

13th International Eyes & Ears Awards 2011

CREATION, INNOVATION & EFFECTIVENESS



Prize Winners & Finalists

Category: TV/Film/Media Design

1. Best design in print or poster advertising

Award Winner

ZDF: Stieg Larsson

For their publicity campaign for 'Stieg Larsson's Millennium Trilogy' ZDF has designed a real eye catcher that sticks out in the crowd of print and outdoor advertisements: the ad features an avenging angel with blazing wings of fire. It especially comes to life in poor lighting conditions when the wings of fire seem to move, contrasting brilliantly with the heroin dressed in all black and the dark background. 'Stieg Larsson's Millennium Trilogy' has gone from best seller to blockbuster, and thanks to ZDF it is now this year's Best Design for Print and Poster Advertisement.

Creative Team: **Thomas Grimm**, Head of Marketing ZDF; **Astrid Kämmerer**, Head of Marketing Off Air Promotion ZDF; **Katrin Steffen**, Project Management Marketing Off Air Promotion ZDF; **Olaf Oldigs**, Executive Creative Director Kolle Rebbe Advertising Agency; **Ulf Henniger von Wallersbrunn**, Creative Director Leo Burnett

Distinction

n-tv: Die Wirklichkeit ist der beste Regisseur

Creative Team: **Alessandro Taschetta**, Producer n-tv; **Panajiota Walko**, Producer n-tv; **Julian Weiss**, COO n-tv; **Martin Breuer**, Creative Director EuroRSCG Germany; **Felix Glauner**, Managing Director Creation EuroRSCG Germany; **Harald Jäger**, Client Service Director EuroRSCG Germany

Distinction

RTL CREATION: RTL – Hindenburg

Creative Team: **RTL CREATION: RTL – Hindenburg**

Kreativ-Team: **Thomas Arntz**, 3D Designer RTL CREATION; **Angela Jumpertz**, Group Manager RTL CREATION; **Björn Klimek**, Creative Director RTL CREATION; **Doris Mertens**, Art Director RTL CREATION; **Susanne Mikulski**, Text/Conception RTL CREATION; **Christian Mirow**, Producer RTL CREATION; **Heiko Theuerkauf**, Art Director RTL CREATION; **Anke Schäferkordt**, Managing Director RTL

2. Best off-air corporate design

Award Winner

ARTE: En mouvement

ARTE has always relied on artistic transformation – dynamism, inspiration and creativity are at the heart of this European culture channel. And their new off-air corporate design gives visual expression to these core values. The design establishes a visual language that places images in the foreground. It combines calm, poetic and dynamic elements, while still keeping the station identification in a prominent position. There is no question about it: we are totally with ARTE.

Creative Team: **Henri Ehrhard**, Project Manager ARTE; **Ulli Krieg**, Artistic Director ARTE; **Benjamin Cuenod**, Creative Director Foremost; **Julia Riebartsch**, Producer Foremost; **Tom Ising**, Print Design Herburg Wiland; **Bela Stetzer**, Print Design Stetzer Kommunikation

Distinction

BRANDSOME: Constantin Sport Marketing

Creative Team: **Zeljko Karajica**, Managing Director BRANDSOME; **Arman Kavrailoglu**, Senior Art Director BRANDSOME; **Stephan Persdorf**, Creative Director BRANDSOME; **Patrick Behnke**, Senior Marketing Manager Constantin Sport Marketing; **Thomas Deissenberger**, Managing Director Constantin Sport Marketing; **Patrick Fuhrbach**, Director Projects Constantin Sport Marketing; **Robert Bree**, Designer; **Dominik Traun**, Designer; **Ulrike Renner**, Designer

Distinction

P7S1 TV Deutschland CS: Sat.1 Off-Air Redesign

Creative Team: **Patrick Fleischmann**, Art Direction P7S1 TV Deutschland CS; **Janine Friese**, Project Manager P7S1 TV Deutschland CS; **Michael Funk**, Art Direction P7S1 TV Deutschland CS; **Thomas Raab**, Project Manager P7S1 TV Deutschland CS; **Richard Schweiger**, Vice President Creation P7S1 TV Deutschland CS; **Anne-Jacqueline Wenisch**, Project Manager P7S1 TV Deutschland CS; **Aiman Woldu**, Brand Manager P7S1 TV Deutschland CS

3. Best new on-air corporate design package

Award Winner

ZDF: ZDFkultur

Wake up from the dusty old ideas of what culture is supposed to look like. ZDFkultur's new on-air corporate design package awakens the curious viewers' interest in a playful, surprising and sensuous manner. In line with this vision for the network, ZDF managed to develop a versatile design that is unconventional, experimental but at the same time tight, self-contained and distinctive. Anyone wanting to know what culture in the 21st century looks like should take inspiration from ZDFkultur – in the spirit of the slogan "Watch and wake up".

Creative Team: **Thomas Grimm**, Head of Marketing ZDF; **Christian Kohl**, Design Digital Channels ZDF; **Irena Pavor**, Marketing/Corporate Design ZDF; **Andreas Reinberger**, Presentation ZDFkultur ZDF; **Andrea Bednarz**, Managing Director Luxlotusliner; **Gabi Madracevic**, Managing Director Luxlotusliner; **Jan Rinkens**, Art Director Luxlotusliner; **Stefan Sperner**, Art Director Luxlotusliner; **Tatjana Zivanovic-Wegele**, Producer Luxlotusliner

Distinction

13TH STREET Universal: Redesign

Creative Team: **Elmar Krick**, Director On-Air Promotion Universal Networks International Germany; **Simon Amster**, Creative Director Universal Networks International; **Roma Khanna**, President Universal Networks International; **Maguelone Aribaud**, Director On-Air Promotion Universal Networks International France; **Ignacio Valledor**, Director On-Air Promotion Universal Networks International Spain; **Apporva Baxi**, Creative Director DixonBaxi; **Simon Dixon**, Managing Director DixonBaxi; **Gareth Evans**, Producer DixonBaxi

Distinction

ARTE: En mouvement

Creative Team: **Henri Ehrhard**, Project Manager ARTE; **Ulli Krieg**, Artistic Director ARTE; **Joe Vanhoutteghem**, Director/Author Czar Films; **Benjamin Cuenod**, Creative Director Foremost; **Julia Riebartsch**, Producer Foremost; **Joost Korngold**, 3D Designer Renascent

4. Best integrated corporate design innovation on air, off air & online

Award Winner

13TH STREET Universal: Redesign

The new corporate design for 13TH STREET Universal intentionally plays with filmic patterns. In line with the slogan "The others have viewers. We have eyewitnesses." the corporate design was developed so that the on-air as well as off-air and online presences generate suspense and evoke anticipation in the viewer. Cinematic and good-looking images keep us on the edge of our seat and leave us craving more. We all want to be eyewitnesses.

Creative Team: **Dirk Böhm**, Director Marketing & Communications Universal Networks International Germany; **Elmar Krick**, Director On-Air Promotion Universal Networks International Germany; **Karin Zipperling**, Senior Digital Marketing Manager Universal Networks International Germany; **Simon Amster**, Creative Director Universal Networks International; **Roma Khanna**, President Universal Networks International; **Maguelone Aribaud**, Director On-Air Promotion Universal Networks International France; **Ignacio Valledor**, Director On-Air Promotion Universal Networks International Spain; **Apporva Baxi**, Creative Director DixonBaxi; **Simon Dixon**, Managing Director DixonBaxi

Distinction

ARTE: En mouvement

Creative Team: **Henri Ehrhard**, Project Manager ARTE; **Ulli Krieg**, Artistic Director ARTE; **Joe Vanhoutteghem**, Director/Author Czar Films; **Benjamin Cuenod**, Creative Director Foremost; **Julia Riebartsch**, Producer Foremost; **Axel Schield**, Online Design Okapi; **Joost Korngold**, 3D Designer Renascent

Distinction

RTL CREATION: RTL Relaunch

Creative Team: **Patrice Keller**, VFX Designer RTL CREATION; **Petra Matuschek-Schuster**, Group Manager RTL CREATION; **Ulli Schumacher**, Creative Director RTL CREATION; **Klaus Schwab**, Art Director RTL CREATION; **Margit Sonntag**, Art Director RTL CREATION; **Markus Weigl**, TV Design Producer RTL CREATION; **Uli Westernhausen**, VFX Designer RTL CREATION; **Anke Schäferkordt**, Managing Director RTL

5. Best on-air promotion package

Award Winner

RTL CREATION: RTL Relaunch

RTL CREATION's on-air promotion packaging takes the form of one virtual stage for all of RTL's shows. RTL was able to kill two birds with one stone with this design: in line with the slogan "My RTL" this uniform packaging communicates consistency and continuity to the audience. At the same time the illusion of a three dimensional space provides a platform for the creative and flexible use of promotion tools. High quality, spot on and viewer centred.

