ProSiebenSat.1 TV Deutschland; **Sören Purz**, On Air Design CS ProSiebenSat.1 TV Deutschland; **Veronika Heyne**, Head of Marketing kabel eins ProSiebenSat.1 TV Deutschland

Finalist

n-tv: 20 Jahre

Creative Team: **Cornelia Dienstbach**, Head of Sales & Marketing n-tv; **Jasmin Höhn**, Senior Project Management Marketing n-tv; **Alessandro Taschetta**, Senior Producer n-tv; **Panajiota Walko**, Producer n-tv; **Harald Jäger**, Client Service Director Havas Worldwide Düsseldorf; **Felix Glauner**, Managing Director Creation Havas Worldwide Düsseldorf; **Martin Breuer**, Creative Director Havas Worldwide Düsseldorf

Finalist

ZDF: Christmas 2012

Creative Team: **Thomas Grimm**, Head of Marketing ZDF; **Tino Windisch**, Team Leader Programme Marketing 2 ZDF; **Astrid Kämmerer**, Team Leader Programme Marketing 1 ZDF; **Stefanie Simon**, Editor Programme Marketing 2 ZDF; **Alexandra Schulte**, Editor Programme Marketing 1 ZDF; **Patrick Volm-Dettenbach**, Producer Element E; **Georg von Mitzlaff**, Director Element E; **Filip Piskorzynski**, Camera Element E; **Sven Rossenbach**, Sound Element E

Best programme spot non-fiction

Winner

RTL Creation: RTL – Formula 1 season opener

Wearing nothing but briefs, a man walks up to a TV screen. He gets dressed, puts on a fireproof face shield, folds the visor down and dives into a raging Formula 1 arena. This is how a Formula 1 spot needs to be: High-quality and technically perfect, it encourages the viewer to want to put himself behind the wheel – or as close to it as possible. With all our senses at RTL!

Creative Team: **Björn Klimek**, Creative Director RTL Creation; **Patrick Gericke**, Producer RTL Creation; **Patrick Laukemper**, VFX Operator RTL Creation; **Arne Thomas**, Sound Engineer RTL Creation; **Andreas Ortmann**, Head of Production RTL Creation; **Annett Krause**, Project Manager RTL Creation; **Sven Lützenkirchen**, Cameraman RTL Creation; **Manfred Loppe**, Head of Sports Editing RTL Television

Finalist

ZDF: Frauen Fußball-EM

Creative Team: **Thomas Grimm**, Head of Marketing ZDF; **Robertino Windisch**, Team Leader Programme Marketing 2 ZDF; **Sebastian von Nathusius**, Editor Programme Marketing 2 ZDF; **Silke Schmidt-Albert**, Executive Producer guillaume films; **Oliver Maier**, Director & Camera guillaume films

Finalist

FOX: Last War Heroes

Creative Team: **Andreas Lechner**, Creative Director/VP Programming & Communications FOX International Channels Germany; **Livia Vogt**, Senior Producer FOX International Channels Germany; **Simona Olivieri**, On Air Manager FOX International Channels Germany; **Alexander Braun**, Producer; **Matthias Pasedag**, Sound Designer

Finalist

ZDF: Zoom

Creative Team: **Thomas Grimm**, Head of Marketing ZDF; **Robertino Windisch**, Team Leader Programme Marketing 2 ZDF; **Sabine Ramseger-Kurz**, Project Management Programme Marketing 2 ZDF; **Daniela Kühn**, Editor Programme Marketing 2 ZDF; **Boris Julkowski**, Producer Laterna Magica; **Ralph Loop**, Director Laterna Magica

Best programme spot fiction

Winner

SRF: Die besten Filme

Visually stunning, engaging, and without any voice-over, the SRF promotes their movie highlights. This spot pulls you into the movies of the year and makes you want more. Through rapid transitions and excellent cuts, we discover new scenes and details every time. So? Can you name all the movie highlights of the SRF? No? Then take another look! Spots like this, we like to see more than once.

Creative Team: **Alexander Marchet**, Head of On-Air Promotion SRF; **Wolfgang Schneid**, Freelancer

Finalist

ARTE: Hitchcock

Creative Team: **Cécile Chavepayre**, Art Director ARTE; **Stéphane Martinez**, Design/Conception ARTE; **Paul Biller**, Graphic Designer ARTE; **Karl Weege**, Artistic Director Sound ARTE; **Henri Ehrhard**, Coordination Art Direction ARTE

Finalist

CS ProSiebenSat.1 TV Deutschland: kabel eins Herbsthighlights

Creative Team: **Richard Schweiger**, Senior Vice President CS ProSiebenSat.1 TV Deutschland; **Oliver Rojschl**, Senior Writer/Producer CS ProSiebenSat.1 TV Deutschland; **Niels Müller**, Senior Writer/Producer CS ProSiebenSat.1 TV Deutschland; **Enzo Faltin**, Audio Designer CS ProSiebenSat.1 TV Deutschland; **Thorsten Rosin**, Project Manager CS ProSiebenSat.1 TV Deutschland; **Felix von Mengden**, Head of Marketing kabel eins Marketing ProSiebenSat.1 TV Deutschland

