

The EYES & EARS 2023 with the 25th International Eyes & Ears Awards and Inspiration Award winner @banda.agency



The winners of the 25th International Eyes & Ears Awards 2023

Cologne/Munich, 26 October 2023 - This year, the EYES & EARS were held once more as a presence event in Munich. And there was another special reason to celebrate: In the evening, the 25th International Eyes & Ears Awards were presented at the Filmtheater Sendlinger Tor.

"USE AI - BE CREATIVE!" was the motto of EYES & EARS 2023. The annual industry highlight once again offered a day of networking, know-how and concentrated inspiration in a personal atmosphere in Munich. At the EYES & EARS in the Haus der Bayerischen Wirtschaft, not only media professionals met to learn about the use of artificial intelligence (AI) and creativity in the areas of design, promotion & marketing for media and entertainment brands from all over Europe. 3 Young artist teams were also present and showcased their exciting study or graduation projects on stage at the New Talents. The audience on site then selected the winner of the 1st prize from the nominees and awarded all.

In the evening, Eyes & Ears of Europe honoured particularly the creative, innovative and effective design, promotion and brand communication measures of the year with the International Eyes & Ears Awards for the 25th time. The program was rounded off by a relaxed get-together with colleagues from the industry at the "Dizzy Daisy" wine bar.

"I am thrilled that our 25th International Eyes & Ears Awards were so international in this anniversary year, and that so many different European teams got involved," said Corinna Kamphausen, Managing Director of Eyes & Ears of Europe. "From Austria, Switzerland, France, Italy, Spain, Portugal, Belgium, Great Britain, the Netherlands to Denmark and Ukraine, agencies and broadcasters participated. This extensive spectrum shows the idea of Europe that we stand for."

THE EYES & EARS 2023

The event kicked off with various MASTERCLASSES in German and English on the topic of AI: "DRAWING - Why, as AI can do it?" with Prof. Michael Coldewey, Art Professor for Digital Film Design and Game Design at the mdh Mediadesign Hochschule in Munich, "AI in Marketing - Curse or Blessing? A high-level overview" with Michael Zschiesche, AI expert & Managing Director Klimek Schneider, Cologne. Or "AI & Machine Learning: Saving Time with New Features in Adobe Premiere Pro" with Sinja Mirel, Sr. Solutions Consultant Creative

Cloud Adobe Systems, Munich and Wolfgang A. Heß, Adobe Certified Instructor, Munich and - very sensitive and touching – “Creativity in times of war” with Aleksandra Marchenko, Public Communications Strategist, Communications Projects Lead at Brand Ukraine. These were very well appreciated and the speakers enjoyed full rows of seats.



Audience of the very well attended master classes

The stage presentations were opened - in front of a professional audience of around 100 people - with very personal greetings from **the host Dr Christof Prechtl**, who considered a conference on the topic of AI to be an educational mission, and **Eyes & Ears CEO Corinna Kamphausen**. EYES & EARS 2023 was hosted by **Professor Michael Schwertel, CBS International Business School in Cologne.**



Reception by Dr Christof Prechtl, Deputy Managing Director vbw, Munich and Corinna Kamphausen



Host Prof Michael Schwertel and CEO, Eyes & Ears Corinna Kamphausen

Dietmar Dahmen, Speaker & Creative Consultant, Vienna, started with his provocative and extremely lively keynote "AI is the new Religion". He vehemently pleaded for accepting and using new technologies like AI. In order to develop further and to be, become or remain successful. His credo was: "See the shark, accept the shark, jump on the shark! Ride the shark of change!". He illustrated his presentation with a comic strip he created himself with the help of AI.



Keynote speaker Dietmar Dahmen



The stormy applause after his presentation showed that his presentation had not missed its mark.



The enthusiastic international audience at the Eyes & Ears Conference

This was followed by the presentation “**A Shattered Trust: Fighting manipulation and deception in the age of AI**” by **Sinja Mirel, Sr. Solutions Consultant Creative Cloud Adobe Systems, Munich**. She pointed out the dangers of deepfake and presented Adobe’s “open source” platform, which can be used to detect deepfake, for example, but also how to use AI with Adobe programs.



