



Eyes & Ears Awards 2001

„Innovation & Effektivität“

Preisträger, Stand: 19. Oktober 2001

Kontakt:

Eyes & Ears of Europe –
Vereinigung für Design, Promotion und Marketing
der audiovisuellen Medien in Europa e.V.

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I.) TV Design

1. Beste Neuerung senderbezogenes Corporate Design On-Air

ProSieben: Redesign-Paket

Kreativ-Team/Creative Team/Equipe Créative:

Barbara Simon, Leitung Marketing/Art Director ProSieben
Daniela Benderoth, Designer SevenSenses München
Alexander Krause, Creative Director SevenSenses München
Katrin Mäckel, Producer SevenSenses München
André Otto, Designer SevenSenses München
Lili Clemens, Produktionsleitung SZM Studios
Armin Reinhardt, Senior Designer Reinhardt Design

2. Bestes Werbetrenner- bzw. Senderkennungspaket

ZDF: Logo IDs

Kreativ-Team/Creative Team/Equipe Créative:

Alex Hefter, Leitung Corporate Design ZDF
Jörg Kessel, Head of Postproduction Das Werk
Bob English, Creative Director Razorfish
Maribeth Phillips, Head of Production Razorfish
Jürgen Bollmeier, Director

3. Bestes saisonales bzw. ereignisbezogenes Designpaket

ARTE: Weihnachten 2000

Kreativ-Team/Creative Team/Equipe Créative:

Henri L'Hostis, Head of On-Air Department ARTE
Bob English, Creative Director Razorfish
Ann Mullen, Senior Producer Razorfish
Sylvie Peyre, Director Entropie
Thierry Rajic, Director Entropie
Catherine Lagarde, Sound Designer Novaprod Owl
Fred Leonard, Sound Designer Novaprod Owl

4. Bester Sendungsopener / Programmvorspann

ARTE: "Metropolis"

Kreativ-Team/Creative Team/Equipe Créative:

Henri L'Hostis, Head of On-Air Department ARTE
Tilo Fischer, Geschäftsführer Velvet
Matthias Zentner, Head of Design Velvet
Catherine Lagarde, Sound Designer Novaprod Owl



5. Beste Studiogestaltung / Set-Design

Ki.Ka: Studiodesign "KiKania"

Kreativ-Team/Creative Team/Equipe Créative:

Frank Beckmann, Programmgeschäftsführer Ki.Ka
Ellen Kärcher, Leiterin Promotion/Design Ki.Ka
Thomas Miles, Redakteur Eigenproduktion Ki.Ka
Raymond Lesnigg, Geschäftsführer Blue Space
Rainer Maguhn, 3D-Artist & Developer Blue Space
Helge Neubronner, Technischer Leiter Blue Space
Michael Weigt, Lead Programmierer Westka

6. Bestes programmbezogenes Designpaket

ZDF: "Reporter"

Kreativ-Team/Creative Team/Equipe Créative:

Alex Hefter, Leitung Corporate Design ZDF
Jörg Kessel, Head of Postproduction Das Werk
Bob English, Creative Director Razorfish
Jason Fisher-Jones, Art Director Razorfish
Maribeth Phillips, Head of Production Razorfish
Ken McLeod, Set Designer

7. Beste Neuerung Informationsdesign

Redesign "Heute"

Kreativ-Team/Creative Team/Equipe Créative:

Alex Hefter, Leitung Corporate Design ZDF
Klaus Blaser, Flame Artist Das Werk
Bettina Hoehn, Producerin Das Werk
Jörg Kessel, Head of Postproduction Das Werk
Patric Breuer, Region Manager Discreet
Bob English, Creative Director Razorfish

8. Beste typographische Gestaltung

ProSieben: "Der Runner"

Kreativ-Team/Creative Team/Equipe Créative:

Andrea Bohling, Redakteurin ProSieben
Daniela Benderoth, Junior Designer SevenSenses München
Alexander Krause, Creative Director SevenSenses München
Katrin Mäckel, Producer SevenSenses München



II.) Audio

1. Beste senderbezogene Audio Gestaltung & Komposition

PREMIERE WORLD: Premiere Action

Kreativ-Team/Creative Team/Equipe Créative:

Michael Engelhardt, Creative Director PREMIERE WORLD

Zeljko Karajica, Geschäftsleiter Creative Services PREMIERE WORLD

AV 4, Audio Design

2. Beste programmbezogene Audio Gestaltung & Komposition

ARTE: "M Eine Stadt sucht einen Mörder"

Kreativ-Team/Creative Team/Equipe Créative:

Pascal Bantz, Sound Designer ARTE

Gabriel Franck, Director ARTE

Henri L'Hostis, Head of On-Air Department ARTE

Cornelia Laufer, Producer ARTE

III.) Sender im Internet

1. Beste senderbezogene Homepagegestaltung

Super RTL: www.toggo.de

Kreativ-Team/Creative Team/Equipe Créative:

Matthias Büchs, Director Operations Super RTL

Daria Grevel, Redaktionsleiterin Super RTL

Karin Berghoff-Flüel, Art Director Pixelpark

Michael Heise, Senior Project Manager Pixelpark

Markus Hettlich, IT Developer Pixelpark

Christina Müller-Baum, Konzepterin Pixelpark

Ravin Mehta, Managing Director Pixelpark

Ingrid Rudolph, Director Concept Pixelpark

Dr. Barbara Schinzel, Project Manager Pixelpark

Joachim Wildt, Account Director Medien Pixelpark

2. Beste programmbezogene Homepagegestaltung

Disney Channel: www.disney.de/disneychannel/liga/index.html

Kreativ-Team/Creative Team/Equipe Créative:

Patrizia Cignoni, Web Coordinator Disney Channel

Maja Overbeck, Marketing Direktor Disney Channel

Michael Hollfelder, Geschäftsführer Red Ant Media



IV.) Promotion / Werbung / Image

1. Bester Sender Promotion-Spot

PREMIERE WORLD: "Coitus Interruptus"

Kreativ-Team/Creative Team/Equipe Créative:

Wolfram Greiner, Leitung Marketing Fiction Premiere Medien
Marcus Neisen, Leitung Marketing Sport Premiere Medien
Fred Baur, Producer Heye + Partner
Helmut Huschka, Creative Director Heye + Partner
Lars Büchl, Regisseur Production International

2. Bester Programm Promotion-Spot

ProSieben:"TV Total"

Kreativ-Team/Creative Team/Equipe Créative:

Imke Deigner, Leitung Marketing ProSieben
Martina Hildebrandt, Produktmanager ProSieben
Barbara Simon, Leitung Marketing/Art Director ProSieben
Alexander Schill, Creative Director Springer & Jacoby
Axel Thomsen, Creative Director Springer & Jacoby
Detlev Buck, Director Silbersee Film
Wiebke Schuster, Producerin Silbersee Film

3. Beste Sender Promotion-Kampagne on air

13TH STREET: Das geheime Leben alltäglicher Objekte

Kreativ-Team/Creative Team/Equipe Créative:

Glynn Ryland, Creative Manager Universal Studios Networks Deutschland
Lars Wagner, Creative Director Universal Studios Networks Deutschland
Andreas Dahrendorf, Geschäftsführer FLYX
Katja Kuhl, Regisseur

VIVA: Image Kampagne Favourite Songs

Kreativ-Team/Creative Team/Equipe créative:

Safak Baykal, Director Station Promotion VIVA
Phil Koller, Promotion Producer VIVA
Susanne Lühtrath, Geschäftsführer Kreation Feedmee
Gerhard Menschik, Geschäftsführer Management Feedmee
Mathias Dombrink, Editor Mdesign



4. Beste Programm Promotion-Kampagne on air

PREMIERE WORLD: Bundesliga-Fans

Kreativ-Team/Creative Team/Equipe Créative:

Walter Bittlmayr, Promotion Producer PREMIERE WORLD

Sven Helgert, Promotion Producer PREMIERE WORLD

Markan Karajica, Leiter Sport Promotion PREMIERE WORLD

Zeljko Karajica, Geschäftsleiter Creative Services PREMIERE WORLD

Tonye Spiff, Senior Producer PREMIERE WORLD

5. Beste integrierte Sender Promotion-Kampagne in TV, Radio, Print, Multimedia

PREMIERE WORLD: Beate Uhse

Kreativ-Team/Creative Team/Equipe Créative:

Wolfram Greiner, Leitung Marketing Fiction Premiere Medien

Marcus Neisen, Leitung Marketing Sport Premiere Medien

Helmut Huschka, Creative Director Heye + Partner

6. Beste integrierte Programm Promotion-Kampagne in TV, Radio, Print, Multimedia

SAT.1: TV-Event "Der Tunnel"

Kreativ-Team/Creative Team/Equipe Créative:

Ulla Geßner, Creative Director SAT.1

Petra Hennrich, Junior Produkt Managerin SAT.1

Konrad Viehrig, Senior Produkt Manager SAT.1

Petra Füller-Seibel, Head of Client Service & Produkt Management SevenSenses Berlin

Arnd von Rabenau, Executive Promotion Producer SevenSenses Berlin

7. Bester Social Spot

ORF: Licht ins Dunkel

Kreativ-Team/Creative Team/Equipe Créative:

Alexander Baier, Gestaltung ORF

Kurt Bergmann, Verein "Licht ins Dunkel" ORF

Thomas Horvath, Kamera ORF

Patricia Poelk, Creative Director Design & Präsentation ORF

Martin Rothmayer, Leiter On-Air-Promotion ORF



V.) Eyes & Ears Spezialpreis "Innovation 2001"

RTL: Faces

Kreativ-Team/Creative Team/Equipe Créative

Manfred Becker, Creative Director – Head of Presentation RTL

Frank Claus, Producer Filmhaus Berlin

ZDF: Redesign

Kreativ-Team/Creative Team/Equipe Créative

Alex Hefter, Leitung Corporate-Design ZDF

Jörg Kessel, Head of Postproduction Das Werk

Bob English, Creative Director Razorfish

Audrey Jardin, Art Director Razorfish

Maribeth Phillips, Head of Production Razorfish

Jodelle Reed, Art Director Razorfish

VI.) Eyes & Ears Spezialpreis "Effektivität 2001"

RTL: Weihnachten ist gerettet!

Kreativ-Team/Creative Team/Equipe Créative

Frank Berners, Programmdirektor RTL

Ralf Lobeck, Art Director RTL

Robert Eysoldt, Creative Director hop

Alexandra Felgendreher, freie Producerin hop

Florian Grünewald, Senior Texter hop

Michael Hajek, Creative Director/Geschäftsführer hop

ProSieben: Dotwin-Kampagne

Kreativ-Team/Creative Team/Equipe Créative

Petra Gern, Senior Product Manager ProSieben

Hans Fink, Leiter Marketing Fernsehen ProSieben

Barbara Simon, Leitung Marketing/Art Director ProSieben

Ralf Hartwig, Editor SevenSenses München

Monika Kandlbinder, Producer SevenSenses München

Reto Rechsteiner, Designer SevenSenses München

Markus Schmidt, Managing Director SevenSenses München

Richard Schweiger, Creative Director Advertising SevenSenses München

Anya Semrau, Text/Konzeption SevenSenses München

VII.) Eyes & Ears Excellence Award 2001

Sky Dumont, Schauspieler, Sprecher, Moderator

Eyes & Ears Awards 2001



Juroren

Björn Bartholdy, cutup
Martin Bauernfeind, SevenSenses Berlin
Manfred Becker, RTL CREATION
Susanne Büchting, ARD - Das Erste
Heinz-Jörg Eberbach, BBDO Interactive Köln
Michael Engelhardt, PREMIERE WORLD
Christoph Felchner, RTL II
Stefan Geis, alles wird gut
Claus Grimm, DW-tv
Zeljko Karajica, PREMIERE WORLD
Sabine Kreft, Super RTL
Joachim Krischer, ZDF
Henri L'Hostis, ARTE
Gustav Lohrmann, ORF
Alexandra Lucas, Universal Studios Networks
Olaf Mierau, Giesing-Team
Wout Nierhoff, Eyes & Ears of Europe
Jerzy Patalas, 3x4 area
Fabio Purino, ARTE
Olaf Repovs, ZDF
Martin Rothmayer, ORF
Thomas Schmelzle, PREMIERE WORLD
Stefan Scholz, FX Factory
Barbara Simon, ProSieben
Ralph Sonntag, active-film.com
Patrick Thiede, FCB Berlin
Ole Türck, PREMIERE WORLD
Lars Wagner, Universal Studios Networks
Neil Walsh, SevenSenses Berlin