Best B2B spot

Winner

FOX: Image Trailer Roadshow 2013

"New year, new look, new series" – with this slogan, FOX connects the main core information for its advertising clients: a new design and new TV programme highlights on the channel. In order to communicate the vast array of heterogeneous information effectively and in a structured manner, FOX presents the redesign, the branding campaign 'I Love TV - I Love Fox' and the program highlights in various chapters. The promotion of the highlight formats is attractively connected with new graphic elements. Thus, the diversity and the image of the channel is highlighted in a concise way. Aesthetical, light, fast and effective – this is how B2B advertising should be!

Creative Team: **Andreas Lechner**, Creative Director/VP Programming & Communications FOX International Channels Germany; **Alexandru Rusitoru**, Senior Graphic Designer FOX International Channels Germany; **Benjamin Kernek**, Project Lead BDA Creative München; **Anika Flade**, Design Lead BDA Creative München; **Astrid Nowak**, Design Lead BDA Creative München; **Hanne Wiesener**, Concept BDA Creative München; **Jens Barzen**, Edit BDA Creative München; **Matthias Strobel**, Edit BDA Creative München; **Matthias Pasedag**, Sound Designer

Winner

RTL Creation: RTL – Sportblock Screenings 2012

Fittingly produced to the Toten Hosen song "Tage wie diese", the spot offers thrilling imagery from the world of RTL sport. Boxing and Formula 1 are central: Familiar faces like Klitschko, Vettel and Button convey tension, competition and victory. Perfectly cut to the lyrics, we see raging fans, spectacular crashes, triumphant winner poses and effervescent champagne showers. This is rounded off by the facts for the advertisers. Opulent, emotional and exciting – sport at RTL!

Creative Team: **Björn Klimek**, Creative Director RTL Creation; **Marc Rhiem**, Producer RTL Creation; **Michael Becker**, VFX Operator RTL Creation; **Arne Thomas**, Sound Engineer RTL Creation; **Mirjam Pézsa**, Head Producer RTL Creation; **Eva Deutinger**, Project Manager RTL Creation; **Mickey Klein**, Design RTL Creation; **Anke Schäferkordt**, Managing Director RTL Television

Finalist

CS ProSiebenSat.1 TV Deutschland: Leo loves kabel eins

Creative Team: **Richard Schweiger**, Senior Vice President CS ProSiebenSat.1 TV Deutschland; **Oliver Rojschl**, Senior Writer/Producer CS ProSiebenSat.1 TV Deutschland; **Niels Müller**, Senior Writer/Producer CS ProSiebenSat.1 TV Deutschland; **Bastian Schau**, Writer/Producer CS ProSiebenSat.1 TV Deutschland; **Alexander Mahoney**, Writer Producer CS ProSiebenSat.1 TV Deutschland; **Paul Taylor**, Senior Audio Designer CS ProSiebenSat.1 TV Deutschland; **Annika Gottgetreu**, Project Manager CS ProSiebenSat.1 TV Deutschland; **Felix von Mengden**, Head of Marketing kabel eins Marketing ProSiebenSat.1 TV Deutschland

Best event promotion spot

Winner

Bayerisches Fernsehen: Heimatsound Festival

The task was to promote the popularity and awareness of the Bavarian Heimatsound Festival. At the same time, the Bavarian television should be established as a home for the regional youth culture in order to gain a younger audience for the station. The result is a cheeky spot with elements of the sentimental movie from the 50s combined with characteristics of music clips. And the pink logo of the festival dances to the traditional music. Peculiar, ironic and unconventional!

Creative Team: **Volker Jungbäck**, Head of Programme Promotion Bayerisches Fernsehen; **Stefan Scholz**, Producer Programme Promotion Bayerisches Fernsehen

Finalist

ACHT: Welcome Trailer Frankfurt MTV MEA 2012

Creative Team: Julian Krüger, Director ACHT; Christiane Jähnel, Creative Director ACHT; Simon Mayer, Head of Design ACHT; Elinor de la Forge, Managing Director BLACKPEARL Filmproduction; Timo Fritsche, Editor First Eight; Angela Gläser, Regie Group I.E.; Gerhard Hirsch, DoP

Finalist

Deutsche Welle: Deutscher Medienpreis Entwicklungspolitik

Creative Team: Claus Grimm, Head of Promotion & Design / Network Operations Deutsche Welle; Stephan Riebel, Deputy Head of Promotion & Design / Network Operations Deutsche Welle; Sarah Nellen, Producer Deutsche Welle; Tom Zenker, Cutter Deutsche Welle; Jens Scheuter, Sound Designer Deutsche Welle; Peter Schwendke, Animation Designer Deutsche Welle; Barbara Gruber, Project Manager DW Akademie; Anne Schulte Holthausen, Project Manager DW Akademie

Best interaction spot

Winner

ZDFkultur: Waschsalon und Boombox

ZDFkultur broadcasts the most important German open-air music festivals live and is on-site at the same time with the containers "Waschsalon" (Laundromat) and 'Boombox' (boom box). With calling trailers on the screens of the festivals, the station invites festival visitors to join in: In the 'Waschsalon' you can wash your shirt for free, take the shirt of another visitor and customize it with various prints and sprays. The Boombox can create programmed sounds via the interactive dance floor which can be mixed with music using a DJ console. Interaction is guaranteed!