Creative Team: **Patrice Keller**, VFX Designer RTL CREATION; **Petra Matuschek-Schuster**, Group Manager RTL CREATION; **Ulli Schumacher**, Creative Director RTL CREATION; **Klaus Schwab**, Art Director RTL CREATION; **Margit Sonntag**, Art Director RTL CREATION; **Markus Weigl**, TV Design Producer RTL CREATION; **Uli Westernhausen**, VFX Designer RTL CREATION; **Anke Schäferkordt**, Managing Director RTL

Distinction

Disney Channel: Selena's Fanbook

Creative Team: **Hans-Jörg Breitegger**, Design Manager Disney Channel GSA; **Guido Schulz**, Senior Manager Creative Services Disney Channel GSA; **Sofia Zuleta**, Junior Writer/Producer Disney Channel GSA; **Sabine Wittmann**, Designer

Distinction

13TH STREET Universal: Redesign

Creative Team: **Elmar Krick**, Director On-Air Promotion Universal Networks International Germany; **Simon Amster**, Creative Director Universal Networks International; **Roma Khanna**, President Universal Networks International; **Maguelone Aribaud**, Director On-Air Promotion Universal Networks International France; **Ignacio Valledor**, Director On-Air Promotion Universal Networks International Spain; **Apporva Baxi**, Creative Director DixonBaxi; **Simon Dixon**, Managing Director DixonBaxi; **Gareth Evans**, Producer DixonBaxi

6. Best bumper or station-ID package

Award Winner

NDR: Station Idents

What's the best thing about the North? NDR's 33 station IDs give the answer to this question. These authentic spots feature real North Germans talking about their best qualities in their own words. With a sense of humour, quirkiness and character the station IDs get to the heart of the North German mentality. This can also be seen in the results of the Imagetrend 2010, where NDR was able to make

significant gains with their motto "Typically North German". This is how to enliven and bring across a brand.

Creative Team: **Patricia Poelk**, Art Director NDR; **Jan Schulte-Kellinghaus**, Head of PB Television NDR; **Detlev Buck**, Director Silbersee

Distinction

RTL CREATION: RTL Faces

Creative Team: **Markus Döpfer**, VFX Designer RTL CREATION; **Patrice Keller**, VFX Designer RTL CREATION; **Annett Krause**, Project Manager RTL CREATION; **Andreas Ortmann**, Head of Production RTL CREATION; **Ulli Schumacher**, Creative Director RTL CREATION; **Klaus Schwab**, Art Director RTL CREATION; **Arne Thomas**, Sound Designer RTL CREATION; **Uli Westernhausen**, VFX Designer RTL CREATION; **Anke Schäferkordt**, Managing Director RTL

Distinction

ZDF: ZDFkultur – Station ID's

Creative Team: **Thomas Grimm**, Head of Marketing ZDF; **Christian Kohl**, Design Digital Channels ZDF; **Irena Pavor**, Marketing/Corporate Design ZDF; **Andreas Reinberger**, Presentation ZDFkultur ZDF; **Andrea Bednarz**, Managing Director Luxlotusliner; **Gabi Madracevic**, Managing Director Luxlotusliner; **Jorinna Scherle**, Art Director Luxlotusliner; **Stefan Sperner**, Art Director Luxlotusliner; **Tatjana Zivanovic-Wegele**, Producer Luxlotusliner

7. Best seasonal or event-related design package on air

Award Winner

SRF: Max Frisch

Read Frisch, discover Frisch, get a fresh perspective. To commemorate the 100th anniversary of the death of Max Frisch the SRF has produced a multimedia special combining newly produced segments and unforgettable archival visual material and audio recordings. The design package for this event is just as unforgettable. Illustrations made up of typewriter-style letters evoke modernism and take us back to Max Frisch's time. Creative, distinctive and clear.

Creative Team: **Patrick Arnecke**, Head of Design SRF; **Alex Hefter**, Creative Director SRF; **Lea Montini**, Art Director/Project Manager SRF; **Simon Renfer**, Designer SRF; **Sven Volz**, Senior Designer SRF; **Severine Waibel**, Art Director SRF; **Cyril Boehler**, Sound Designer Cyril Boehler Music

Distinction

RTL CREATION: RTL Sommerkampagne

Creative Team: **Eva Deutinger**, Project Manager RTL CREATION; **Isabel Grahs**, Producer RTL CREATION; **Björn Klimek**, Creative Director RTL CREATION; **Christian Mirow**, Producing Unit Manager RTL CREATION; **Frank Schneider**, Conception/Director Filmstyler Pictures; **Michaela Schneider**, Senior Art Director Filmstyler Pictures; **Anke Schäferkordt**, Managing Director RTL

Distinction

DMAX: Muttertag

Creative Team: **Eike Immisch**, Head of Marketing & On-Air Promotion DMAX; **Sebastian Pffor**, Promotion Producer DMAX; **Aitor Benavent**, Designer DMC; **Walter Puschacher**, Managing Director DMC; **Martin Speidel**, Designer DMC; **Stephanie Tietz**, Production Manager DMC

8. Best 2D/3D animation

Award Winner

SRF: ZAMBO

The SRF creative team has developed a design package for the interactive multimedia children's platform 'ZAMBO', which is especially captivating thanks to its 2 ½-dimensional animation. Detailed, colourful and imaginatively designed characters and objects enliven the scenery. With such an inviting environment children can't wait to design their own personal 'ZAMBO' avatar and be part of the 'ZAMBO' world.

Creative Team: **Patrick Arnecke**, Head of Design SRF; **Tiny Bernhard**, Senior Designer SRF; **Ladina Engler**, Producer SRF; **Thomas Gloor**, Art Director SRF; **Alex Hefter**, Creative Director SRF; **Benjamin Zureck**, Designer SRF; **Jeanette Bauer**, Art Director gosub communications Berlin; **Carsten La Tendresse**, Executive Producer gosub communications Berlin

Distinction

ARTE: Fashion Week

Creative Team: **Christian Gyss**, Director ARTE; **Henri L'Hostis**, Head of Network Operations ARTE; **Petra Mekaoui**, Head of Production ARTE; **Nicoletta Torcelli**, Text/Conception ARTE; **Karl Weege**, Sound Producer ARTE; **Jean-Marc Huys**, Producer 3xPlus; **Michaël Lemeur**, Graphics 3xPlus

Distinction

SRF: Gotthard

Creative Team: **Patrick Arnecke**, Head of Design SRF; **Jürg Dummermuth**, Senior Designer SRF; **Alex Hefter**, Creative Director SRF; **Lea Montini**, Project Manager SRF; **Severine Waibel**, Art Director SRF; **Gaby Weber**, Senior Designer SRF; **Roman Camenzind**, Sound Designer Hitmill

9. Best programme label design

Award Winner

ZDF: ZDFkultur – Montage

'Montage' shows thematically linked documentaries, films and short features every Monday evening. The programme label takes its inspiration from the motto "Diversity". Elements from a modular design are continually being fractured, taken apart, reassembled and charmingly staged. The result is a multifaceted label that is as diverse as the themes of 'Montage'.

Creative Team: **Thomas Grimm**, Head of Marketing ZDF; **Christian Kohl**, Design Digital Channels ZDF; **Irena Pavor**, Marketing/Corporate Design ZDF; **Andreas Reinberger**, Presentation ZDFkultur ZDF; **Andrea Bednarz**, Managing Director Luxlotusliner; **Gabi Madracevic**, Managing Director Luxlotusliner; **Stefan Sperner**, Art Director Luxlotusliner; **Tatjana Zivanovic-Wegele**, Producer Luxlotusliner

Distinction

P7S1 TV Deutschland CS: ProSieben – Megablockbuster The Dark Knight

Creative Team: **Thorsten Pütsch**, Vice President Unit Entertainment/Head of Marketing ProSieben P7S1 TV Deutschland CS; **Michael Schillack**, On-Air Designer P7S1 TV Deutschland CS; **Richard Schweiger**, Vice President Creation P7S1 TV Deutschland CS; **Paul Taylor**, Audio Designer P7S1 TV Deutschland CS

Distinction

SRF: Max Frisch

Creative Team: **Patrick Arnecke**, Head of Design SRF; **Alex Hefter**, Creative Director SRF; **Lea Montini**, Art Director/Project Manager SRF; **Simon Renfer**, Designer SRF; **Sven Volz**, Senior Designer SRF; **Severine Waibel**, Art Director SRF; **Cyril Boehler**, Sound Designer Cyril Boehler Music

10. Best lead-in design for non-fiction programme

Award Winner

Luxlotusliner: ZDFkultur – Der Pixelmacher

The title of computer and gaming programme 'Der Pixelmacher' sets the tone for the design of the show's opening credits: a pixel monster wreaks havoc, arbitrarily smashing objects with a latex hammer and scattering them into colourful three-dimensional pixels. This playful opening doesn't just appeal to hardcore gamers. The jury also found the realisation super-pixelicious.

Creative Team: **Christian Kohl**, Design Digital Channels ZDF; **Andrea Bednarz**, Creative Management Luxlotusliner; **Cay Fiehn**, Art Director Luxlotusliner; **Gabi Madracevic**, Creative Director Luxlotusliner; **Iris Pfennig**, Junior Designer Luxlotusliner; **Jan Rinkens**, Art Director Luxlotusliner; **Tatjana Zivanovic-Wegele**, Producer Luxlotusliner

Distinction

Red Bull Media House: Red Bull TV – Susi's Mai Days

Creative Team: **Anita Brunbauer**, Art Director Red Bull Media House; **Andreas Höss**, Head of Graphics Red Bull Media House; **Thomas Madreiter**, Motion Designer Red Bull Media House; **Thomas Schrefler**, Project Manager Red Bull Media House

Distinction

SRF: ZAMBO

Creative Team: **Patrick Arnecke**, Head of Design SRF; **Tiny Bernhard**, Senior Designer SRF; **Ladina Engler**, Producer SRF; **Thomas Gloor**, Art Director SRF; **Alex Hefter**, Creative Director SRF; **Benjamin Zureck**, Designer SRF; **Jeanette Bauer**, Art Director gosub communications Berlin; **Carsten La Tendresse**, Executive Producer gosub communications Berlin

11. Best lead-in design for fiction programme

Award Winner

Lambie-Nairn: itv – Emmerdale

In contrast to many other series' opening credits, the opener for the British soap opera 'Emmerdale' does not introduce its protagonists. The credits are shot from a worm's eye view with the camera panning across some of the settings for the series: woods, interiors of houses, an inn, where we see a woman's feet in a pair of beige patent leather stilettos rubbing up to a man's foot under a table. At the end the camera pulls out showing a tranquil town from a birds-eye view. The viewer can just get a sense that everything is surely not so charming, homely and leisurely-paced in this small town, because "What you see isn't always what you get".

