

## Submission Guide for the 17TH INTERNATIONAL EYES & EARS AWARDS 2015

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### SUBMISSION CRITERIA

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#### Initial broadcast

The entry must have been published, gone online or been broadcast by a station, in a cinema, on the Internet or in the context of an event for the first time between **1 July 2014 and 30 June 2015**. Regarding campaigns consisting of several spots, it is imperative that at least one of these spots has been published, gone online or been broadcast for the first time between **1 July 2014 and 30 June 2015**.

#### Length of entry

The presentation length of your contribution must not exceed a **maximum of three minutes**. Excluded are entries in the field 'Cross-Media-Campaigns', which can be a **maximum of five minutes** long.

#### Language & subtitles

Contributions that are not in German, English or French should have subtitles in one of these three languages.

#### Format

Each entry must be in the **16:9 format** or **4:3 format with bars on the right and on the left** to avoid distortion on the screen.

#### Video clips, black screens, panels

Each entry must be submitted as a separate clip.

If you would like to submit the same entry into several categories, you have to complete separate entries.

More than one entry for the same or a different category in one clip will not be accepted.

Assessment will only be made for what can be seen and heard on the tape: Please note that all elements of your entry – including all print or poster motifs, give-aways and other merchandise, radio commercials and/or websites, e.g. in the case of an integrated campaign – must be seen or heard in your submitted clip.

Please use only original soundtracks. Audio elements can be added to submissions which do not contain original music or sound, for example poster motifs.

**Black screens** should be no longer than 2 seconds.

You can decide for yourself whether to integrate panels with information regarding the title of the submission, categories or explanations into the clip.

#### Interactive categories

Please note that websites, mobile applications etc. have to be accessible permanently until 23 October 2015 in Germany and Switzerland. Please create guest log-ins if necessary and supply them with your submission.

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## DESCRIPTION OF THE CATEGORIES

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### DESIGN

**Best design in print or poster advertising:** Here you can submit single posters, as well as print or poster campaigns. Please note that these entries have to be submitted as a video clip.

**Best new corporate design package:** Here you can submit the corporate design package of a company or station. Please note that the clip has to include all elements.

**Best bumper or station-ID package:** Here you can submit bumper or station ID packages.

**Best seasonal or event-related design package:** Here you can submit seasonal or event-related design packages, e.g. for Carnival, Mother's Day, Christmas, Easter etc. For sporting events please note the category Sports Design.

**Best programme label:** Here you can submit programme labels such as the design for 'Blockbuster Monday', 'Series Sunday' or a 'Cinema Edition'.

**Best lead-in:** Here you can submit lead-ins. Please note the corresponding sub-genres.

**Fiction:** Lead-ins for fictional formats

**Sports:** Lead-ins for sports formats

**Information:** Lead-ins for information formats

**Kids:** Lead-ins for children's formats

**Comedy:** Lead-ins for comedy formats

**Show & Entertainment:** Lead-ins for show & entertainment formats

**Culture:** Lead-ins for cultural formats

**Best studio design/set design/scenography:** Here you can submit studios, set designs and scenographies.

**Best information or news design:** Here you can submit news intros, graphical representations of information and other creative elements of information programs.

**Best sports design:** Here you can submit all the creative aspects of sports formats. This can be individual elements as well as campaigns and packages.

**Best programme-related design package:** Here you can submit programme-related design packages with different elements such as header, studio, equipment, lower thirds, closer etc.

**Best 2D/3D animation:** Here you can submit animated intros, explanatory pieces, seasonal labels, etc., which depend mainly on 2D/3D animation.

**Best design-related audio design:** Here you can submit audio design contributions that are related to design. This may be an audio design for idents, design packages, bumper labels, etc. Audio design identifiers for TV or radio stations as well as audio logos also belong to this category.

**Best design-related musical composition:** Here you can submit music compositions of design contributions. This can be a music composition etc. for idents, design packages, bumpers labels. Music compositions for TV or radio stations as well as jingles also belong to this category.

**Best typographical design:** Here you can submit typographically designed contributions, which depend mainly on the typography.

## INTERACTIVE

**Best corporate website:** Here you can submit websites for companies or TV channels. Media libraries or media players also belong in this category. An URL is sufficient as submission. Please note that should the website be nominated, a video clip of the website needs to be produced and submitted.

**Best content-related website:** Here you can submit programme, format and movie-related websites. An URL is sufficient as submission. Please note that should the website be nominated, a video clip of the website needs to be produced and submitted.