Creative Team: Andreas Reinberger, Managing Editor ZDFkultur; Anna Saup, Editor ZDFkultur; Lukas Koch, Presenter ZDFkultur; Christian Kohl, Marketing ZDF; Fabian Gatza, Camera ZDF; Peter Steinkönig, Graphic Designer ZDF; Joke Runow, Cutter ZDF

Finalist

The Screeners: Deutscher Filmpreis 2013 – Aufruftrailer Publikumspreis

Creative Team: Arnd von Rabenau, Conception, Schnitt & Design The Screeners; Christoph Belau, Audio Design audiotask; Anne Leppin, Managing Director Deutsche Filmakademie

Finalist

Universal Networks International Germany: 13th Street – Crème de la Crime

Creative Team: Elmar Krick, Creative Director Universal Networks International Germany; Gabi Madracevic, Creative Director Luxlotusliner Munich; Andrea Bednarz, Managing Director Luxlotusliner Munich; Tatjana Zivanovic-Wegele, Producer Luxlotusliner Munich; Iris Pfennig, Designer Luxlotusliner Munich; Jochen Staeblein, DOP; Matthias Dörfler, Editor; Sylvi Rößler, Colorist; Bernd Arold, Chef

Best special advertising

Winner

RTL Creation: RTL – Sparkasse bumper move

We know these eggs with faces painted on them from the Sparkassen advert, right? But why are they falling through the RTL bumper? And why are they stopping in front of a screen that shows a 3-2-1-countdown? In this subtle way, RTL Creation includes the Sparkassen advertisement. The move leads to the well-known advertisement in an unobtrusive way.

Creative Team: Ulli Schumacher, Creative Director RTL Creation; Cathrin Schlegel, Design Producer RTL Creation; Sebastian Hirsch, VFX Operator RTL Creation; Julia Sann, Graphics RTL Creation; Ina Beckmann, Project Manager RTL Creation

Finalist

CS ProSiebenSat.1 TV Deutschland: ProSieben – Ironman

Creative Team: Alexander Krause, Creative Director CS ProSiebenSat.1 TV Deutschland; Akal Emrah, Art Director CS ProSiebenSat.1 TV Deutschland; Ute Deutschman, Project Manager CS ProSiebenSat.1 TV Deutschland; Ralph Aubele, Text CS ProSiebenSat.1 TV Deutschland; Christian Giegerich, Editor CS ProSiebenSat.1 TV Deutschland; Richard Schweiger, Senior Vice President CS ProSiebenSat.1 TV Deutschland; Stefan Spendier, Head of Business Affairs Trixter

Finalist

SevenOne AdFactory: ProSieben & kabel eins – Pirelli ID Spot

Creative Team: Sabine Eckhardt, Managing Director SevenOne AdFactory; Wolfgang Blöcher, Managing Director blöcher+partner platforming®

Best text design or use of language and voice

Winner

TH Nürnberg Georg Simon Ohm & DIAMETRALE: Metropolitan Region of Nuremberg – "Das Hier und Du"

This image campaign for the Metropolitan Region of Nuremberg impresses with puns and hidden messages. This creates a combination of image and text which encourages the viewer to think about the small things in life again and again. Even after several viewings, we discover new little things that surprise us and make us pause and reflect. Rich in detail, loving and creatively implemented!

Creative Team: Jonas Schubert, Screenplay, Direction & Editing; Alexander Vexler, Screenplay, Camera & Grading; Susanne Falk, Head of Production

Finalist

CS ProSiebenSat.1 TV Deutschland: ProSieben – StarWarsRap

Creative Team: Richard Schweiger, Senior Vice President CS ProSiebenSat.1 TV Deutschland; Markus Baier, Creative Director CS ProSiebenSat.1 TV Deutschland; Boris Breitenreicher, Audio Designer CS ProSiebenSat.1 TV Deutschland; Stefan Ladwig, Senior Product Manager CS ProSiebenSat.1 TV Deutschland; Oliver Driemel, Conceptioner CS ProSiebenSat.1 TV Deutschland; Christian Giegerich, Senior Writer/Producer CS ProSiebenSat.1 TV Deutschland; Oliver Beninde, Senior Writer/Producer CS ProSiebenSat.1 TV Deutschland; Patrick März, Writer/Producer CS ProSiebenSat.1 TV Deutschland; Oliver Kempfer, Head of Marketing ProSieben Marketing ProSiebenSat.1 TV Deutschland