Creative Team: **Cailie Dimmock**, Head of Production Lambie-Nairn; **Courtney Sklar**, Marketing Assistant Lambie-Nairn

Distinction

Filmstyler Pictures: ZDF – Herzflimmern: Klinik am See

Creative Team: **Frank Schneider**, Director Filmstyler Pictures; **Sarah Schumann**, Producer Filmstyler Pictures; **Angela Bloch**, Marketing/Corporate Design ZDF; **Dirk Farin**, Editor; **René Richter**, Camera

Distinction

RTL CREATION: RTL Soaps

Creative Team: **Sabine Damerow**, TV Design Producer RTL CREATION; **Markus Döpfer**, VFX & Post RTL CREATION; **Petra Matuschek-Schuster**, Group Manager RTL CREATION; **Doris Mertens**, Design RTL CREATION; **Ulli Schumacher**, Creative Director RTL CREATION; **Klaus Schwab**, Art Director RTL CREATION; **Christian Weckerle**, TV Design Producer RTL CREATION; **Suzi Zimmermann**, VFX & Post RTL CREATION; **Christiane Ghosh**, Editor RTL

12. Best studio design/set design/scenography

Award Winner

wieder design: ARD/ProSieben – Eurovision Song Contest 2011

The assignment was to provide an overarching design concept for a show whose content was not entirely predictable. The end product was a gigantic set that met this requirement perfectly, through the impressive staging of the show, the creation of individual stage designs and special effects for the 43 different acts and the integration of the honeycomb-like green room into the arena. As a jury we could come up with all manner of superlatives for the design, or simply say... "12 points!"

Creative Team: **Matthias Kublik**, Art Director wieder design; **Thomas Richter**, Art Director wieder design; **Barbara Simon**, Creative Director wieder design; **Florian Wieder**, Production Designer/Creative Producer wieder design; **Thomas Neese**, Production Manager Gravity; **Julien Rigal**, Screen Designer Gravity; **Falk Rosenthal**, Screen Producer Gravity

Distinction

Das Erste: W wie Wissen

Creative Team: **Henriette von Hoessle**, Creative Director Das Erste; **Johanna Gunkel**, Studio Designer Das Erste; **Michael Braunschmid**, Audio Studio Audionplus; **Jan Armster**, Project Management DMC; **Armin Lintl**, Designer DMC; **Walter Puschacher**, Managing Director DMC; **Barbara Simon**, Creative Director DMC; **Helena Studt**, Project Management DMC

Distinction

RTL CREATION: RTL News

Creative Team: **Catrin Mackowski**, TV Designer RTL CREATION; **Petra Matuschek-Schuster**, Group Manager RTL CREATION; **Robert Sanders**, VFX Designer RTL CREATION; **Ulli Schumacher**, Creative Director RTL CREATION; **Klaus Schwab**, Art Director RTL CREATION;

13. Best information or news design or animation

Award Winner

RTL CREATION: RTL News

The new design for RTL News 'RTL Aktuell' and 'RTL Nachtjournal' distinguishes itself particularly through its recognisability and clarity. The newsreaders work with interactive visual elements. They can make complicated topics even easier to grasp with the help of 3D models, graphs and a large touch screen. The three-dimensional pictograms are a particularly innovative feature. Whether as a 3D model or a layered pictogram, they help create a sense of space for the viewer. A modern, fresh and recognisable image which adds to the informative content of the news programmes.

Creative Team: **Silke Hoffmann**, News Graphics RTL CREATION; **Josef Jumpers**, Head of News Graphics RTL CREATION; **Ralf Lobeck**, Art Director RTL CREATION; **Catrin Mackowski**, TV Designer RTL CREATION; **Petra Matuschek-Schuster**, Group Manager RTL CREATION; **Jana Pegel**, News Graphics RTL CREATION; **Robert Sanders**, VFX Designer RTL CREATION; **Ulli Schumacher**, Creative Director RTL CREATION; **Klaus Schwab**, Art Director RTL CREATION; **Peter Kloeppe**, RTL Editorship infoNetwork; **Michael Wulf**, Managing Director infoNetwork

Distinction

SRF: Gotthard

Creative Team: **Patrick Arnecke**, Head of Design SRF; **Jürg Dummermuth**, Senior Designer SRF; **Alex Hefter**, Creative Director SRF; **Lea Montini**, Project Manager SRF; **Severine Waibel**, Art Director SRF; **Gaby Weber**, Senior Designer SRF; **Roman Camenzind**, Sound Designer Hitmill

Distinction

BRANDSOME: ARD/ZDF – DFB-Designpaket für Länderspiele

Creative Team: **Torsten Eisenmann**, Project Manager BRANDSOME; **Zeljko Karajica**, Managing Director BRANDSOME; **Marcel Kuus**, Art Director BRANDSOME; **Stephan Persdorf**, Creative Director BRANDSOME; **Markus Bartosch**, Manager Media DFB Deutscher Fußball Bund; **Juri Müller**, Manager Visual Communication DFB Deutscher Fußball Bund; **Patrick Schürfeld**, 3D Modeling & Texturing; **Clemens Taubmann**, Music; **Uli Weber**, 3D Animation

14. Best programme-related design package

Award Winner

SRF: Alpenrose

In the show 'Alpenrose' SRF is looking for the folk music stars of tomorrow. Accordingly, SRF's creative team has produced a design package that reinterprets the traditional and well-know patterns of folk music shows by using a creative visual language. The familiar gets an up-to-date look, the concept of homeland is given a fresh new face and takes on a cult image. If you want to see what modern folk culture looks like, look no further than 'Alpenrose'.

Creative Team: **Patrick Arnecke**, Head of Design SRF; **Tiny Bernhard**, Senior Designer SRF; **Jürg Dummermuth**, Senior Designer SRF; **Ladina Engler**, Producer SRF; **Thomas Gloor**, Art Director SRF; **Alex Hefter**, Creative Director SRF; **Simon Renfer**, Designer SRF

Distinction

ARTE: Kurz-Schluss

Creative Team: **Henri Ehrhard**, Project Manager ARTE; **Ulli Krieg**, Artistic Director ARTE; **Wolfram Zwanziger**, Managing Director Zwonull; **Norbert Peraus**, Composer

Distinction

Luxlotusliner: ZDFkultur – Der Pixelmacher

Creative Team: **Christian Kohl**, Design Digital Channels ZDF; **Andrea Bednarz**, Creative Management Luxlotusliner; **Cay Fiehn**, Art Director Luxlotusliner; **Gabi Madracevic**, Creative Director Luxlotusliner; **Iris Pfennig**, Junior Designer Luxlotusliner; **Jan Rinkens**, Art Director Luxlotusliner; **Tatjana Zivanovic-Wegele**, Producer Luxlotusliner

15. Best typographical design

Award Winner

ARTE: Fashion Week

Fashion on the catwalk, in the truest sense of the word – this is how ARTE publicised their week-long focus on fashion. The top models were banished on the spot from the catwalk and in their place we now see the letters F, A, S, H, I, O, N, W, E, E and K strutting down the catwalk. Très chic!

Creative Team: **Christian Gyss**, Director ARTE; **Henri L'Hostis**, Head of Network Operations ARTE; **Petra Mekaoui**, Head of Production ARTE; **Nicoletta Torcelli**, Text/Conception ARTE; **Karl Weege**, Sound Producer ARTE; **Jean-Marc Huys**, Producer 3xPlus; **Michaël Lemeur**, Graphics 3xPlus

Distinction

VOX: Mode, Mädchen & Moneten

Creative Team: **Jutta Hertel**, Head of On-Air Promotion VOX; **Johannes Klein**, Sound Designer VOX; **Torsten Lohrmann**, Senior Art Director VOX; **Juliane Richter**, TV Designer VOX

Distinction

SRF: Max Frisch

Creative Team: **Patrick Arnecke**, Head of Design SRF; **Alex Hefter**, Creative Director SRF; **Lea Montini**, Art Director/Project Manager SRF; **Simon Renfer**, Designer SRF; **Sven Volz**, Senior Designer SRF; **Severine Waibel**, Art Director SRF; **Cyril Boehler**, Sound Designer Cyril Boehler Music

Category: Audio Design & Composition

1. Best station-, programme-, film- or content-related audio design

Award Winner

SRF: SF zwei Movie Highlights

In this spot, SRF gives an impressive demonstration of how to create a unified, unique and unforgettable audio design by combining music, speech and sound effects from totally dissimilar films. It creates a mood, rhythm and tension that gets the viewers on the couch tapping their feet to the beat and leaves them hungry for the SF zwei movie highlights. 100% effective.

