

12th International Eyes & Ears Awards 2010

CREATION, INNOVATION & EFFECTIVENESS



Prize Winners & Finalists

Category: TV/Film/Media Design

1. Best design in print or poster advertising

Award Winner

ZDF: zdf_neo

"If I just want to something to wash over me, I would take a shower" – this is one of the striking sayings used by TV channel zdf_neo in order to address the target groups of young professionals and parents. To differentiate itself from the ZDF Company, zdf_neo launched this humorous and provoking print campaign. The campaign's eight motifs were realised in a varied way: for example as shower partition murals, giant posters, beer mats, Edgar cards and advertisements. The jury says: "That's neo".

Creative Team: Sylvia Braun, Creation zdf_neo ZDF; **Thomas Grimm**, Head of Marketing ZDF; **Caro Ellert**, Text Lukas Lindemann Rosinski; **Sebastian Gröbner**, Art Director Lukas Lindemann Rosinski; **Bernhard Lukas**, Managing Director Text Lukas Lindemann Rosinski; **Bent Rosinski**, Managing Director Beratung Lukas Lindemann Rosinski; **Julia Beier**, photographer

Distinction

MDR: Fest Essen – Design im Intranet

Creative Team: Sandra Kather, Design Management MDR; **Klaus W Schuntermann**, Creative Director MDR; **Doreen Zörkler**, Designer/Managing Director tau&tag; **Michael Kretschmar**, photographer/Managing Director ZWOACHT

Distinction

ProSiebenSat.1 TV Deutschland: N24 – Warum?

Creative Team: Andreas Brunsch, Head of Online ProSiebenSat.1 TV Deutschland; **Rudy Hoeppe**, Creative Director ProSiebenSat.1 TV Deutschland; **Richard Schweiger**, Vice President Creation ProSiebenSat.1 TV Deutschland; **Kristina Faßler**, Marketing Director N24

2. Best off-air corporate design

Award Winner

ARTE: Summer of the 60s

For ARTE, the LP is the hero of the 60s. That is why it is the protagonist of the programme accent on 'Summer of the 60s'. For the design of the off-air corporate design, ARTE not only used the LP, but also pop art pattern and many colours. The result suggests the attitude toward life in the 1960s. Recognisable and unforgotten – not just in Germany and in France. Really retro. Really 60s: 12 points pour ARTE.

Creative Team: **Henri Ehrhard**, Project Manager ARTE; **Ulli Krieg**, Artistic Director ARTE; **Ralf Legroux**, Marketing Consultant Germany ARTE; **Olivie Olivi-Barnathan**, Head of Marketing France ARTE; **Hans-Walter Schlie**, Department Head Development and Coordination ARTE; **Karsten Binar**, AD/Designer

Distinction

ORF: Musikprotokoll 2009

Creative Team: **Gustav Lohrmann**, GAD/Direction Art ORF; **Karl M. Maier**, Head of Print Graphics ORF; **Rupert Putz**, Head of Design & Presentation ORF; **Gernot Rath**, Marketing Steiermark ORF; **Christian Scheib**, Curator MP09 Radio Ö1 ORF

Distinction

MDR: Weihnachten im Sitzungsraum

Creative Team: **Sandra Kather**, Design Management MDR; **Klaus W Schuntermann**, Creative Director MDR; **Doreen Zörkler**, Designer/Managing Director tau&tag

3. Best new on-air corporate design package

Award Winner

ZDF: zdf_neo

"zdf_neo aims at an audience that expects more from TV than what they have now" – that's the claim of the TV station. The on-air corporate design package is also meant to reflect the channel's self-image: young, fresh and edgy. That is why striking, broad typographic elements in many colours represent zdf_neo. The new design is simultaneously compact and comprehensive. It is realised consequently and remarkably on all levels which makes it as different as the target group itself.

Creative Team: **Thomas Grimm**, Head of Marketing ZDF; **Christian Kohl**, Corporate Design zdf_neo ZDF; **Michael Kruse**, Head of Design Brand New Media; **Kim Schwaner**, Creative Director Brand New Media

Distinction

Red Bull Media House: ServusTV

Creative Team: **Volker Bahr**, Head of Post Production Red Bull Media House; **Werner Eksler**, Production Director Red Bull Media House; **Andreas Höss**, Head of Graphics Red Bull Media House; **Martin Müller**, Designer Red Bull Media House; **Wolfgang Pütz**, Programme Director ServusTV; **Pepe Thum**, Managing Director AudioTen; **Cora Riegel**, Designer

Distinction

Red Bull Media House: Red Bull TV

Creative Team: **Volker Bahr**, Head of Post Production Red Bull Media House; **Anika Brunbauer**, Designer Red Bull Media House; **Werner Eksler**, Production Director Red Bull Media House; **Andreas Höss**, Head of Graphics Red Bull Media House; **Johanna Lange**, Project Manager Red Bull Media House; **Philipp Manderla**, Channel Manager Red Bull TV; **Pepe Thum**, Managing Director AudioTen; **Karin Furtmeier**, Creative Director BDA

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

Award Winner

KI.KA: KIKANiNCHEN

The task was to design the world of 'KIKANiNCHEN' for preschoolers. Since small children cannot read yet, the on-air, off-air and online design was meant to communicate all information without any script employing. The result is a connection of real takes, stop motion graphics and the 3D animated 'KIKANiNCHEN' figure. The corporate design was realised in a consequent, consistent and holistic manner on-air, off-air and online. Simply "Dibedibedab".