Finalist

CS ProSiebenSat.1 TV Deutschland: ProSieben – Monthly trailer December

Creative Team: Richard Schweiger, Senior Vice President CS ProSiebenSat.1 TV Deutschland; Rudolf Hochrein, Audio Designer CS ProSiebenSat.1 TV Deutschland; Alexander Mahoney, Writer Producer CS ProSiebenSat.1 TV Deutschland; Raphael März, Senior Writer Producer CS ProSiebenSat.1 TV Deutschland; Thorsten Rosin, Project Manager CS ProSiebenSat.1 TV Deutschland

Best station campaign

Winner

RTL Creation: RTL – Season 2012

In this campaign, RTL Creation shows the strength of RTL and its formats. Ordinary people explain the programme – without any footage. Solely by talking about the formats and the accompanying audio design, the viewer recognizes shows like 'Alarm für Cobra 11', 'Boxen bei RTL' or 'Wer wird Millionär'. In the various spots, you can find the entire programme offer from feature films, series, documentaries, shows, comedy and sports. Clearly: 'Mein RTL'!

Creative Team: Susanne Mikulski, Copywriter RTL Creation; Christian Mirow, Chef Producer RTL Creation; Isabel Grahs, Director/Producer RTL Creation; Christine Frese, Project Manager RTL Creation; Markus Döpfer, VFX Operator RTL Creation; Arne Thomas, Sound Engineer RTL Creation; Frank Schlieder, Production Services RTL Creation; Björn Klimek, Creative Director RTL Creation; Sven Lützenkirchen, Cameraman RTL Creation

Finalist

CS ProSiebenSat.1 TV Deutschland: kabel eins Superlogo

Creative Team: Richard Schweiger, Senior Vice President CS ProSiebenSat.1 TV Deutschland; Oliver Rojschl, Senior Writer/Producer CS ProSiebenSat.1 TV Deutschland; Niels Müller, Senior Writer/Producer CS ProSiebenSat.1 TV Deutschland; Dominik Schütz, Senior Editor CS ProSiebenSat.1 TV Deutschland; Boris Breitenreicher, Audio Designer CS ProSiebenSat.1 TV Deutschland; Annika Gottgetreu, Project Manager CS ProSiebenSat.1 TV Deutschland; Cornelia Gramelsberger, On Air Design CS ProSiebenSat.1 TV Deutschland; Sören Purz, On Air Design CS

ProSiebenSat.1 TV Deutschland; **Veronika Heyne**, Head of Marketing kabel eins ProSiebenSat.1 TV Deutschland

Finalist

VOX: Weihnachten 2012

Creative Team: **Torsten Lohrmann**, Director, Senior Art Director VOX; **Malte Eckstein**, Assistant Director VOX; **Heiko Fischer**, Head of Production VOX; **Marcus Herre**, Promotion Director VOX; **Jutta Hertel**, Head of On Air VOX; **Rolf Amann**, Sound Designer VOX; **Stefan Ditner**, Camera

Best programme campaign non-fiction

Winner

RTL Creation: RTL – Formula 1 Race in Texas

Hey, we know these cowboys: The well-known RTL Formula 1 hosts Florian König, Heiko Wasser, Christian Danner and Kai Ebel play cards in a saloon. The boss Nikki Lauda calls his men: Come on, we have a job, westward! Of course, the next race takes place in Austin, Texas. This programme campaign is rounded off by funny scenes such as a pit stop for horses. A fun idea in order to promote a well-known program a different way! We won't forget the Formula 1 race in Texas, that's for sure.

Creative Team: **Björn Klimek**, Creative Director RTL Creation; **Patrick Gericke**, Producer RTL Creation; **Patrice Keller**, VFX Operator RTL Creation; **Markus Kötter**, Sound Engineer RTL Creation; **Georg Sinn**, Head of Production RTL Creation; **Annett Krause**, Project Manager RTL Creation; **Christopher Häring**, Cameraman RTL Creation; **Manfred Loppe**, Head of Sports Editing RTL Television

Finalist

HISTORY: Mankind - Die Geschichte der Menschheit

Creative Team: **Alexandra Kling**, Director Programming & On-Air The HISTORY Channel Germany; **Nicolas von Hänisch**, Senior Producer On-Air Promotion The HISTORY Channel Germany

Finalist

Sky: Champions League - eine Liga für sich

Creative Team: **Wolf Ehrhardt**, Creative Director Sky Deutschland Fernsehen; **Alexander Merten**, Producer/Schnitt Sky Deutschland Fernsehen; **Florian Wondrak**, Production Manager Sky Deutschland Fernsehen; **Peter Päutz**, Production Manager Sky Deutschland Fernsehen; **Fabian Nagelmüller**, Senior Production Manager Sky Deutschland Fernsehen