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

Distinction

P7S1 TV Deutschland CS: FYVE

Creative Team: **Andreas Brunsch**, Head of Online P7S1 TV Deutschland CS; **Richard Schweiger**, Vice President Creation P7S1 TV Deutschland CS; **Paul Taylor**, Audio Designer P7S1 TV Deutschland CS; **Karin Bentele**, Senior Manager Mobile & New Business ProSiebenSat.1 Digital

Distinction

SRF: ZAMBO

Creative Team: **Patrick Arnecke**, Head of Design SRF; **Ladina Engler**, Producer SRF; **Thomas Gloor**, Art Director SRF; **Alex Hefter**, Creative Director SRF; **Adrian Bühler**, Sound Designer Audiofarm

2. Best station-, programme-, film- or content-related musical composition and/or production

Award Winner

P7S1 TV Deutschland CS: ProSieben – Du bist mega...

What's the right soundtrack to promote the ProSieben blockbusters? The creative team from P7S1 TV Germany CS have the answer. They have composed their own original song for the trailers of the year's biggest blockbusters. With lots of creative energy, a wealth of ideas and lyrics tailored to the content of the films, the song references contemporary pop styles as well as the typical sounds of Hollywood film music scores. Exclusive, striking and, most importantly, it's mega catchy.

Creative Team: Sarah Angerer, Interpreter P7S1 TV Deutschland CS; Markus Baier, Creative Director P7S1 TV Deutschland CS; Oliver Beninde, Senior Writer/Producer P7S1 TV Deutschland CS; Oliver Driemel, Text/Conception, Interpreter P7S1 TV Deutschland CS; Thorsten Pütsch, Vice President Unit Entertainment/Head of Marketing ProSieben P7S1 TV Deutschland CS; Sebastian Schwarzer, Head of Concept P7S1 TV Deutschland CS; Richard Schweiger, Vice President Creation P7S1 TV Deutschland CS; Paul Taylor, Audio Designer P7S1 TV Deutschland CS

Distinction

3sat: Trialog

Creative Team: Ulrich Dankemeyer, Editor 3sat; Andreas Reinberger, Editor 3sat; Jürgen Rosch, Editor 3sat; Anna Saup, Editor 3sat; Anja Strnischa, Editor 3sat; Christoph Blaser, Composer Iargoland/Berlin; Steffen Kahles, Composer Iargoland/Berlin; Thomas Wernbacher, Creative Director velvet; Matthias Zentner, Director velvet

Distinction

ARTE: Image Film

Creative Team: Henri Ehrhard, Project Manager ARTE; Ulli Krieg, Artistic Director ARTE; Catherine Lagarde, Audio Art Direction Novaspot; Laurent Parisi, Composer Novaspot

Category: Interactive Design, Promotion & Branding

1. Best website of a media or communication company

Award Winner

P7S1 TV Deutschland CS: www.sevenone-adfactory.de

www.sevenone-adfactory.de is the online sales platform for acquiring new clients from the ProSiebenSat.1 Group. The entire platform is based on video content. The different advertising forms are presented in a clear, compact manner and with engaging multimedia content. Large-format video teasers and the design style of a glossy magazine lend the website its high-end look.

Creative Team: Ciro-Andreas Buono, Art Director Online P7S1 TV Deutschland CS; Andreas Brunsch, Head of Online P7S1 TV Deutschland CS; Carolina Schöps Moyano, Digital Media Designer P7S1 TV Deutschland CS; Richard Schweiger, Vice President Creation P7S1 TV Deutschland CS; Malte Hildebrandt, Managing Director SevenOne Media

Distinction

eberweinpardeike: www.ep-studio.de

Creative Team: Sabine Eberwein, Creative Direction eberweinpardeike; Sebastian Pomp, Project Manager eberweinpardeike; Tung Nhon Du, Programming

Distinction

Puls 4: www.puls4.com

Creative Team: Sidney Deveza, Product Management SevenOne Media Austria; Sabine Geisendorfer, Head of ProSiebenSat.1 Digital SevenOne Media Austria; Erich Holzbauer, Business Development SevenOne Media Austria; Michael Neuhold, Head of Online Department SevenOne Media Austria

2. Best programme-, film-, format- or content-related homepage/website

Award Winner

BRANDSOME: <http://mediencenter.sport1.de>

Whether on-demand, live stream, EPG or a TV broadcast, the media centre from SPORT1 offers a unified presentation of video content about anything and everything to do with sport. The in-house teams at BRANDSOME and SPORT1 have developed a website that does a great job presenting a massive amount of content while still keeping the layout clear and user-friendly. From handball to rugby, ice hockey and darts to football and Formula One, every sports fan will find what they are looking for here.

Creative Team: **Mauritio Casas**, Art Director BRANDSOME; **Stephan Persdorf**, Creative Director BRANDSOME; **Michael Gerhäußer**, Head of Online Mobile SPORT1; **Zeljko Karajica**, Managing Director SPORT1; **Steffen Mühlstein**, Channel Manager Video SPORT1; **Daniel Neumann**, Team Leader Production & Development SPORT1

Distinction

P7S1 TV Deutschland CS: www.solitary-the-game.de

Creative Team: **Ciro-Andreas Buono**, Art Director Online P7S1 TV Deutschland CS; **Andreas Brunsch**, Head of Online P7S1 TV Deutschland CS; **Rudy Hoeppe**, Creative Director Concept/Text P7S1 TV Deutschland CS; **Benjamin Nitsch**, Trainee Online P7S1 TV Deutschland CS; **Thorsten Pütsch**, Vice President Unit Entertainment/Head of Marketing ProSieben P7S1 TV Deutschland CS; **Carolina Schöps Moyano**, Digital Media Designer P7S1 TV Deutschland CS; **Richard Schweiger**, Vice President Creation P7S1 TV Deutschland CS

Distinction

RTL interactive: www.rtlnow.de

Creative Team: **Jürgen Fell**, Technical Project Manager RTL interactive; **Iris Geller**, Team Manager Marketing RTL interactive; **Lennart Jürges**, Senior Product Manager Mobile RTL interactive; **Colin Mitzkus**, Marketing Manager RTL interactive; **Christian Nienaber**, Head of Video on Demand RTL interactive; **Faden Lidzba**, Art Director Pixelpark; **Patric Wilms**, Developer kemcom

3. Best media-based interaction design for TV, Internet & Mobile

Award Winner

13TH STREET Universal: www.thewitness.de

"The others have viewers. We have eyewitnesses." No wonder the gamer is the centre of attention and in the middle of the action. The real-life game 'The Witness' sucks the user into the Berlin underworld. In a mixture of live-action scenes with actors and film clips, which are activated using the GPS functions on the user's iPhone, the player's mission is to save the life of the Russian prostitute Nadia. Whether on a mobile or online, the boundaries between fiction and reality become blurred for the player, who becomes the protagonist and eyewitness in their own personal thriller. It doesn't get more thrilling, gripping and interactive than this.

Creative Team: **Dirk Böhm**, Director Marketing & Communications Universal Networks International Germany; **Karin Zipperling**, Senior Digital Marketing Manager Universal Networks International Germany; **Arndt Poguntke**, Creative Direction Jung von Matt/Spree; **Mathias Stiller**, Managing Director Jung von Matt/Spree; **Steven Wörns**, Consulting Jung von Matt/Spree; **Carlo Blatz**, Management Powerflasher; **Joakim Revemann**, Director Radicalmedia

Distinction

ZDF: www.vermainzelt.de

Creative Team: **Corinna Braun**, Multimedia/Graphics ZDF; **Michael Gaub**, Webmaster ZDF; **Sabrina Hermsen**, Editor ZDF; **Karin Müller**, Head of Editorial Department zdf.de ZDF; **Marlene Stube**, Editor ZDF; **Rolf Zimmermann**, Webmaster ZDF; **Alexandra Zurwonne**, Product Management ZDF; **Christoph Kemmann**, Online Realisation Kemweb; **Marcus Stiehl**, Producer/CD Quadrolux

Distinction

P7S1 TV Deutschland CS: www.deine-perfekte-minute.de

Creative Team: **Ciro-Andreas Buono**, Art Director Online P7S1 TV Deutschland CS; **Andreas Brunsch**, Head of Online P7S1 TV Deutschland CS; **Rudy Hoeppe**, Creative Director Concept/Text P7S1 TV Deutschland CS; **Benjamin Nitsch**, Trainee Online P7S1 TV Deutschland CS; **Thorsten Pütsch**, Vice President Unit Entertainment/Head of Marketing ProSieben P7S1 TV Deutschland CS; **Carolina Schöps Moyano**, Digital Media Designer P7S1 TV Deutschland CS; **Richard Schweiger**, Vice President Creation P7S1 TV Deutschland CS

Category: Promotion/Advertising/Image

1. Best station promotion spot

Award Winner

Super RTL: TOGGOLINO Imagespot

In its promotion spot for TOGGOLINO, SUPER RTL manages to build an emotional connection with its preschool target audience while at the same time establishing the channel as a high-quality brand in family entertainment. Here children can learn about the world and important values such as friendship, helping others and responsibility. This connects TOGGOLINO with warmth, closeness and a sense of security. Parents know they can simply let their children tune in without any worries at all.