Creative Team: **Ellen Kärcher**, Head of Promotion & Design KI.KA; **Steffen Kottkamp**, Director of Programming KI.KA; **Isabel Wiemer**, Editorial Office Vorschule KI.KA; **Anton Riedel**, Managing Director FEEDMEE DESIGN; **Quentin Bruns**, Creative Director Motionworks; **Dominik Rätz**,

Managing Director TonBüro; **Matthias Bruhn**, Managing Director Trickstudio Lutterbeck; **Udo Schöbel**, Composer

Distinction

RTL II: it's fun.

Creative Team: **Carsten Molis**, Head of Project Management Marketing & Communication RTL II; **Andreas Uiker**, Unit Director Consumer Marketing RTL II; **Klaus Schäfer**, Managing Director blondenoir

Distinction

ProSiebenSat.1 TV Deutschland: Sixx Chixx

Creative Team: **Hanna Bruns**, Text/Concept ProSiebenSat.1 TV Deutschland; **Cornelia Gramelsberger**, On-Air Designer ProSiebenSat.1 TV Deutschland; **Florian Hausberger**, On-Air Designer ProSiebenSat.1 TV Deutschland; **Rudy Hoeppe**, Creative Director ProSiebenSat.1 TV Deutschland; **Alexander Krause**, Head of Design ProSiebenSat.1 TV Deutschland; **Nadine Schröter**, Writer/Producer ProSiebenSat.1 TV Deutschland; **Verena Schuster**, Head of Print ProSiebenSat.1 TV Deutschland; **Sanela Smailhodzic**, Vice President Unit Brand & Strategy/Head of Marketing sixx ProSiebenSat.1 TV Deutschland; **Sebastian von Wyschetzki**, Senior Art Director ProSiebenSat.1 TV Deutschland

5. Best on-air promotion package

Award Winner

Red Bee Media: Ketnet

How to design an on-air promotion package for a children's programme which is moving, colourful and funny at the same time? In addition, it also must be different from those of other children's programmes. Red Bee Media shows how: Coloured figures tumble and move across the screen. The K of 'Ketnet' is displayed again and again as an independent figure right in the middle of the action. Simply catchy.

Creative Team: **Sophia Pendar-Hughes**, Senior Producer Red Bee Media; **Claire Powell**, Designer/Animator Red Bee Media; **Richard Sutton**, Designer/Animator Red Bee Media; **Ian Wormleighton**, Creative Director Red Bee Media; **Sybille De Backere**, Marketing Manager Ketnet; **Michiel Cremers**, Massive Music; **Layla Atkinson**, Animator Trunk Animation; **Richard Barnet**, Producer Trunk Animation

Distinction

Super RTL: Teenage Rockstar Summercamp

Creative Team: **Mara L'Assainato**, Senior On-Air Promotion Manager Super RTL; **Stefan Mays**, Head of On-Air Communication Super RTL; **Nils Neumann**, Editor TV Series/Producer Super RTL; **Alexander Knork**, Graphic Artist Zitronella; **Marco Kuschnier**, Producer

Distinction

Red Bull Media House: ServusTV

Creative Team: **Volker Bahr**, Head of Post Production Red Bull Media House; **Werner Eksler**, Production Director Red Bull Media House; **Andreas Höss**, Head of Graphics Red Bull Media House; **Martin Müller**, Designer Red Bull Media House; **Wolfgang Pütz**, Programme Director ServusTV; **Pepe Thum**, Managing Director AudioTen; **Cora Riegel**, Designer

6. Best bumper or station ID package

Award Winner

ProSiebenSat.1 TV Deutschland: MBC MAX

It's not only Blockbusters that offer great cinematic experiences – the bumpers produced by ProSiebenSat.1 TV Deutschland for the Arabic motion picture channel MBC Max are also packed with plenty of emotion. The viewer is taken into multilayer experience worlds made of high quality produced images and sounds which abduct him into the world of great cinema. This whets your appetite for more films – namely non-stop at MBC Max.