Sinja Mirel, Sr. Solutions Consultant Creative Cloud Adobe Systems, Munich, Dietmar Dahmen and Corinna Kamphausen

NEW TALENTS

This year, the presentation and awarding of the Eyes & Ears New Talents took place again: Three teams of young talents showed their presentations to the live audience. **The New Talents were hosted as usual by Marc Lepetit, Managing Director UFA Documentary, Potsdam.**

Here is the overview:

“Postponed - VFX for a dystopian satire”

Michaela Mederer & Nicolas Schwarz, University of Television and Film Munich

“Listen”

Jeremy Traun, Augsburg University of Applied Sciences

“Clean Aid”

Valentin Dittlmann & Hannes Werner, University of Television and Film Munich



New Talent presenter Marc Lepetit and the proud Eyes & Ears New Talent award winners: "Clean Aid" Hannes Werner & Valentin Dittlmann, University of Television and Film Munich, with presenter Prof Michael Schwertel [from left to right].

The winner of the Eyes & Ears New Talent Award was: Clean Aid by Valentin Dittlmann & Hannes Werner, University of Television and Film Munich. They received royalty-free music donated by BMG Production Music for their next project. However, all New Talent finalists were winners, as they each received a free one-year subscription to Adobe Creative Cloud, in addition to the expert recognition from the audience.

The high-ranking panel "**AI - Curse or Blessing?**", also hosted by **Prof Michael Schwertel**, CBS International Business School, Cologne, featured **Dr Hanno Magnus**, FREY Rechtsanwälte, Cologne, **Dann Smit**, CEO CapeRock, Amsterdam, **Eugen L. Gross**, CEO & Founder aiconix, Cologne, **Robert Fahle**, Chairman neuland AI - AI with Social Responsibility, Cologne, and **Sebastian Greßmann**, expert in audio-visual communication and AI design school, Cologne. They agreed that the use of AI can and must be seen as an opportunity nowadays.



Host Prof Michael Schwertel [centre] and Corinna Kamphausen with the AI panel: Sebastian Greßmann, Designschule München and Munich University of Applied Sciences, Dann Smit, CEO CapeRock, Amsterdam, Robert Fahle, board member neuland AI - AI with social responsibility, Cologne, Eugen L. Gross, CEO & founder aiconix, Cologne and Dr Hanno Magnus, FREY Rechtsanwälte Cologne

This was followed by the international contribution to the **book Creatives on Creativity by Steve Brouwers, Creative Director Brandlove, Antwerp**. He illustrated this with entertaining interview sequences that also provided food for thought.



The inspiring conclusion of EYES & EARS 2023 was once again **provided by Creative Director and Vice President of Eyes & Ears of Europe, Barbara Simon Marketing & PR Director Let's Step Forward, Munich**, with her "**Cutting Edge**". A hand-picked selection of creativity from advertising and marketing collected over a year, all created with the support of AI. As always, she had her finger on the pulse of the times, illustrating how advertising can quickly make it impossible to distinguish between real and fake, i.e., how to influence perception. But also what can be created and shown with AI in a positive sense.

After the "Countdown to the Awards" - with culinary delights, drinks and lively networking - the event then moved fluidly into the 25th International Eyes & Ears Awards ceremony.

25. INTERNATIONAL EYES & EARS AWARDS



A well-humoured moderation duo: Corinna Kamphausen and moderator Wolfram Kons led through the evening



Audience of the Awards Show

A highlight of EYES & EARS was the presentation of the renowned 25th International Eyes & Ears Awards. On the occasion of the anniversary, these were also more international than they have been before. In

the - with about 200 people - almost fully booked Filmtheater Sendlinger Tor. **In front of an international audience from Spain, Great Britain, France, Switzerland, Austria, Belgium, Denmark, the Ukraine and the Netherlands, among others, the best productions from the fields of design, audio, digital, promotion and cross-media were shown and their creators were awarded the golden Eyes & Ears Awards Trophy.** The Eyes & Ears Awards 2023 were once again hosted in the finest spirits by Wolfram Kons and Eyes & Ears Managing Director Corinna Kamphausen. But the silver and bronze award winners also had reason to celebrate.

Another highlight of the Eyes & Ears Awards Show 2023 **was the presentation of the INSPIRATION Award. For the first time**, this went to an **agency from Ukraine Banda, Creative Agency, Kiev & Los Angeles.** The laudatory speech was held by Eyes & Ears Vice President Barbara Simon.