Creative Team: **Sven Braun**, Senior On-Air Promotion Manager Super RTL; **Anne Christmann**, Senior Marketing Manager Super RTL; **Matthias Kappeler**, Head of Marketing & Brand Management Super RTL; **Stefan Mays**, Head of On-Air Communication Super RTL; **Laura Turck**, Junior Marketing Manager Super RTL; **Nadine Pommerening**, Concept/Text Castenow Communications; **Britta Sander**, Concept/Text Castenow Communications; **Laura Weiss**, Consultant Castenow Communications; **Marcel Neumann**, Managing Director visavis

Distinction

ZDF: ZDFkultur

Creative Team: **Thomas Grimm**, Head of Marketing ZDF; **Norbert Menkel**, Promotion Digital Channels ZDF; **Jurie Wiesner**, Project Manager Cobblestone; **Christoph Wick**, Leo Burnett Frankfurt; **Uwe Flade**, Director shape minds

Distinction

RTL CREATION: RTL Season 2010

Creative Team: **Isabel Grahs**, Producer/Director RTL CREATION; **Patrice Keller**, VFX Designer RTL CREATION; **Björn Klimek**, Creative Director RTL CREATION; **Christian Mirow**, Producer RTL CREATION; **Anke Schäferkordt**, Managing Director RTL; **Thomas van den Driesch**, 3D Designer; **Gesche Wendebourg**, Art Director

2. Best on-air promotion spot for non-fiction programme

Award Winner

ZDF: William & Kate

For the hit wedding of the year, ZDF produced an on-air promotional spot that set itself apart from most of the other trailers for this event. The trailer takes a humorous approach by juxtaposing royal souvenirs with surprising everyday settings. Do you have a butcher in your neighbourhood who makes a William & Kate sausage with a little crown on top? And you don't see a tough looking biker sporting a wedding flag everyday either. This really lives up to the slogan: "We are so froh".

Creative Team: **Thomas Grimm**, Head of Marketing ZDF; **Alexandra Schulte**, Editor Marketing ZDF; **Tino Windisch**, Head of Marketing On-Air Promotion ZDF; **Patrick Dettenbach**, Producer Element-E; **Bernd T. Höfflin**, Managing Director/Executive Producer Element-E; **Georg von Mitzlaff**, Director Element-E; **Sebastian Wintero**, Camera Element-E; **Sven Rossenbach**, Sound Designer Rossenbach/van volxem

Distinction

Red Bee Media: BBC - Glastonbury 2011

Creative Team: **Toby Crawford**, Creative Red Bee Media; **Frazer Jelleyman**, Group Creative Director Red Bee Media; **Louise Jones**, Producer Red Bee Media; **Tony Pipes**, Creative Head Red Bee Media; **Richard Stuart**, Account Director Red Bee Media; **Sarah O'Connell**, Creative Marketing Manager BBC; **James Wood**, Head of Creative BBC; **Ben Go**, Director Brand New School; **Dennis Go**, Director Brand New School

Distinction

Red Bee Media: Art Revealed on the BBC

Creative Team: **Simon Hewitt**, Account Director Red Bee Media; **Frazer Jelleyman**, Group Creative Director Red Bee Media; **Tony Pipes**, Creative Head Red Bee Media; **Deborah Stewart**, Producer Red Bee Media; **Elie Zaccour**, Creative Red Bee Media; **Georgina Gardner**, Creative Brand Executive BBC; **Gerry Linfield**, Editor BBC; **Kirsty Mullan**, Creative Marketing Manager BBC; **James Wood**, Head of Creative BBC

3. Best on-air promotion spot for fiction programme

Award Winner

Red Bee Media: BBC One – Luther

'Luther' is back. In the second season, the brilliant detective Luther is once again hot on the murder trail. However the demons that are haunting him are just as dangerous as the criminals he is hunting. The impressive on-air promotion spot makes it clear that Luther has nothing to lose. Played back in reverse and out of chronological order, we see how the detective smashes up his office – a choreographed ballet-like sequence of chaos. The soundtrack for the sequence is provided by the song 'Don't let me be misunderstood'. Simple and impressive!

Creative Team: **Kate Blakey**, Producer Red Bee Media; **Emma James**, Account Director Red Bee Media; **Frazer Jolleyman**, Group Creative Director Red Bee Media; **Tony Pipes**, Creative Head Red Bee Media; **Daniel Buchuk**, Brand Executive BBC; **Anna Skelton**, Creative Marketing Manager BBC; **Caswell Coggings**, Director

Distinction

P7S1 TV Deutschland CS: ProSieben – Megablockbuster Herbst

Creative Team: **Sarah Angerer**, Interpreter P7S1 TV Deutschland CS; **Markus Baier**, Creative Director P7S1 TV Deutschland CS; **Oliver Beninde**, Senior Writer/Producer P7S1 TV Deutschland CS; **Oliver Driemel**, Texter/Conceptioner, Interpreter P7S1 TV Deutschland CS; **Thorsten Pütsch**, Vice President Unit Entertainment/Head of Marketing ProSieben P7S1 TV Deutschland CS; **Sebastian Schwarzer**, Head of Concept P7S1 TV Deutschland CS; **Richard Schweiger**, Vice President Creation P7S1 TV Deutschland CS; **Paul Taylor**, Audio Designer P7S1 TV Deutschland CS

Distinction

ZDF: ZDFneo – Raumschiff Enterprise

Creative Team: **Thomas Grimm**, Head of Marketing ZDF; **Christian Kohl**, Design Digital Channels ZDF; **Norbert Menkel**, Promotion Digital Channels ZDF; **Katherina Adam**, Project Manager I wanna see

4. Best special advertising

Award Winner

RTL CREATION: RTL – KIA: Der neue macht Alarm

"Look here, I've got a special present for you ..." This is how Ben introduces a captured villain to his Cobra 11 colleague Semir. And Semir has also brought something special for Ben: the new KIA Sportage. Then Semir gives a tongue-in-cheek introduction to the vehicle. In the context of the RTL series 'Alarm für Cobra 11', this spot is extremely funny, over-the-top and fresh. We are already looking forward to the next parts of this special-format ad campaign.

Creative Team: **Patrick Gericke**, Director RTL CREATION; **Sabine Hengstmann**, Group Manager RTL CREATION; **Björn Klimek**, Creative Director RTL CREATION; **Jan Kulkies**, Camera RTL CREATION; **Desirée van der Pas**, Producing RTL CREATION; **Kai Mäder**, General Manager Marketing Kia Motors Deutschland; **Dirk Lehmann**, Account Executive Innocean; **Florian Kähler**, Conception David & Goliath; **Lars-Eric Mann**, Sales Manager IP Solutions IP Deutschland

Distinction

DMAX: Second Move Split

Creative Team: **Jan Bremer**, Key Account Manager Discovery Communications; **Eike Immisch**, Head of Marketing & On-Air Promotion Discovery Communications; **Sami El-Eslambouly**, Production Manager BDA; **Astrid Nowak**, Designer BDA; **Sebastian Trettel**, Junior Designer BDA; **Philipp Wundt**, Managing Director BDA

Distinction

RTL CREATION: RTL – Movesplits

Creative Team: **Ina Beckmann**, Project Manager RTL CREATION; **Maikel Broekhuisen**, TV Design Producer RTL CREATION; **Andrea Kleinsim**, TV Designer RTL CREATION; **Elwira Popiolek**, TV Designer RTL CREATION; **Cathrin Schlegel**, TV Design Producer Special Advertising RTL CREATION; **Vanessa Langner**, Project Management Solutions IP Deutschland; **Anja Möllemann**, Project Management Solutions IP Deutschland; **Alexander Knörk**, VFX Designer ZITRONELLA; **Stefan Laschet**, VFX Designer

5. Best text design or use of language and voice, respectively, in on-air promotion

Award Winner

P7S1 TV Deutschland CS: ProSieben – Du bist mega...

ProSieben's mission is to be the "Next Level Entertainment", and the trailers 'You're mega ...' exemplify this perfectly. An original hip-hop song written especially for these trailers totally captures the audience's attention. Indeed it almost overshadows the films being advertised – but only almost, naturally. ProSieben really "loves to entertain you" – and that's why we love ProSieben.