Creative Team: **Emrah Akal**, On-Air Designer ProSiebenSat.1 TV Deutschland; **Andi Gleichmann**, Creative Director Audio ProSiebenSat.1 TV Deutschland; **Markus Goles**, Art Director ProSiebenSat.1 TV Deutschland; **Florian Hausberger**, On-Air Designer ProSiebenSat.1 TV Deutschland; **Alexander Krause**, Leiter Design ProSiebenSat.1 TV Deutschland; **Petra Ruoss**, Projektmanagerin ProSiebenSat.1 TV Deutschland; **Richard Schweiger**, Vice President Creation ProSiebenSat.1 TV Deutschland; **Paul Taylor**, Audio Designer ProSiebenSat.1 TV Deutschland; **Patrick Sterly**, Producer Sterly Filmproduktion

Distinction

13TH STREET: Season 2

Creative Team: **Elmar Krick**, Head of On Air NBC UNIVERSAL Global Networks Deutschland; **Tilo Fischer**, Managing Director Umbruch Gestaltung; **Krzysztof A. Janczak**, Composer Umbruch Gestaltung; **Inka Kardys**, Creative Director Umbruch Gestaltung; **Ralf Strohmeier**, Creative Director Umbruch Gestaltung; **Stefan Tiedje**, Writer Umbruch Gestaltung; **Matthias Weng**, Designer Umbruch Gestaltung

Distinction

Red Bee Media: LA7d

Creative Team: **Ursula Capell-Helm**, Senior Account Director Red Bee Media; **Jane Fielder**, Creative Director Red Bee Media; **Amy Johnson**, Designer Red Bee Media; **Lisa Kelsey**, Production Manager Red Bee Media; **Victoria Stout**, Designer Red Bee Media; **Dave Whatley**, Designer Red Bee Media; **Allison Foster**, Creative Director LA7; **Jason Farrow**, Editor Envy Post; **Joe Glasman**, Music Hum

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

Award Winner

France 2: Noël

What is the most beautiful thing about Christmas? No, not just the good meals and all the presents. Of course, it's all about the exchange with family and friends. This sense of Christmas was realised simply and originally by France 2 in its clips de 'Noël': In the mood for advent, France 2 employees form Christmas symbols like a Christmas tree and a heart. They also form the logo of the TV station. As a member of the France 2 family, you also feel like you are home for the Christmas holidays! The jury judges: "Joyeux Noël".

Creative Team: **Stéphen Harlé**, Artistic Director France 2; **Aleksandra Brajeux**, Realisation Les Demoiselles; **Sabrina Chesneau**, Realisation Les Demoiselles

Distinction

SF: Themenwoche LOG-IN

Creative Team: **Patrick Arnecke**, Head of Design Schweizer Fernsehen; **Alex Hefter**, Creative Director Schweizer Fernsehen; **Lea Montini**, Project Manager Schweizer Fernsehen; **Bernhard Tinu**, Designer Schweizer Fernsehen; **Sven Volz**, Designer Schweizer Fernsehen; **Severine Waibel**, Art Director Schweizer Fernsehen

Distinction

SF: FIFA WM 2010

Creative Team: **Patrick Arnecke**, Head of Design Schweizer Fernsehen; **Jürg Dummermuth**, Designer Schweizer Fernsehen; **Cordula Gieriet**, Art Director Schweizer Fernsehen; **Alex Hefter**, Creative Director Schweizer Fernsehen; **Florian Heger**, Designer Schweizer Fernsehen; **Alexander Marchet**, Head of On-Air Promotion Schweizer Fernsehen; **Jürg Steudler**, Producer Encore Pictures

8. Best 2D/3D animation

Award Winner

ARTE: SIXTIES

Every summer since 2007, ARTE has revived the attitude towards life and the culture of a whole generation. This year, the 1960s were at the centre of a programme focus. In an especially created clip to the Beach Boys song 'I Get Around', a silhouette figure witnesses the events of that era: It experiences the introduction of the miniskirt, the legendary Woodstock

festival, 'Surfing in the USA', the moon landing and the twist on screen. The authentically detailed animation of the music clip creates an appetite for more.

Creative Team: **Henri L'Hostis**, Head of Network Operations ARTE; **Petra Mekaoui**, Head of Production ARTE; **Christoph Haag**, Shooting Team LAFKON Publishing; **Philipp Mühlbauer**, Director LAFKON Publishing; **Benjamin Stephan**, Shooting Team LAFKON Publishing; **Hugh Coltman**, Singer; **Ann Keren**, Composer; **Tom Mc Rae**, Singer; **Rosemary Moriarty**, Singer

Distinction

Disney XD: Zeke & Luther Skateboard Challenge

Creative Team: **Hans-Jörg Breitegger**, Design Manager The Walt Disney Company (Germany); **Christian Gandl**, Writer/Producer The Walt Disney Company (Germany); **Guido Schulz**, Senior Manager On-Air & Synergy The Walt Disney Company (Germany); **Lubisa Djukic**, Creative Director Dyrdee Media; **Sven Heinrichs**, Managing Director Dyrdee Media; **Ole Keune**, Creative Director Dyrdee Media