Finalist

RTL Creation: RTL – Let's Dance

Creative Team: **Björn Klimek**, Creative Director RTL Creation; **Patrick Gericke**, Producer/Director RTL Creation; **Arne Thomas**, Sound Engineer RTL Creation; **Andreas Stephan**, Sound Engineer RTL Creation; **Mirjam Pézsa**, Chef Producer RTL Creation; **Alexandra Felgendreher**, Producer RTL Creation; **Sven Lützenkirchen**, Camera RTL Creation; **Jens Meiners**, Camera RTL Creation; **Christian Bumba**, 3D & Compositing Bumba

Best programme campaign fiction

Winner

CS ProSiebenSat.1 TV Deutschland: ProSieben – How I Met Your Mother

With this programme campaign, Creative Solutions promotes not only the sitcom 'How I Met Your Mother' but also ProSieben in a clever way: The established term "Bro" is cleverly combined with the station name. And just like that we have found the only appropriate channel for the show: "BroSieben". Additionally, taff host Annemarie Warnkross flirts with the sitcom character Barne Stinson, resulting in funny spots that promote the brand and the format. Tune in to "BroSieben"!

Creative Team: **Richard Schweiger**, Senior Vice President CS ProSiebenSat.1 TV Deutschland; **Markus Baier**, Creative Director CS ProSiebenSat.1 TV Deutschland; **Christian Giegerich**, Senior Writer/Producer CS ProSiebenSat.1 TV Deutschland; **Gerald Kubiczek**, Senior Writer/Producer CS ProSiebenSat.1 TV Deutschland; **Daniela Linse**, Writer/Producer CS ProSiebenSat.1 TV Deutschland; **Gerald Gutberlet**, Design CS ProSiebenSat.1 TV Deutschland; **Claudia Stanke**, Design

CS ProSiebenSat.1 TV Deutschland; **Reinhard Keller**, Audio Designer CS ProSiebenSat.1 TV Deutschland; **Oliver Kempfer**, Head of Marketing ProSieben ProSiebenSat.1 TV Deutschland

Finalist

VOX: Grimm

Creative Team: **Malte Eckstein**, Producer VOX; **Florian Grünewald**, Senior Producer VOX; **Rolf Amann**, Sounddesigner VOX; **Juliane Richter**, Junior Art Director VOX; **Dirk Lüninghake**, Head of Marketing VOX; **Marietta Salz**, Product Manager Marketing VOX; **Stephan Kemen**, Marketing VOX; **Tobias Grimm**, Managing Director Creation Jung von Matt, Neue Elbe; **Thomas Fritsch**, Voice-over

Finalist

CS ProSiebenSat.1 TV Deutschland: Sat.1 – Patchwork Family

Creative Team: **Jörg Richter**, Head Of Online CS ProSiebenSat.1 TV Deutschland; **Sören Purz**, Junior On-Air Designer CS ProSiebenSat.1 TV Deutschland; **André Otto**, Senior Art Director CS ProSiebenSat.1 TV Deutschland; **Kirsten Schumacher**, Account Executive Project Management CS ProSiebenSat.1 TV Deutschland; **Ute Deutschmann**, Executive Producer CS ProSiebenSat.1 TV Deutschland; **Pascal Wilfling**, Art Director CS ProSiebenSat.1 TV Deutschland; **Mario Pavlica**, Produktmanager CS ProSiebenSat.1 TV Deutschland

Best social spot or campaign

Winner

RTL Creation: RTL Fund Raising Marathon

The aim of the Stiftung RTL and the annual Fund Raising Marathon is to support children in need. Therefore, nothing makes more sense than letting the children speak for themselves. In a likeable way, the young people explain what is most important to them: medical care, learning how to read and write, as well as regular meals. Calmly and especially without moralizing, the spot makes us aware that these everyday things we take for granted are not natural for some people.

Creative Team: **Björn Klimek**, Creative Director RTL Creation; **Patrick Laukemper**, VFX Operator RTL Creation; **Desirée van der Pas**, Producer/Director RTL Creation; **Frank Schlieder**, Production Service RTL Creation; **Gregor Wagner**, Sound Engineer RTL Creation; **Sven Lützenkirchen**, Cameraman RTL Creation; **Matthias Bruhn**, Trickanimation Studio Lutterbeck; **Wolfram Kons**, Stiftung RTL

Finalist

Meavision Media: "Träumen Sie mit uns" für das Kinder- und Jugendhospiz Balthasar in Olpe

Creative Team: **Dr. Elisabeth Decker**, Managing Director Meavision Media

Finalist

HISTORY: UNESCO PSA Germany

Creative Team: **Alexandra Kling**, Director Programming & On Air The HISTORY Channel Germany; **Nicolas von Hänisch**, Senior Producer On-Air Promotion The HISTORY Channel Germany

Finalist

CS ProSiebenSat.1 TV Deutschland: ProSieben – Green Seven

Creative Team: **Michael Prenner**, Copywriter/Conceptioner CS ProSiebenSat.1 TV Deutschland; **Claudia Ahammer**, Project Management CS ProSiebenSat.1 TV Deutschland; **Ute Deutschmann**, Production CS ProSiebenSat.1 TV Deutschland; **Viola Herrmann**, Design CS ProSiebenSat.1 TV Deutschland; **Dirk Henschel**, Cutter CS ProSiebenSat.1 TV Deutschland; **Horst Czenkowski**, Director

Category Cross Media Campaigns

Best cross-media event campaign

Winner

SUPER RTL: TOGGO Summer of Adventures

With the cross-media campaign for the TOGGO Summer of Adventures, SUPER RTL shows its young viewers what they have to offer during the summer holidays: loads of fun, entertainment and interaction. With this target group-appropriate campaign, the station establishes an exciting world of adventures, whose story invites viewers to take part in the action every day. To experience this holiday adventure, our kids like to stay at home!