Creative Team: Sarah Angerer, Interpreter P7S1 TV Deutschland CS; **Markus Baier**, Creative Director P7S1 TV Deutschland CS; **Oliver Beninde**, Senior Writer/Producer P7S1 TV Deutschland CS; **Oliver Driemel**, Texter/Conceptioner, Interpreter P7S1 TV Deutschland CS; **Thorsten Pütsch**, Vice President Unit Entertainment/Head of Marketing ProSieben P7S1 TV Deutschland CS; **Sebastian Schwarzer**, Head of Concept P7S1 TV Deutschland CS; **Richard Schweiger**, Vice President Creation P7S1 TV Deutschland CS; **Paul Taylor**, Audio Designer P7S1 TV Deutschland CS

Distinction

BRANDSOME: LIGA total! – Trainerkarussell

Creative Team: Sven Helgert, Head of Promotion BRANDSOME; **Ulrich Köberl**, Promotion Producer BRANDSOME; **Maren Lowinger**, Project Management BRANDSOME; **Thorben Osthus**, Head of Promotion BRANDSOME; **Sebastian Schwele**, Promotion Producer BRANDSOME; **Tillmann Stracke**, Creative Director BRANDSOME; **Zeljko Karajica**, Managing Director Constantin Sport Marketing; **Tim Schönith**, Sound Engineer PLAZAMEDIA

Distinction

P7S1 TV Deutschland CS: kabel eins – A.I. Künstliche Intelligenz

Creative Team: Boris Breitenreicher, Audio Design P7S1 TV Deutschland CS; **Ruven Breuer**, Writer/Producer P7S1 TV Deutschland CS; **Oliver Kempfer**, Vice President Unit Fiction/Head of Marketing kabel eins P7S1 TV Deutschland CS; **Matti Klemm**, Speaker P7S1 TV Deutschland CS; **Stefan Ladwig**, Senior Product Manager P7S1 TV Deutschland CS; **Niels Müller**, Music Production P7S1 TV Deutschland CS; **Oliver Rojschl**, Senior Writer/Producer P7S1 TV Deutschland CS; **Thorsten Rosin**, Senior Project Manager P7S1 TV Deutschland CS; **Richard Schweiger**, Vice President Creation P7S1 TV Deutschland CS

6. Best station promotion campaign on air

Award Winner

13TH STREET Universal: Reload 2011

In the promotion campaign for the channel 13TH STREET Universal, the viewer isn't just sitting in front of the television, but rather in the middle of the action, and we mean that in the truest sense of the word. While eating crisps, popcorn or pizza from the comfort of their own sofa, the audience becomes engrossed in the brutal world of the Russian Mafia. 13TH STREET Universal is the only place to go to for programming that's this thrilling, dangerous and gripping. The integration of a brand image into a story line doesn't get any better than this: "The others have viewers. We have eyewitnesses."

Creative Team: Dirk Böhm, Director Marketing & Communications Universal Networks International Germany; **Elmar Krick**, Director On-Air Promotion Universal Networks International Germany; **Julia Cramer**, Producer Jung von Matt/Spree; **Andreas Henke**, Creative Director Jung von Matt/Spree; **Catherine Baikousis**, Executive Producer Radicalmedia; **Joakim Revemann**, Director Radicalmedia; **Mathias Schöningh**, DOP Radicalmedia; **Thilo Both**, Cutter nhb Studios Berlin; **Yvonne Stroemer**, Cutter nhb Studios Berlin

Distinction

NDR: Station Idents

Creative Team: Patricia Poelk, Art Director NDR; **Jan Schulte-Kellinghaus**, Head of PB Television NDR; **Detlev Buck**, Director Silbersee

Distinction

n-tv: Die Wirklichkeit ist der beste Regisseur

Creative Team: Alessandro Taschetta, Producer n-tv; **Panajiota Walko**, Producer n-tv; **Julian Weiss**, COO n-tv; **Martin Breuer**, Creative Director EuroRSCG Germany; **Felix Glauner**, Managing Director Creation EuroRSCG Germany; **Harald Jäger**, Client Service Director EuroRSCG Germany

7. Best on-air promotion campaign for non-fiction programme

Award Winner

RTL CREATION: RTL Boxen - Der Kampf

A boxing match can actually be promoted with understatement, even when the fighters speak an entirely different language. This is especially true when we're talking about the match between Wladimir Klitschko and David Haye, who in the lead up to the fight could barely manage to be in the same room together without breaking into a shouting match or fist fight. In the on-air promotion campaign for the so called 'FIGHT', RTL CREATION let Wladimir Klitschko and David Haye's body language and facial expressions speak for themselves: uncut long takes, minimalist sound design, no voice over and just the bare necessities of information – a fantastically executed campaign that captivates the audience with its strong visual language and ratchets up the tension to a peak. K.O. in the first round for RTL CREATION.

Creative Team: Patrick Gericke, Director/Producing RTL CREATION; Björn Klimek, Creative Director RTL CREATION; Andreas Ortmann, Head of Production RTL CREATION; Gregor Wagner, Sound Design RTL CREATION; Manfred Loppe, Head of Sports RTL; Daniel Thomé, Producer RTL; Markus Eckert, DOP

Distinction

Bayerisches Fernsehen: 25 Jahre Kunst und Krempel

Creative Team: Volker Jungbäck, Head of Programme Promotion Bayerisches Fernsehen; Ronald Köhler, Head of Editorial Department Local Culture Bayerisches Fernsehen; Renate Leykauf, Producer Bayerisches Fernsehen; Anne Thoma, Editor Bayerisches Fernsehen

Distinction

France 2: Les Pointus

Creative Team: Rémi Charle, Editor France 2; Thomas Dapzol, Graphics France 2; Stéphan Harlé, Artistic Director France 2; Fred Ville, Realisation France 2

8. Best on-air promotion campaign for fiction programme

Award Winner

RTL CREATION: RTL - James Bond: Ein Quantum Trost

"My RTL" straight from the mouth of James Bond? Yes. When Her Majesty's Secret Agent is featured on RTL, they don't cut any corners and 007 is naturally working on RTL CREATION'S service. The attention-grabbing on-air promotion campaign comes across as fresh, engaging and at the same time conveys the RTL brand, last but not least through the integration of the promotional packaging. The spot also makes sure not to neglect the classic Bond devices like music and the barrel shot. And since the film 'James Bond: A Quantum of Solace' ran on Easter Sunday, the bunnies are also charged with their own secret mission in the trailers.

Creative Team: Markus Döpper, VFX Designer RTL CREATION; Christine Eder, Project Manager RTL CREATION; Alexandra Felgendreher, Producer RTL CREATION; Isabel Grahs, Director RTL CREATION; Björn Klimek, Creative Director RTL CREATION; Christian Mirow, Producer RTL CREATION; Anke Schäferkordt, Managing Director RTL

Distinction

ZDF: Sonntagsfilm

Creative Team: Thomas Grimm, Head of Marketing ZDF; Tino Windisch, Head of Marketing On-Air Promotion ZDF; Tom Wahl, Editor Marketing ZDF; Frank Hasselbach, Producer Telemaz; Barbara Kranz, Managing Director Telemaz; Nele Leander Vollmar, Director Telemaz

Distinction

ZDF: Stieg Larsson

Creative Team: Thomas Grimm, Head of Marketing ZDF; Severine Rapp, Editor Marketing ZDF; Tino Windisch, Head of Marketing On-Air Promotion ZDF; Olaf Oldigs, Creative Director Kolle Rebbe; Boris Julkowski, Managing Director Laterna Magica; Marco Plötner, Compositing Pictorion Das Werk; Vanessa Feilitsch, Make up/Hair Pictorion Das Werk; Britta Mangold, DOP/Director Pictorion Das Werk

9. Best interaction promotion

Award Winner

Super RTL: TOGGO Imagekampagne 2011

What is totally TOGGO? This is the question that SUPER RTL asked its mini viewers. The children and family channel launched an interactive promotion centred around the favourite themes of their target group. The campaign kicked off with several TV spots which presented the wide range and diversity of the TOGGO brand. Class clown, rock star or clever sleuth? On TOGGO.de, kids got to decide for themselves which of the popular SUPER RTL formats they regard as "totally TOGGO". In the next stages of the marketing campaign the users played an active role in designing the ads. By uploading their own photos, kids were able to create personalised video spots. Totally interactive and at the same time a huge boost to the network's image – that's TOGGO.

Creative Team: **Andrea Geihlsler**, Senior Marketing Manager Super RTL; **Helge Hansmann**, Senior Marketing Manager Super RTL; **Matthias Kappeler**, Head of Marketing & Brand Management Super RTL; **Mara L'Assainato**, Senior On-Air Promotion Manager Super RTL; **Stefan Mays**, Head of On-Air Communication Super RTL; **Sabine Castenow**, Managing Director Castenow Communications; **Eric Winterberg**, Managing Director Elements of Art; **Benno Friebe**, Managing Director TOF Intermedia; **Alexander Gerdes**, Creative Director TOF Intermedia

Distinction

13TH STREET Universal: The Witness

Creative Team: **Dirk Böhm**, Director Marketing & Communications Universal Networks International Germany; **Elmar Krick**, Director On-Air Promotion Universal Networks International Germany; **Karin Zipperling**, Senior Digital Marketing Manager Universal Networks International Germany; **Arndt Poguntke**, Creative Direction Jung von Matt/Spree; **Mathias Stiller**, Managing Director Jung von Matt/Spree; **Steven Wörns**, Consulting Jung von Matt/Spree; **Carlo Blatz**, Management Powerflasher; **Joakim Revemann**, Director Radicalmedia

Distinction

Super RTL: TOGGOLINO - Lies mir vor!

Creative Team: **Anne Christmann**, Senior Marketing Manager Super RTL; **Tasja Hoverath**, On-Air Promotion Manager Super RTL; **Laura Turck**, Junior Marketing Manager Super RTL; **Daniela Römgens**, Senior Producer SCREENWORKS; **Olaf Wicke**, Managing Director SCREENWORKS

10. Best event design & promotion

Award Winner

ZDF: ZDFneo – IFA 2010

The digital television channel ZDFneo has taken up the challenge to meet the demands of a target group that has come to expect more from television. The event design and promotion for the IFA 2010 rose to this challenge 100%. The channel's on-air design was adapted to the three-dimensional exhibition space. Interactive games and large-scale video projections drew the visitors into the complete artwork of ZDFneo. The effect was a fluid mixture of channel, programme presentations and a visitor centre. The exhibition was enhanced by classical outdoor advertisements, an alternative promotion campaign at the trade fair venue and an interactive video installation in the Friedrichstraße train station in Berlin. We think that's neo.