Distinction

DW-TV: GLOBAL IDEAS

Creative Team: **Claus Grimm**, Department Head Promotion & Design/Broadcasting Director DW-TV; **Michael Goeing**, Project Management DW-TV; **Manuela Kasper-Claridge**, Head of Economics DW-TV; **Barbara Orth**, Art Director DW-TV; **Gerd Schmitz**, Music Editorial Office DW-TV; **Holger Zeh**, Creative Director DW-TV; **Christoph Lienemann**, Composer Lienemann Musikproduktion; **Holger Geisler**, Creative Director Studio Nordwand

9. Best programme label design

Award Winner

DW-TV: GLOBAL IDEAS

In the context of the report series 'Global Ideas', DW-TV reports on individuals and projects mobilising people in the fight against global warming. Suitably, in every programme label, climatic problems and their solutions were juxtaposed abstractly. What's really important is shown here in a short, clear and globally understandable manner.

Creative Team: **Claus Grimm**, Department Head Promotion & Design/Broadcasting Director DW-TV; **Michael Goeing**, Project Management DW-TV; **Manuela Kasper-Claridge**, Head of Economics DW-TV; **Barbara Orth**, Art Director DW-TV; **Gerd Schmitz**, Music Editor DW-TV; **Holger Zeh**, Creative Director DW-TV; **Christoph Lienemann**, Composer Lienemann Musikproduktion; **Holger Geisler**, Creative Director Studio Nordwand

Distinction

ProSiebenSat.1 TV Deutschland: ProSieben – Megablockbuster

Creative Team: **Ute Deutschmann**, Project Manager ProSiebenSat.1 TV Deutschland; **Markus Goles**, Art Director ProSiebenSat.1 TV Deutschland; **Alexander Krause**, Head of Design ProSiebenSat.1 TV Deutschland; **Paul Taylor**, Audio Designer ProSiebenSat.1 TV Deutschland; **Sebastian Faber**, Production Liga01

Distinction

ARTE: SIXTIES

Creative Team: **Ulli Krieg**, Creative Director ARTE; **Karsten Binar**, Graphic Artist

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

Award Winner

SF: Kultur & Kultur Sternstunden

Schweizer Fernsehen offers a total of eleven different cultural TV formats. But how can these formats be transported optically and acoustically under the generic term of 'culture'? The lead-ins of Schweizer Fernsehen show how: They appeal through a common, magic and suggestive image language which constitutes a unique virtual culture landscape. Pronounced, emotional and precise.

Creative Team: **Patrick Arnecke**, Head of Design Schweizer Fernsehen; **Alex Heffer**, Creative Director Schweizer Fernsehen; **Marcel Weiss**, Art Director Schweizer Fernsehen; **Cyril Boehler**, Sound Design Cyril Boehler Music; **Georgia Caramichu**, Producer Velvet; **Thomas Wernbacher**, Creative Director Velvet; **Matthias Zentner**, Director/Direction Velvet

Distinction

DREAM ON: Cuisine TV – Aujourd`hui je cuisine

Creative Team: DREAM ON; Cuisine TV

Distinction

SF: Der Club

Creative Team: **Patrick Arnecke**, Head of Design Schweizer Fernsehen; **Nicolo Bernasconi**, Designer Schweizer Fernsehen; **Martin Brunner**, Designer Schweizer Fernsehen; **Alex Heffer**, Creative Director Schweizer Fernsehen; **Jürg Huber**, Designer Schweizer Fernsehen; **Lea Montini**, Project Manager Schweizer Fernsehen; **Severine Waibel**, Art Director Schweizer Fernsehen

11. Best lead-in design for fiction programme

Award Winner

ZDF/ACHT FRANKFURT: Flemming

At the centre of the lead-in to the criminal series 'Flemming' is the controversial psychologist Flemming and his colleagues. The visualisation of their daily investigative work shows: the characters could not be more different. Cooperation is difficult. But within a team, you rely on each other. Hmm, this could be exciting: Murder, intrigue and a search for clues is guaranteed.