Creative Team: Mara L'Assainato, Head of On-Air Promotion SUPER RTL; Nils Neumann, Senior Producer SUPER RTL; Olaf Wicke, Managing Director Screenworks; Matthias Lehnigk, Director & Editor Screenworks; Edith Minartz, Assistant Director Screenworks; Tobias Varola, Video FX Screenworks; Marcel Fetten, Online Editor Screenworks; Peter Bickhofe, Programming/Online Graphics Bickhofe Art Direction & Games Production; Adriano Ciarrettino, Equipment

Finalist

Universal Networks International Germany: Syfy – Weltweitergang

Creative Team: Henning Roch, Senior Marketing Manager Universal Networks International Germany; Dirk Böhm, Director Press & Marketing Universal Networks International Germany; Florian Kemeter, Digital Marketing Manager Universal Networks International Germany; Frederic Gerwin, Digital Marketing Manager Universal Networks International Germany; Elmar Krick, Creative Director Universal Networks International Germany; Philip Schuchhardt, Marketing Universal Networks International Germany; Christian Rother, Managing Director Büro Alba; Marc Buchholz, Managing Director MOKOM 01 direkt; Stephanie Kraus, Senior Project Manager G.R.A.L.

Finalist

Red Bull Media House: Servus TV – Erzberg Rodeo 2013

Creative Team: Rüdiger Schrattenecker, Executive Producer CS / Text Red Bull Media House; Tina Siglreithmayr, Coordination Red Bull Media House; Sebastian Ochs, Producer Red Bull Media House; Hans-Jörg Weidenholzer, Editor Public Project; Eric Voggenberger, Editor Public Project; Benjamin Jenichel, Editor Public Project; Georg Bitche, Sound Design AudioTen; Martin Reier, Sound Design AudioTen

Best cross-media station campaign

Winner

FOX: I Love TV

For the relaunch of FOX, the station started a broad-based, cross-media image campaign with the slogan "I Love TV – I Love FOX". Digital core element is a Facebook app that brings the coming program highlights closer to existing and new fans in an entertaining way. True to the slogan 'Make your heart flicker', several televisions pulsate to the beat of a heart. And as a highlight of the campaign, pedestrians at the Berlin Main Station were able to get into an oversized TV and use signs to tell us about what they love. Perfect promotion of the brand!

Creative Team: Andreas Lechner, Creative Director/VP Programming & Communications FOX International Channels Germany; Karin Zipperling, Senior Marketing Manager FOX International Channels Germany; Stephanie Bösch, Marketing Assistant FOX International Channels Germany; Dennis Pfisterer, Managing Director Creation Saint Elmo's Interaction Berlin; Lorenzo Cannelletta, Art Director Saint Elmo's Interaction Berlin; David Rötschke, Project Manager Saint Elmo's Interaction Berlin; Björn Peschel, 3D-Motion-Artist Holodyne Systems Berlin

Finalist

CS ProSiebenSat.1 TV Deutschland: sixx – Tune In "Mädels macht's euch selbst"

Creative Team: Sarah Angerer, Print Designer/Concept CS ProSiebenSat.1 TV Deutschland; Verena Schuster, Head Of Print CS ProSiebenSat.1 TV Deutschland; Claudia Stanke, On Air Designer & Shooting Art Direction CS ProSiebenSat.1 TV Deutschland; Alexander Krause, Creative Director & Shooting Director CS ProSiebenSat.1 TV Deutschland; Michael Newell, Junior Project Manager CS ProSiebenSat.1 TV Deutschland; Sandra Beul, Senior Writer, Producer & Edit CS ProSiebenSat.1 TV Deutschland; Kurt Rehling, Audio Designer CS ProSiebenSat.1 TV Deutschland; Michael Amann, Art Director/Online CS ProSiebenSat.1 TV Deutschland; Sandra Assadi, Brand Manager/Deputy Head of Marketing sixx Marketing ProSiebenSat.1 TV Deutschland

Best cross-media programme campaign

Winner

ZDF: Arne Dahl

With this cross-media campaign, the ZDF advertises the Swedish crime-show "Arne Dahl" in a surprising way. With clever word plays that toy with German sayings, there is never a dull moment. And when we go to the ZDF website to look up the programming and a dead body falls onto the screen, we definitely know what we're going to watch: Arne Dahl!