Creative Team: **Sylvia Braun**, Creation Off Air Digital Channels ZDF; **Elke Duckgeischel**, Editor Marketing ZDF; **Thomas Grimm**, Head of Marketing ZDF; **Christian Kohl**, Design Digital Channels ZDF; **Norbert Menkel**, Promotion Digital Channels ZDF; **Holk Engelbrecht**, Managing Director Exhibitions vitamin e; **Dany Lyons**, Managing Director vitamin e; **Kim Pörksen**, vitamin e; **Kai Scharwächter**, vitamin e

Distinction

DW-TV: Future Now

Creative Team: **Patricia Fehlberg**, Editor DW-TV Deutsche Welle; **Philipp Kleinschmidt**, Designer Online DW-TV Deutsche Welle; **Barbara Orth**, Art Direction DW-TV Deutsche Welle; **Filippos Papadopoulos**, Designer Off-Air DW-TV Deutsche Welle; **Sarah Schmidt**, Designer Off-Air DW-TV Deutsche Welle; **Jan Scholz**, Designer DVD DW-TV Deutsche Welle; **Diana Simon**, Design Management & Art Direction DW-TV Deutsche Welle; **Andreas Bergmann**, Product Designer Andreas Bergmann | Design; **Ilka Köster**, Composer iksample studio

Distinction

BRANDSOME: Olympia - Full Athlete's Experience

Creative Team: **Zeljko Karajica**, Managing Director BRANDSOME; **Thorben Osthus**, Head of Promotion BRANDSOME; **Michael Palfi**, Editor BRANDSOME; **Tillmann Stracke**, Creative Director BRANDSOME; **Tobias Kuner**, Project Manager Munich 2018 Bid Committee; **Patrick Sterly**, Producer Sterly Film; **Ralph Loop**, Director

11. Best 360° station promotion campaign

Award Winner

n-tv: Die Wirklichkeit ist der beste Regisseur

Inspired by the slogan "Reality is the best director", n-tv has produced a wide-ranging 360° promotion campaign. Whether on TV, radio, in print or online, the protagonists and stars on n-tv are simply irresistible. Key political players like Silvio Berlusconi, Nicolas Sarkozy and Angela Merkel are a daily feature. And let's be honest – can you come up with a better person to play Rambo than Vladimir Putin? The most touching stories come from real life, and n-tv offers up these stories 24 hours a day.

Creative Team: **Alessandro Taschetta**, Producer n-tv; **Panajota Walko**, Producer n-tv; **Julian Weiss**, COO n-tv; **Martin Breuer**, Creative Director EuroRSCG; **Felix Glauner**, Managing Director Creation EuroRSCG; **Harald Jäger**, Client Service Director EuroRSCG

Distinction

13TH STREET Universal: Relaunch 2011

Creative Team: **Dirk Böhm**, Director Marketing & Communications Universal Networks International Germany; **Elmar Krick**, Director On-Air Promotion Universal Networks International Germany; **Henning Roch**, Senior Marketing Manager Universal Networks International Germany; **Karin Zipperling**, Senior Digital Marketing Manager Universal Networks International Germany; **Mathias Stillner**, Managing Director Jung von Matt/Spree; **Marc Buchholz**, Managing Director MOKOM01; **Carlo Blatz**, Management Powerflasher; **Joakim Revemann**, Director Radicalmedia

Distinction

RTL CREATION: RTL - Januarkampagne 2011

Creative Team: **Heike Bosch**, Art Director RTL CREATION; **Markus Döpfer**, VFX Designer RTL CREATION; **Isabel Grahs**, Producer/Director RTL CREATION; **Patrice Keller**, VFX Designer RTL CREATION; **Björn Klimek**, Creative Director RTL CREATION; **Susanne Mikulski**, Text/Conception RTL CREATION; **Christian Mirow**, Producer RTL CREATION; **Heiko Theuerkauf**, Art Director RTL CREATION; **Desirée van der Pas**, Producer/Director RTL CREATION

12. Best 360° programme promotion campaign

Award Winner

RTL CREATION: RTL – Hindenburg

The 360° promotion campaign for the film 'Hindenburg' was a perfect match for this lavish RTL production. RTL CREATION brings the artwork of the '30s into the present thus emphasising the historical dimension of this event. The look and feel is kept consistent across all media. Consequently RTL CREATION was able to market a historical film across Germany and to appeal to a multigenerational audience.

Creative Team: **Thomas Arntz**, 3D Designer RTL CREATION; **Angela Jumpertz**, Group Manager RTL CREATION; **Björn Klimek**, Creative Director RTL CREATION; **Doris Mertens**, Art Director RTL CREATION; **Susanne Mikulski**, Text/Conception RTL CREATION; **Christian Mirow**, Producer RTL CREATION; **Heiko Theuerkauf**, Art Director RTL CREATION; **Anke Schäferkordt**, Managing Director RTL

Distinction

Bayerisches Fernsehen: Klugsch-Eisser & Co.KG

Creative Team: **Elke Falkenberg**, Head of Programme Marketing Bayerisches Fernsehen; **Volker Jungbäck**, Head of Programme Promotion Bayerisches Fernsehen; **Uwe Kassner**, Coordination Marketing, Press, PR, Online & Programme Promotion Bayerisches Fernsehen; **Katja Schnötzel**, Project Manager Programme Marketing Bayerisches Fernsehen; **Kirsten Schellburg**, Account Director Heye & Partner; **Oliver Roth**, Managing Director Pilot München

Distinction

P7S1 TV Deutschland CS: ProSieben – V: Die Besucher

Kreativ-Team: **Andreas Brunsch**, Head of Online P7S1 TV Deutschland CS; **Veronika Heyne**, Product Manager P7S1 TV Deutschland CS; **Rudy Höpfe**, Creative Director P7S1 TV Deutschland CS; **Teresa Huber**, Junior Art Director P7S1 TV Deutschland CS; **Raphael März**, Senior Writer Producer P7S1 TV Deutschland CS; **Thorsten Pütsch**, Vice President Unit Entertainment/Head of Marketing ProSieben P7S1 TV Deutschland CS; **Verena Schuster**, Head of Print P7S1 TV Deutschland CS; **Richard Schweiger**, Vice President Creation P7S1 TV Deutschland CS

13. Best social spot and/or campaign

Award Winner

Eikon Nord: RTL - 7 Wochen ohne Ausreden

In 2011, the motto for the Protestant Church's Germany-wide Lent Campaign was '7 weeks without excuses'. Aren't we all familiar with unpleasant situations, when we'd really prefer to find some excuse rather than buck up and be proactive? The ads always manage to make the viewer chuckle without wagging a finger. By using humorous email excuses like "I only got caught on the speed camera because I was trailing another guy in front who was speeding, trying to ...", the social campaign seeks to encourage people to step up, take responsibility and admit: "It was me!"

Creative Team: **Susanne Gerriets**, Head of Production EIKON Nord; **Thorsten Neumann**, Executive Producer, Concept & Director EIKON Nord; **Thomas Dörken-Kucharz**, Responsible '7 Wochen ohne' GEP; **Ursula Ott**, Responsible '7 Wochen ohne' GEP; **Claas Engels**, Graphics; **Matthias Klimsa**, Sound Design; **Thilo Mardaus**, Author

Distinction

P7S1 TV Deutschland CS: ProSieben - Tolerance Day

Creative Team: **Ralf Anwender**, Vice President Factual/Marketing P7S1 TV Deutschland CS; **Rudy Höpfe**, Creative Director P7S1 TV Deutschland CS; **Raphael März**, Senior Writer Producer P7S1 TV Deutschland CS; **Kays Khalil**, On-Air Design P7S1 TV Deutschland CS; **Thorsten Pütsch**, Vice President Unit Entertainment/Head of Marketing ProSieben P7S1 TV Deutschland CS; **Michael Prenner**, Text/Conception P7S1 TV Deutschland CS; **Richard Schweiger**, Vice President Creation P7S1 TV Deutschland CS

Distinction

DW-TV: DREAM

Creative Team: **Claus Grimm**, Head of Promotion & Design/Broadcasting Director Deutsche Welle DW-TV; **Kirsten Hass**, Producer Deutsche Welle DW-TV; **Martin Reinhold**, Editor Deutsche Welle DW-TV; **Stephan Riebel**, Deputy Head of Promotion & Design/Broadcasting Director DW-TV; **Manuel Rißmann**, Sound Designer Deutsche Welle DW-TV; **Volker Mertens**, Head of Public Relations Deutsche Aids-Stiftung

Eyes & Ears Special Prize DECATHLON 2011

RTL CREATION

ProSiebenSat.1 TV Deutschland CS

ZDF

Schweizer Radio und Fernsehen

Eyes & Ears Special Prize CREATION 2011

Red Bee Media: Art Revealed on the BBC

A painting in motion, an audiovisual play of colours, a small work of art – this is the impression made by both promotional spots for 'Art Revealed'. Red Bee Media has created these compelling spots for the BBC show, which tells the stories behind famous works of art and artistic movements of the last two centuries. The idea was to represent the universal aspects of art independent of a particular

medium or genre. But what does universal art look like? For Red Bee Media, the answer is colours that move, expand and mix. This image was realised by dissolving paint in water, a well-known technique which has been used in spots before. However, Red Bee Media has perfected this approach and therefore scores points for perfect execution rather than originality. To stay as close to the art world as possible, the conceptual artist and photographer Giles Revell was brought on board to direct the spot. He conducted extensive testing of different paints and materials asking questions like: How do the paints move in water? How long do the paints keep their colour saturation? And which paints and consistencies are best suited for dissolving in water? After the ideal pigments were identified, the paint was filmed in super slow motion to capture the colour explosions perfectly. The effect is of a painting being thrown into water to free the colours from the static image. A pure, playful, hypnotic and enigmatic symphony of colours.