Creative Team: **Thomas Grimm**, Head of Marketing ZDF; **Horst Schick**, Head of Corporate Design ZDF; **Nicole Schuster**, Head of Project ZDF; **Tim Bollinger**, Art Director ACHT FRANKFURT visual catering; **Christiane Jähnel**, Creative Director ACHT FRANKFURT visual catering; **Timo Wolf**, Producer ACHT FRANKFURT visual catering; **Harald Capota**, Camera dropout-films; **Daniel Seideneder**, Creation & Direction dropout-films; **Tim Gehrke**, Producer Phoenix Film;

Distinction

ProSiebenSat.1 TV Deutschland: Sat.1 – Anna und die Liebe

Creative Team: **Ute Deutschmann**, Executive Producer ProSiebenSat.1 TV Deutschland; **Gerald Gutberlet**, 3D Operator ProSiebenSat.1 TV Deutschland; **Markan Karajica**, SVP Marketing & Creative Solutions ProSiebenSat.1 TV Deutschland; **Wolfgang Oppenrieder**, Editor ProSiebenSat.1 TV Deutschland; **Sylvia Schnaidt**, Project Manager ProSiebenSat.1 TV Deutschland; **Christian Threimer**, Senior Art Director ProSiebenSat.1 TV Deutschland; **René Richter**, Camera; **Christian Schumacher**, Direction

Distinction

ACHT FRANKFURT: Sat.1 – Danni Lowinski

Creative Team: **Christiane Jähnel**, Creative Director ACHT FRANKFURT visual catering; **Axel Klostermann**, Fusion Artist ACHT FRANKFURT visual catering; **Simon Mayer**, Head of Design ACHT FRANKFURT visual catering; **Timo Wolf**, Producer ACHT FRANKFURT visual catering; **Christoph Braeuker**, Head of Producing Sat.1; **Harald Capota**, Camera dropout-films; **Daniel Seideneder**, Creation & Direction dropout-films; **Remo Pohl**, Illustrator dropout-films

12. Best studio design/set design/scenography

Award Winner

RTL CREATION: RTL – Extra

The new set design for the RTL magazine 'Extra' follows the colouring of the design package. Thus, assuring the high recognisability of the broadcast and the TV station. The room architecture offers new and varied possibilities for anchorpersons to use interactive image elements and graphics. With this convincing integrated image-space-related language, RTL CREATION offers viewers a first-rate "Extra" TV experience.

Creative Team: Annett Krause, Project Manager RTL CREATION; Ulli Schumacher, Creative Director RTL CREATION; Christian Weckerle, TV Design Producer/TV Designer RTL CREATION; Michael Wulf, infonetwerk; Jürgen Schmidt-André, Set Designer

Distinction

BRANDSOME: SPORT1

Creative Team: Arman Kavrailoglu, Senior Art Director BRANDSOME; Marcel Kuus, Art Director BRANDSOME; Stephan Persdorf, Creative Director BRANDSOME; Zeljko Karajica, Managing Director SPORT1; Holger Kast, Director Studio/Post Production PLAZAMEDIA

Distinction

MDR: EXAKT – Die Story

Creative Team: Sandra Kather, Design Management MDR; Klaus W Schuntermann, Creative Director MDR; Marcel Dolschon, 3D Artist UMBRUCH Gestaltung; Tilo Fischer, Managing Director UMBRUCH Gestaltung; Ralf Strohmeier, Creative Director UMBRUCH Gestaltung; Matthias Weng, Senior Designer UMBRUCH Gestaltung; Marcus Wilhelm, Producer/Managing Director top ten tv

13. Best information or news design or animation

Award Winner

WDR: Stromsparen

Clips & tips on saving electricity? How boring – one might assume. With the descriptive piece 'Stromsparen', WDR creates the desire for more clips & tips on the subject. In an entertaining way, children explain their vision of saving electricity. The information design is adapted to the living world of the little protagonists: Images out of modelling clay, glue and paperboard illustrate the things they say. Although some ideas can hardly be realised in everyday life – the children's proposals remain in one's consciousness. That's how it should be.

Creative Team: Caroline Berger, On-Air Design WDR; Michael Freiwald, Department Head On-Air Design WDR; Hardy Hoffmann, On-Air Design WDR; Matthias Körnich, Editor WDR; Nikolaus Hillebrand, Regie niky-bilder; Kyne Uhlig, Regie niky-bilder; Tobias Becker, Sound Design

Distinction

ZDF: zdf_neo – Stewardess

Creative Team: Thomas Grimm, Head of Marketing ZDF; Christian Kohl, Design ZDF; Norbert Menkel, On Air Promotion ZDF; Alex Schulte, On Air Promotion Idea ZDF; Jörn Heitmann, Direction Film Deluxe; Jürgen Krause, Managing Director Film Deluxe

Distinction

BRANDSOME: SPORT1

Creative Team: Arman Kavrailoglu, Senior Art Director BRANDSOME; Marcel Kuus, Art Director BRANDSOME; Stephan Persdorf, Creative Director BRANDSOME; Zeljko Karajica, Managing Director SPORT1; Holger Kast, Director Studio-/Post Production PLAZAMEDIA

14. Best programme-related design package

Award Winner

Red Bull Media House: Red Bull TV – Play!