Creative Team: Thomas Grimm, Head of Marketing ZDF; **Robertino Windisch**, Team Leader Programme-Marketing 2 ZDF; **Anja Sotscheck**, Project Management Programme-Marketing 2 ZDF; **Katrin Steffen**, Editor Programme-Marketing 2 ZDF; **Carsten Böhlefeld**, Producer Laterna Magica; **Manes Dürr**, Director Laterna Magica; **Knut Adass**, Camera Laterna Magica

Finalist

SRF: The Voice of Switzerland

Creative Team: Oliver Tremel, Editor/Producer SRF; **Stephan Lanz**, Marketing Consultant

Finalist

CS ProSiebenSat.1 TV Deutschland: ProSieben – Circus Halligalli

Creative Team: Verena Schuster, Head Of Print CS ProSiebenSat.1 TV Deutschland; **Marcello Saglimbeni**, Project Manager CS ProSiebenSat.1 TV Deutschland; **Ralph Aubele**, Conceptioner CS ProSiebenSat.1 TV Deutschland; **Bernd Lutieschano**, Art Director Print CS ProSiebenSat.1 TV Deutschland; **Kathrin Ziegelhöfer**, Production Manager Print CS ProSiebenSat.1 TV Deutschland; **Joko Winterscheidt**, Florida TV; **Klaas Heufer-Umlauf**, Florida TV; **Thomas Schmitt**, Creative Director Florida TV; **Bode Brodmüller**, Director (Cinephant) Florida TV; **Walter Biermaier**, Senior Product Manager Marketing ProSiebenSat.1 TV Deutschland

Eyes & Ears Special Prize CREATION 2013

SRF: The Voice of Switzerland – Let's get it started

The usual and common promotion concepts of casting formats we know all too well, be it a cat fight or pithy sayings by the judges – a lot has been put at the center of campaigns. To promote the live shows of the format 'The Voice of Switzerland', the SRF has taken a new approach: In one spot, the finalists of the live shows sing the Black Eyed Peas Song 'Let's get it started' – 'together'. But the finalists are not simply standing next to each other: one singer begins, and using split screens the other finalists join her, each intoning and interpreting the song in their own unique way. Always combined in new ways and perfectly composed to the music, the split-screens underline the rousing beat of the music – and the result is a harmonious performance that shows how much the finalists love what they do. Their spark ignites the interest of the viewer, who cannot wait for the start of the live shows. Here, the spot boasts a stylish look and the trailer is more music video than on-air promotion spot – it's a great show! Let's get it started at SRF!

Creative Team: Sabine Schweizer, Managing Editor Events SRF; **Jan Klophaus**, Executive Producer Constantin Entertainment; **Milos May**, Cutter Combo Entertainment; **Daniel Marx**, Producer, Freelancer

CS ProSiebenSat.1 TV Deutschland: ProSieben – Circus Halligalli

According to the dictionary, a circus is a large public entertainment, typically presented in one or more very large tents or in an outdoor or indoor arena, featuring exhibitions of pageantry, feats of skill and daring, performing animals. Halligalli describes a cheerful, noisy bustle and lively atmosphere. In their promotion spots, Creative Solutions shows commitment to these definitions. And they also didn't forget that, according to the presenters Joko Winterscheidt and Klaas Heufer-Umlauf the show is "festively staged trash" and "substantial bullshit". In the extremely creative spots at all levels, Joko and Klaas take the audience into the underworld of their arena: go-go girls in corsets rehearse their performance. Monkeys work as the editorial staff in their very own way. The police storm a club. Grandma Violetta cracks the whip dressed in latex and leather. And the elephant – the one we perhaps might someday need for the show – is simply parked in the 'taff' studio. Creative Solutions has designed these oblique, ironic and unconventional spots in the style of the '20s. With the finest touch, Joko and Klaas stage their understanding of entertainment, true to the slogan "Welcome to the arena of madness".

Creative Team: Verena Schuster, Head Of Print CS ProSiebenSat.1 TV Deutschland; **Marcello Saglimbeni**, Project Manager CS ProSiebenSat.1 TV Deutschland; **Ralph Aubele**, Conceptioner CS ProSiebenSat.1 TV Deutschland; **Bernd Lutieschano**, Art Director Print CS ProSiebenSat.1 TV Deutschland; **Kathrin Ziegelhöfer**, Production Manager Print CS ProSiebenSat.1 TV Deutschland; **Joko Winterscheidt**, Florida TV; **Klaas Heufer-Umlauf**, Florida TV; **Thomas Schmitt**, Creative

Director Florida TV; **Bode Brodmüller**, Director (Cinephant) Florida TV; **Walter Bierlmaier**, Senior Product Manager Marketing ProSiebenSat.1 TV Deutschland