Laudatory speaker Barbara Simon

"Until 2022, no country branding had been used to draw international attention to a national crisis. That changed with the Russian invasion of Ukraine. When the war began, the Ukrainian creative agency Banda lost all projects and commissions. Until then, the Kiev and Los Angeles-based agency had worked, among other things, on state-sponsored campaigns to market Ukraine as a tourism and investment destination. Now Banda used the interruption to develop an international campaign focusing on the country's resilience: "Bravery is our brand".

In the months that followed, Banda developed numerous campaigns in the form of posters, billboards, online videos, social media posts, T-shirts and stickers. An associated website offered downloadable logos and photos and encouraged visitors to share the message to build courage, generate international awareness and raise funds for Ukraine.

The longer the war lasted, the more media interest decreased, which can be seen in the number of interactions with Ukrainian messages on social networks. This dropped from 109 to 4.8 minutes. To regain the attention of the world public, Banda sought global media partners at the Cannes Lion Festival. The successful performance generated widespread support for the campaign, which was then shown in 19 countries and 140 cities worldwide. The striking posters and billboards were displayed in the busiest places in various cities - even Times Square!

Banda's commitment defied the horrors of war and, in an age of consumer culture and constant media sensory overload, created a campaign that purposefully created solidarity for Ukraine - unique, bold and consistent."



An emotional highlight: the presentation of the INSPIRATION Award to Banda Agency from Ukraine

The Eyes & Ears Special Awards 2023 went to the Ukrainian agency Starlight Creative: "Pictures from War" and to TV 2 Denmark: "The Copenhagen Bench" and their respective creative teams.

The laudatory speech for Starlight Creative: Pictures from War was held by Eyes & Ears CEO Corinna Kamphausen herself: "The spot produced by Starlight Creative promotes the documentary of the same name in an outstanding way: Touching images, meaningful original sounds and remarkable stories of the reporters show the everyday life of war in Ukraine. With frightening clarity, the spot guides the viewer sensitively and sensitively through the events. Compassionate and truthful at the same time - Starlight has clearly succeeded in this difficult balancing act! Creative, innovative and effective - this commitment is worth a special award to Eyes & Ears of Europe".

The second special prize **went to TV 2 Denmark: The Copenhagen Bench. The laudation was once again given by Vice President Barbara Simon:** "To make the consequences of climate change tangible for everyone, TV 2 Denmark turned to a Danish design icon - the Copenhagen Bench. TV 2 Denmark raised the bench by 85 centimetres to visualise and bring to life the UN climate report's estimate of sea level rise by 2100. In collaboration with the original manufacturer, the channel created 15 raised benches from recycled material and placed them in central locations where they immediately caught people's attention. A simple out of the box idea that makes everyone intuitively aware of how climate change affects the world and society! Creative, innovative and effective - this commitment is worth a special award to Eyes & Ears of Europe".

The special award for the category "Best Use of Music" was donated this year by BMG Production Music and presented by Dan Eckardt, Senior Sales Manager & Music Supervisor, to the winner Marc Riehm from Golden Claim for "Screenforce Days 2023 - RTL Entertainment". "Nothing but diamonds": RTL has stood for the strongest brands and greatest emotions for almost 40 years. Dramaturgy, image selection, growing intensity of images, original sounds and emotions, tightness as well as the editing tempo were deliberately subordinated to the structure of this song to create maximum effect. This is how music has to be used!" was the reason given by the international and top-class jury.



Award winner Marc Riehm for the special prize for the category "Best Use of Music" and donor Dan Eckardt, BMG Production Music.

Following the emotional and entertaining award ceremony - with an entertaining break by ZDF - a successful and emotionally intense day came to an end. The quarter-century anniversary of the 25th International Eyes & Ears Awards was celebrated afterwards at the wine bar "Dizzy Daisy"

[Prize Winners and Jury Statements](#) of the 25th International Eyes & Ears Awards:

Photos of the EYES & EARS 2023 here:

- [EYES & EARS 2023](#)
- [Winners](#)
- [Executive Club](#)

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Eyes & Ears of Europe would like to thank:

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Eyes & Ears of Europe is the association for audiovisual Design, promotion and marketing. For over 25 years, we have been networking all those involved in the strategic planning, creation, implementation and management of audiovisual communication.