'Play!' – the Red Bull TV magazine provides weekly information about the latest innovations in the world of computer games. The related design package does not fall into the trap of using gaming visuals, but rather differs consciously from the look and feel of computer games. Nevertheless, it addresses the target group clearly and stages the virtual world of games in a user-friendly manner.

Creative Team: Volker Bahr, Head of Post Production Red Bull Media House; Werner Eksler, Director Production Red Bull Media House; Andreas Höss, Head of Graphics Red Bull Media House; Johanna Lange, Project Manager Red Bull Media House; Jeanette Raily, Red Bull Media House; Jörg Zuber, Creative Director Opium effect; Pepe Thum, Managing Director AudioTen

Distinction

Lambie-Nairn: ITV – This Morning

Creative Team: **Cailie Dimmock**, Head of Production Lambie-Nairn; **Lisa Hill**, Executive Client Director Lambie-Nairn; **Sophie Lutman**, Creative Director Lambie-Nairn; **Oz Smith**, Animation Director Lambie-Nairn; **Camille Rousseau**, Illustrations & After Effects Lambie-Nairn; **Rob Ward**, After Effects & Cinema 4D Lambie-Nairn; **Mark Gouldie**, Senior Graphic Designer ITV

Distinction

RTL CREATION: RTL – Extra

Creative Team: **Annett Krause**, Project Manager RTL CREATION; **Ulli Schumacher**, Creative Director RTL CREATION; **Christian Weckerle**, TV Design Producer/TV Designer RTL CREATION; **Michael Wulf**, infonetwerk; **Jürgen Schmidt-André**, Set Designer

15. Best typographical design

Award Winner

Discovery: Superbauten

The task was to advertise the thematic week of 'Superbauten' at Discovery Channel without the usual adjectives and superlatives 'great, greater, the greatest'. The result is a spot that connects real-life giant buildings with typographic elements corresponding in form and colour. Thereby, the Goethe poem of 'Prometheus' is adapted: The human turns away from God in order to create his own miracles – the giant buildings. A particularly sensible use of typography, says the jury judgement.

Creative Team: **Eike Immisch**, Head of Marketing & On-Air Promotion Discovery Communications; **Philip Wolfarth**, Executive Promotion Producer Discovery Communications; **Daniela Atanassow**, Designer DMC; **Javier Collantes Rodriguez**, Promo Producer DMC; **Walter Puschacher**, Managing Director DMC; **Stephanie Tietz**, Production Manager DMC; **Wawa Tyszkiewicz**, Promo Producer DMC

Distinction

13TH STREET: Pictures of Asia

Creative Team: **Elmar Krick**, Head of On Air NBC UNIVERSAL Global Networks Deutschland; **Bernd Mutscheller**, Art Director DMC; **Walter Puschacher**, Managing Director DMC; **Manuel Steinhauser**, Designer DMC; **Raphael Brunner**, Sound Designer

Distinction

Red Bull Media House: Red Bull TV – Phoenix rising

Creative Team: **Volker Bahr**, Head of Post Production Red Bull Media House; **Werner Eksler**, Director Production Red Bull Media House; **Andreas Höss**, Head of Graphics Red Bull Media House; **Johanna Lange**, Project Manager Red Bull Media House; **Susanne Degn**, Producer Red Bull TV

Category: Audio Design & Composition

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

Award Winner

Discovery: DMAX – Weihnachtsidents

Men's TV and Christmas – how do they go together? This DMAX campaign shows how: Equally striking as appealing male voices hum famous Christmas songs on the TV station's male-oriented programming – Christmas in a different way: simply gentle and above all, masculine.

Creative Team: **Eike Immisch**, Head of Marketing & On-Air Promotion Discovery Communications; **Philip Wolfarth**, Executive Promotion Producer Discovery Communications; **Karin Furtmeier**, Managing Director BDA; **Astrid Nowak**, Designer BDA; **Sebastian Pforr**, Creative BDA; **Katharina Schmieder**, Production Manager BDA; **Hanne Wiesener**, Senior Creative/Head of On-Air Promotion BDA; **Klaus Lesoine**, Sound Designer/Sound Engineer

Distinction

DW-TV: 20 Jahre Mauerfall

Creative Team: **Claus Grimm**, Head of Promotion & Design/Broadcasting Director DW-TV; **Andreas Börner**, Chief Executive Producer hop_berlin; **Anette Breuker**, Producer hop_berlin; **Patricia Fehlberg**, Executive Producer hop_berlin; **Manuel Reißmann**, Sound Designer hop_berlin; **Guido Roleff**, Commercial Director hop_berlin; **Florian Foest**, Camera

Distinction

RTL CREATION: RTL Crime – Rabbit Fall

Creative Team: **Karl-Anton Gerber**, Executive Producer RTL CREATION; **Björn Klimek**, Creative Director RTL CREATION; **Florian Mengel**, Producer RTL CREATION; **Gregor Wagner**, Sound Engineer RTL CREATION; **Klaus Holtmann**, RTL Crime RTL Television; **Holger Sum**, RTL Crime RTL Television; **Claudia Urbschat**, Dubbing Speaker/Actress