Eyes & Ears Special Prize INNOVATION 2013

ZDF: ZDFkultur – Container

As young culture channel, ZDF kultur not only has the claim to simply report, but also to help shape what they report. Here, experimental formats should be developed that integrate the young target group. One of the results is the development of two containers – 'Boombox' and 'Waschsalon' – with which ZDFkultur travels to different open-air festivals in Germany, like Wacken, Hurricane and Berlin Festival. The station goes to its audience, to where young culture happens, and makes the festival fans participate actively: The 'Boombox' is a dance pad on which each festival visitor can rock, slam and dance – to rock, hip hop, metal or electro. The music is adjusted depending on the festival. In the 'Waschsalon' ('Laundromat'), every visitor can wash their shirt. But they don't get back their own shirt, but the one of another visitor. This can – with voluntarily integrated ZDFkultur logo – be painted and redesigned to their hearts content. This way, around 1000 shirts change hands during the course of the festival. Via Facebook, everyone can later check out who got their shirt and whose shirt they are wearing – community building, jersey exchange and cultural exchange programme in a modern way! With these innovative event marketing tools, ZDFkultur caters to their audience – target-group oriented in a way that goes beyond mere television!

Creative Team: **Thomas Grimm**, Head of Marketing ZDF; **Sylvia Braun**, Team Leader Programme Marketing 3 ZDF; **Christian Kohl**, Design Programme-Marketing 3 ZDF; **Cedric Ebener**, Managing Director CE & Co; **Jens Flintrop**, Head of Production CE & Co; **Katharina Donath**, Project Management CE & Co; **Eva Hatzinger**, Architecture CE & Co; **Julia Schröder**, Graphics CE & Co

Eyes & Ears Special Prize EFFECTIVENESS 2013

Red Bull Media House: Servus TV – Red Bull Stratos

What was the media event of 2012? No clue? Here are a few pointers: Around one million Facebook fans, hundreds of thousands of 'Likes' and the number one trending topic on Twitter. Still no idea? YouTube's livestream of the project is the most watched in the history of the video platform! Up to 8 million people were watching live at the same time. On Twitter and Facebook, it did not look much different. Nearly 950,000 Likes on Facebook were gained within 12 hours of the first photo after the landing. We are, of course, talking about Red Bull and the Stratos project, which is considered the most effective marketing campaign in the age of social media. In this marketing campaign, Red Bull has bet on its own content and reached a medial value beyond traditional advertising measures that is – in one word – priceless! The Red Bull logo was visible on all images: on the helmet, on the suit, on the capsule, everywhere. But the stratospheric jump itself was always in the foreground. And international TV channels and online media picked up on the action and created publicity for Red Bull. A quote from the Internet brings it straight to the point: "If this is advertising, then TV channels can safely switch from commercial breaks to infomercials." Although the action was at the forefront, the Red Bull logo was still omnipresent and it did not bother anyone. Red Bull could hardly present their brand more convincingly – boldly, innovatively and above all – effectively, while remaining true to its own statement on the Stratos project: "To inspire people to attempt something great."

Creative Team: **Andreas Hoess**, Creative Director Red Bull Media House; **Martin Müller**, Art Director Red Bull Media House; **Thomas Schrefler**, Post-Production Manager Red Bull Media House

Eyes & Ears Excellence Award 2013

Prof. Nico Hofmann, Producer

With his movies, producer Nico Hofmann has given rise to a new genre in German television and thus established a new brand: the multipart event film. Within this genre, he has managed to convey German history to an audience of millions with films like DER TUNNEL, DRESDEN, DIE

LUFTBRÜCKE, DIE STURMFLUT, DAS WUNDER VON BERLIN and HINDENBURG, while also setting a new benchmark regarding distinctive design, the visual appearance of a TV production and the possibilities of aesthetic unity of a fictional production. With UNSERE MÜTTER, UNSERE VÄTER, this success has now gone far beyond the borders of Germany. The film has initiated a national and international debate and led to positive examination of a still important topic. An event film produced by Nico Hofmann is absolutely distinctive and in itself a unique feature in the German TV landscape – in the truest sense of the word, a perfectly guided "brand" with relevance and vigour.

15th International Eyes & Ears Awards Jury 2013

Patrick Arnecke, SRF; **Matthias Fallert**, ARTE; **Graeme Haig**, Lambie-Nairn; **Andreas Hoess**, Red Bull Media House; **Nadine Janke**, TOF Intermedia; **Volker Jungbäck**, BR; **Uwe Kassner**, BR; **Benjamin Kerneck**, BDA, **Ansgar Kessemeier**, HSE 24; **Björn Klimek**, RTL CREATION; **Maximilian Kock**, HAW; **Andrea Locatelli**, AXN; **Alexander Marchet**, SRF; **Stefan Riebel**, DW; **Frank Schneider**, Filmstyler Pictures; **Rüdiger Schrattenecker**, Red Bull Media House; **Klaus W Schuntermann**, MDR; **Klaus Schwab**; RTL Creation; **Nicolas von Hänisch**, HISTORY; **Lukas von Niederhäusern**, SRF; **Rosa von Suess**, FH St. Pölten; **Robertino Windisch**, ZDF;

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