

Press release

CREATION 07 – 12th Eyes & Ears Conference on 20/21 September 2007 in Cologne



Cologne, 9/18/07 – CREATION 07 gets underway next Thursday in Cologne. The two-day branch meeting is being hosted by Eyes & Ears of Europe for the 12th time. More than 40 guest speakers will present their latest projects from the fields of design, promotion and marketing of audiovisual media. This year's main topics are: ***New Looks? + 2D/3D animation as creative option + Opportunities in the multi-channel context + Design, promotion & branding for mobile + Eyes & Ears Junior Highlights 2007 + Fully conceived? – Integrated programme promotion + Interactive design, promotion & branding.***

Apart from European channel designs, the new RTL Faces and the reworked concept of TOGGO TV will be presented under the motto ***New Looks***. ARTE's head of network operation Henri L'Hostis and Hildegard Wollbold, programme promotion editor, will be facing the question ***Fully conceived? – Integrated programme promotion***. Together they will discuss the concept and development of ARTE'S Summer of Love campaign, which – with its "flower power" design elements - refers to the summer of 1967 both in form and content. RTL CREATION presented boxers Maske, Klitschko and Co. as 'Lords of the Ring.' Susanne Mikulski, writer at RTL CREATION, and art director Heiko Theuerkauf comment on the campaign's strategy for the year's biggest boxing events.

Christoph Hammerschmidt introduces n-tv plus within the framework of ***Interactive Design, Promotion & Branding***. The marketing & communications director will comment on the different aspects of added value of this interactive news service. A further topic will be the interactive community Discovery Club, presented by Lars Wagner, channels director for Pay TV at Discovery, and project head Michael Mang. 20TH Century Fox's marketing director Marcel Mohaupt illustrates the latest trends in motion picture marketing by means of 'The Simpsons – The Movie.'

How MOBILEPOINTS can be implemented as interactive promotion tools in the course of an advertising campaign will be explained by Jens Raderschadt, senior project manager at Deutsche Post AG, and Stefan Wolters, executive client director at Interone Worldwide in Cologne. Further case studies related to the topics ***Design, promotion & branding for mobile*** are Deutsche Welle mobile services and the Made for Mobile Award 2007.

Please find the complete programme of CREATION 07 and further information on the presentations at http://www.eeefe.de/en/4_veranstaltungen/4_2_conference/index.php.

For further information and your registration to the event please contact:

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Eyes & Ears of Europe:

Eyes & Ears of Europe is the association for the design, promotion and marketing of audiovisual media. For more than ten years, this trade association has been the professional communication platform for all those who work in the strategic planning, creation, realisation and management of audiovisual communication. Through special events, Eyes & Ears of Europe aims to encourage media designers' and marketers' awareness of their creation processes and their products. The focus is on engaging in quality-related debate and revealing future-oriented perspectives. Special attention is given to basic, further and continuing education.