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

Award Winner

Screenworks: Folkwang Universität – Imagespot 2010

Music connects – in this case, the different departments of Folkwang University: theatre, dance, music, acting, science and design. The impressive images are accompanied by audio exclusively composed and produced by the University. The music is visualised by a light painting which interconnects all departments. At the same time, the students' faces personalise the Arts and Culture Institute that is Folkwang University. An uncommonly aesthetical and tuneful advert for Arts and Culture education which, moreover, functions internationally.

Creative Team: **Peter Hirdes**, Creative Director Screenworks; **Aaron Rositzka**, Design Concept, Camera, Animation Screenworks; **Olaf Wicke**, Managing Director Screenworks; **Peter Schröder**, Sound Designer Art Effect; **Bernhard Eichner**, Head of Music Composition Folkwang Universität; **Maiken Groß**, Head of Communication & Media Folkwang Universität

Distinction

WDR: Einsfestival – Station ID's

Creative Team: **Jens Digel**, Sound Design WDR; **Michael Fröhlich**, Graphic WDR; **Gero Kuntermann**, Sound Design WDR; **Thilo Speckmann**, Sound Design WDR; **Angela Traud**, Sound Design WDR; **Michael Worringen**, Executive Editor Presentation & Programme Design FS WDR

Distinction

ProSiebenSat.1 TV Deutschland: ProSieben – Spidermänner

Creative Team: **Martina Barth**, Senior Product Manager Marketing ProSiebenSat.1 TV Deutschland; **Oliver Driemel**, Text/Concept/Interpretation ProSiebenSat.1 TV Deutschland; **Raphael März**, Senior Writer Producer ProSiebenSat.1 TV Deutschland; **Paul Taylor**, Audio Designer ProSiebenSat.1 TV Deutschland

Category: Interactive Design, Promotion & Branding

1. Best website of a media or communication company

Award Winner

RTL interactive: www.rtl.de

The new RTL website succeeds in managing the balancing act of the demand for emotionality on the one hand and of the desire for an informative Internet world on the other hand.

Orientated on the topics and with the help of numerous moving images, the modern look and the sounds audio visualise the RTL brand. At the same time, the user navigates the site in an intuitive way and finds the real interesting information with just a few clicks.

Creative Team: **Daniel Becker**, Head of Project RTL interactive; **Iris Geller**, Head of Team Marketing RTL interactive; **Michael Heise**, Head of Online/Text RTL interactive; **Beate Küffler**, Art Director RTL

interactive; **Joachim Melzer**, Technical Head of Project RTL interactive; **Frank Müller**, Editor-in-Chief RTL interactive; **Faden Lidzba**, Concept & Design Pixelpark; **Laura Wenz**, Concept & Design Pixelpark

Distinction

verytv: www.medienforum.tv

Creative Team: **Jakob Daenecke**, Media Designer verytv; **Philip Rebelein**, Media Designer verytv; **Heiko Schlein**, Art Director verytv; **Michael Wurzer**, Managing Director verytv; **Hafida Zebri**, Art Director verytv; **Susanne Land**, Head of Communication LfM Nova

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

Award Winner

ProSiebenSat.1 TV Deutschland: www.finsdorf.de

Germany's most famous insurance agent **Bernd Stromberg** has been posted to Finsdorf. To a village that could not even be found on the Internet – until now. ProSiebenSat.1 TV Deutschland developed a website for the Finsdorf community in the style of the first hometown websites with everything that goes with it: tourist information, shooting club and the original nuclear power station known from the series. As it says at finsdorf.de: "You have never experienced anything interesting? Then experience it all together now."

Creative Team: **Andreas Brunsch**, Head of Online ProSiebenSat.1 TV Deutschland; **Andi Buono**, Junior Art Director ProSiebenSat.1 TV Deutschland; **Andi Gleichmann**, Audio Designer ProSiebenSat.1 TV Deutschland; **Rudy Hoeppe**, Creative Director ProSiebenSat.1 TV Deutschland; **Karen Kujawa**, Project Manager ProSiebenSat.1 TV Deutschland; **Thorsten Pütsch**, Vice President Unit Entertainment/Head of Marketing ProSieben ProSiebenSat.1 TV Deutschland; **Richard Schweiger**, Vice President Creation ProSiebenSat.1 TV Deutschland

Distinction

TV5 Monde: www.tv5monde.com/seoul

Creative Team: **Alexandre Muller**, Director of Marketing Asia TV5MONDE; **Claude Vittiglio**, Multimedia Journalist TV5MONDE; **Hélène Zemmour**, Director of Interactive TV5MONDE; **Thierry Cherpitel**, Project Manager ECLYDRE; **Young-Seok Yoon**, Director of Marketing MAIRIE DE SEOUL