**Best online advertising:** Here you can submit traditional online advertising media such as embedded or pop-up banners. Please submit classic online advertising filmed as a video clip.

**Best app:** Here you can submit mobile apps - both for companies as well as apps for programme, format or content-related formats. Please enter a free download option for the app. In the case of nomination as a finalist, a video clip of the app needs to be produced and submitted.

**Best viral:** Here you can submit spots, clips or trailers that are virally distributed via the Internet. Please submit virals as a video clip.

**Best interaction spot on air:** Here you can submit individual on-air spots for audience response and activation, for example, for participatory events.

**Best interaction campaign:** Here you can submit several spots as a campaign to address viewers and activation, for example, for participatory events. Please submit at least three spots as a video clip.

**Best social media campaign:** Here you can submit the campaigns that are distributed exclusively through social networks like Facebook, Twitter etc.. Please submit a campaign filmed as a video clip.

**Best digital marketing campaign:** Here you can submit campaigns whose elements are spread exclusively via digital distribution channels - websites, emails, apps, online advertising, online games, social networks, etc. Please submit at least three different distribution channels as a video clip.

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## PROMOTION

**Best station spot:** Here you can submit individual spots which are intended to contribute to the channel's image. Programme trailers and spots for programme presentations, etc. do not belong in this category (see the following categories).

**Best on air programme spot:** Here you can submit individual on-air spots. Please note the corresponding sub-genres.

**Fiction:** Trailers for fictional formats

**Sports:** Trailers for sports formats

**Information:** Trailers for information formats

**Kids:** Trailers for children's formats

**Comedy:** Trailers for comedy formats

**Show & Entertainment:** Trailers for show & entertainment formats

**Culture:** Trailers for cultural formats

**Best B2B spot:** Here you can submit individual trailers for road shows, programme presentations, screenings, etc.

**Best multi-channel-network spot:** Here you can submit single trailers promoting multi-channel-networks.

**Best special advertising:** Here you can submit single special ads as video clips.

**Best event promotion spot:** Here you can submit commercials that advertise an event such as festival, conference, award ceremony, fan mile campaign, etc.

**Best radio spot:** Here you can submit spots that advertise a TV channel or a program on the radio, but also radio spots for radio programmes or radio advertising spots.

**Best text design or use of language and voice:** Here you can submit spots with specially created texts, special voices or creative language use.

**Best on air station campaign:** Here you can submit on-air campaigns that are intended to contribute to the channel's image. Please note that the video clip must contain at least three spots.

**Best on air programme campaign:** Here you can submit on-air campaigns with at least three spots. Please note the corresponding sub-genres.

**Fiction:** Campaigns for fictional formats

**Sports:** Campaigns for sports formats

**Information:** Campaigns for information formats

**Kids:** Campaigns for children's formats

**Comedy:** Campaigns for comedy formats

**Show & Entertainment:** Campaigns for show & entertainment formats

**Culture:** Campaigns for cultural formats

**Best promotion first broadcast movie:** Here you can submit promotions for the first (!) broadcast of movies – on TV or online.

**Best promotion first broadcast TV show:** Here you can submit promotions for the first (!) broadcast of TV shows – on TV or online.

**Best promotion-related audio design:** Here you can submit the audio designs for promotion spots. This may be the audio design for trailers to a variety of formats.

**Best promotion-related musical composition:** Here you can submit music compositions for promotion spots. This can be music compositions for trailers to a variety of formats.

**Best use of music:** Here you can submit all promotion spots where the music is the main focus, heavily supports the moving image and significantly strengthens the content. These can be trailers for various formats.

**Best social spot or campaign:** Here you can submit public service announcements and social engagement campaigns.

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## CROSS-MEDIA-CAMPAIGNS

**Best cross-media event campaign:** Here you can submit cross-media campaigns for events such as festivals, conferences, award ceremonies, meetings, fan mile events etc. Note that at least three different media such as TV, film, radio, Internet, mobile, print, outdoor advertising etc. must be seen in the submission clip.

**Best cross-media station campaign:** Here you can submit cross-media channel campaigns. Note that at least three different media such as TV, film, radio, Internet, mobile, print, outdoor advertising etc. must be seen in the submission clip.

**Best cross-media programme campaign:** Here you can submit cross-media campaigns to programme formats. Note that at least three different media such as TV, film, radio, Internet, mobile, print, outdoor advertising etc. must be seen in the submission clip.