Creative Team: **Simon Hewitt**, Account Director Red Bee Media; **Frazer Jolleyman**, Group Creative Director Red Bee Media; **Tony Pipes**, Creative Head Red Bee Media; **Deborah Stewart**, Producer Red Bee Media; **Elie Zaccour**, Creative Red Bee Media; **Georgina Gardner**, Creative Brand Executive BBC; **Gerry Linfield**, Editor BBC; **Kirsty Mullan**, Creative Marketing Manager BBC; **James Wood**, Head of Creative BBC

ZDF: ZDFkultur

"More pop culture than high culture, experiment rather than classic series, more subjective than objective – the division between those who make culture and those who consume it is progressively disintegrating." This is the credo of ZDFkultur. The viewer should be invited into the vibrant cultural landscape, not guided by some cultural authority. The TV design of this digital and interactive broadcaster is without doubt fresh and not authoritarian. Rather than based on contemporary television aesthetics, it seeks to provoke the eye and stands for the culture of the 21st century. The appearance of ZDFkultur is retro while at the same time integrating newer elements – one could also label it postmodern. However it can't be so easily pigeonholed, because ZDFkultur is unique. Programme labels are diverse and use a range of designs. There isn't just one label per show, but rather several, which are different combinations of recurring elements. The station IDs also embody this spirit of innovation and collaboration. The viewers are invited to actively participate in the design process by creating do-it-yourself IDs. One viewer contributed a video of a homemade 'painting machine'. It was made from a handheld mixer with marker pens mounted onto it and a record player spinning a piece of canvas instead of a record. The broadcast studios bring to mind the postmodern announcer studios from the '80s or the early studios of a German music channel, where the presenters stand casually in front of the camera. New elements such as interactive features in the live music show 'on tape' are also employed. This allows the viewers to participate in the studio discussion via Facebook and video calls using a webcam. ZDFkultur is unconventional, experimental and at the same time tight, self-contained and distinctive. Any questions? Then "Watch and wake up" on ZDFkultur.

Creative Team: **Thomas Grimm**, Head of Marketing ZDF; **Christian Kohl**, Design Digital Channels ZDF; **Irena Pavor**, Marketing/Corporate Design ZDF; **Andreas Reinberger**, Presentation ZDFkultur ZDF; **Andrea Bednarz**, Managing Director Luxlotusliner; **Gabi Madracevic**, Managing Director Luxlotusliner; **Jan Rinkens**, Art Director Luxlotusliner; **Stefan Sperner**, Art Director Luxlotusliner; **Tatjana Zivanovic-Wegele**, Producer Luxlotusliner

Eyes & Ears Special Prize INNOVATION 2011

wieder design: ARD/ProSieben – Eurovision Song Contest 2011

"Feel your heart beat" – well, we felt our heart beating when we saw the spectacular pictures from this year's 56th Eurovision Song Contest. Even those who couldn't be there in person were put under the spell of this unparalleled event through the TV screen. The opener was an indication of the great things to come. The beating heart was the animated key visual, which found its way into the arena. The design also featured stunning LED images the size of multi-storey buildings and a stage that seemed to fill the entire Düsseldorf Arena. The decision to use an LED wall as a wrap-around backdrop for the stage was the decisive factor responsible for the effective design of the set. This allowed visuals custom-designed for all 43 acts to be presented, which in concert with lighting, special effects and props created unique performances of previously unheard of dimensions. In addition to the largest LED wall ever built on a German television set, the crucial innovation at the Eurovision Song Contest 2011 was the integration of the honeycomb-like green room into the arena with approximately 35,000 seats. The carefully staged opening of the gigantic LED wall and the resulting fusion of the space in front of and behind the main stage counted as one of the highlights of the show. And when it comes to innovation, there was only one decision possible: 12 points!

Creative Team: Florian Wieder, Production Designer/Creative Producer wieder design; **Matthias Kublik**, Art Director wieder design; **Thomas Richter**, Art Director wieder design; **Ralf Quibeldey**, Executive Producer Event NDR; **Thomas Schreiber**, Executive Producer Show NDR; **Jörg Grabosch**, Managing Director Brainpool; **Adrian Stumpf**, Producer Brainpool; **Falk Rosenthal**, Screen Producer Gravity; **Linda Garcia-Bowles**, Head of Motion Turquoise Branding; **Gregory Millar**, Creative Director Turquoise Branding; **Barbara Simon**, Creative Director On- & Off-Air Design

Eyes & Ears Special Prize EFFECTIVENESS 2011

P7S1 TV Deutschland CS: ProSieben – Du bist mega...

"Finally Sunday evening, it's a quarter past eight, and you turned me on because you're totally in to me, because you want me." That's how the first two lines of the promotion spot 'You're mega ...' start. The slogan for the label jingle 'MegaBlockbuster' boasts a good deal of creative freedom along with characteristic north-German turns of phrase and becomes an integral part of this unforgettable audiovisual experience. The creative team were not only responsible for the concept, but also wrote the lyrics, recorded the vocals and produced this trailer with definite hit potential. Viewer were said to have looked desperately and unsuccessfully for the song artist on Google. It's no accident that the spot was uploaded to YouTube multiple times and totalled over a hundred thousand clicks. The comments on YouTube show just how effective the spots were: "The programme trailers on ProSieben right now are the real deal! They totally rock!" Or: "I think we have to start a petition to make ProSieben release this song on CD." And since the demand for the song is so massive, the long version of the original spot with lyrics is available on the ProSieben website. And for those of you who still can't get enough, you can also download the song as an MP3 from the same source. It doesn't get any more effective or better tailored to a target audience than this. The only thing left to say is: "ProSiebenSat.1 is a mega-blockbuster and all eyes are fixed on you. ProSiebenSat.1 is a mega-blockbuster 'cause we're all so into you."

Creative Team: Sarah Angerer, Interpreter P7S1 TV Deutschland CS; **Markus Baier**, Creative Director P7S1 TV Deutschland CS; **Oliver Beninde**, Senior Writer/Producer P7S1 TV Deutschland CS; **Oliver Driemel**, Text/Conception, Interpreter P7S1 TV Deutschland CS; **Thorsten Pütsch**, Vice President Unit Entertainment/Head of Marketing ProSieben P7S1 TV Deutschland CS; **Sebastian Schwarzer**, Head of Concept P7S1 TV Deutschland CS; **Richard Schweiger**, Vice President Creation P7S1 TV Deutschland CS; **Paul Taylor**, Audio Designer P7S1 TV Deutschland CS

13th International Eyes & Ears Awards Jury 2011

Guido Ahnert, MDR; **Malik Al-Badri**, ProSiebenSat.1 TV Deutschland CS; **Björn Bartholdy**, KISD; **Manfred Becker**, Consultant; **Doris Biagoni**, ZDF; **Jutta Döring**, ZDF; **Elke Falkenberg**, BR; **Matthias Fallert**, ARTE; **Claus Grimm**, DW-TV; **Alex Hefter**, SRF; **Andreas Hoess**, Red Bull Media House; **Volker Jungbäck**, BR; **Arman Kavrailoglu**, BRANDSOME; **Maximilian Kock**, HAW; **Björn Klimek**, RTL CREATION; **Anselm C Kreuzer**, Composer; **Dorit Lang**, ProSiebenSat.1 TV Deutschland CS; **Ralf Lobeck**, Creative Director; **Gustav Lohrmann**, Art Director; **Alexander Marchet**, SRF; **Stefan Mays**, Super RTL; **Lea Montini**, SRF; **Marc Nathmann**, group galore; **Wout Nierhoff**, Eyes & Ears of Europe; **Thorben Osthus**, BRANDSOME; **Stephan Persdorf**, BRANDSOME; **Marc Pettersson**, lostview; **Klaus Schäfer**, RTL II; **Frank Schneider**, Filmstyler Pictures; **Rüdiger Schrattenecker**, Red Bull Media House; **Ulli Schumacher**, RTL CREATION; **Klaus W Schuntermann**, MDR; **Barbara Simon**, Creative Director; **Tillmann Stracke**, BRANDSOME; **Oliver Tremel**, SRF; **Andreas Uiker**, RTL II; **Felix von Mengden**, ProSiebenSat.1 TV Deutschland CS; **Robertino Windisch**, ZDF; **Martin Zimmer**, ZHdK

Texts free for publication from 7.00 pm on 20 October 2011 / please send us a sample copy:

Eyes & Ears of Europe –

Association for the Design, Promotion and Marketing of Audiovisual Media e.V.

Isabel Krischer, Ina Braun, Anika Uylen (editors)

Mozartstr. 3-5, D-50674 Cologne

Postfach 270 165, D-50508 Cologne

Phone: +49 (221) 606057-10, Fax: +49 (221) 606057-11,

eMail: awards@eeofe.org, <http://www.eeofe.org>