Distinction

ProSiebenSat.1 TV Deutschland: <http://waehlt-die-simpsons.de>

Creative Team: **Andreas Brunsch**, Head of Online ProSiebenSat.1 TV Deutschland; **Andi Buono**, Junior Art Director ProSiebenSat.1 TV Deutschland; **Joachim de Greiff**, Writer/Producer ProSiebenSat.1 TV Deutschland; **Rudy Hoeppe**, Creative Director ProSiebenSat.1 TV Deutschland; **Karen Kujawa**, Project Manager ProSiebenSat.1 TV Deutschland; **Thorsten Pütsch**, Vice President Unit Entertainment/Head of Marketing ProSieben ProSiebenSat.1 TV Deutschland; **Dominic Schütz**, Writer/Producer ProSiebenSat.1 TV Deutschland; **Richard Schweiger**, Vice President Creation ProSiebenSat.1 TV Deutschland

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

Award Winner

ProSiebenSat.1 TV Deutschland: www.your-flashforward.de

How to create a website for a series without just transferring the TV content to web? For the beginning of the new series 'Flash Forward', ProSiebenSat.1 TV Deutschland developed a website which foretells the future for every user in the form of a personal clip. But where is the relation of this website to the series 'Flash Forward'? The user is encouraged to find clues related to the series and the hidden link to the ProSieben website. And? Have you found it already?

Creative Team: **Andreas Brunsch**, Head of Online ProSiebenSat.1 TV Deutschland; **Andi Gleichmann**, Audio Designer ProSiebenSat.1 TV Deutschland; **Daniel Ernie**, Programming ProSiebenSat.1 TV Deutschland; **Karen Kujawa**, Project Manager ProSiebenSat.1 TV Deutschland; **Thorsten Pütsch**, Vice President Unit Entertainment/Head of Marketing ProSieben ProSiebenSat.1

TV Deutschland; **Richard Schweiger**, Vice President Creation ProSiebenSat.1 TV Deutschland; **Paul Taylor**, Audio Designer ProSiebenSat.1 TV Deutschland

Distinction

ZDF: www.zdf-enterprises.de/thewall/allmedia

Creative Team: **Thorsten Becker**, Creative Director ZDF Digital; **Christian Massmann**, Managing Director ZDF Digital; **Matthias Schöberl**, Head of Editorial Office ZDF Digital; **Thomas Sewing**, Managing Director ZDF Digital; **Kristina Hollstein**, Director Documentary Coproductions ZDF Enterprises; **Nikolaus Hülbusch**, Project Manager Documentary Coproductions ZDF Enterprises

Distinction

WDR: www.landtagslupe.wdr.de

Creative Team: **Stefan Domke**, Author WDR; **Christina Hebel**, Editor WDR; **Michael Kaes**, Executive Editor WDR; **Stefan Moll**, Head of Programme Unit Internet WDR

Category: Promotion/Advertising/Image

1. Best station promotion spot

Award Winner

ARD: Straßenfeger

Das Erste has broadcast many unforgettable moments during its 60 years of TV history. One of them was the legendary TV game 'Das Halstuch'. The creative team took the image of a road sweeper as the inspiration for this station promotion spot: Three great TV moments on Das Erste are remembered here: John F. Kennedy's speech in Berlin in 1963, the first prize of singer Nicole at the European Song Contest in 1982 and the successful penalty shootout of the German national football team against Argentina during the World Cup 2006 – but without showing any image. Using only original sound recordings, current images of the settings and typographic elements, Das Erste succeeds in recreating the historic scenes in the viewer's mind. The jury's judgement: "A real blockbuster".

Creative Team: **Andrea Baur**, Head of Project Marketing Erstes Deutsches Fernsehen; **Dietmar Pretzsch**, Head of Marketing Erstes Deutsches Fernsehen; **Armin Jochum**, Managing Director Creation Jung von Matt/Alster; **David Leinweber**, CD Text Jung von Matt/Alster; **Sören Porst**, CD Art Jung von Matt/Alster; **Melanie von der Dovenmühle**, Head of Project Jung von Matt/Alster; **Marina Ziegler**, Senior Project Management Jung von Matt/Alster; **Markus Skrobli**, Managing Director The Shack

Distinction

Sky: Blue Movie – Opera

Creative Team: **Alice Mascia**, Director Customer Marketing Sky Deutschland; **Malte Probst**, Director PPV & VoD Sky Deutschland; **Nina Rank**, Manager Customer Marketing Sky Deutschland; **Michaela Tarantino**, Head of Product & Offer Management PPV & VoD Sky Deutschland; **Lorenzo Borsetti**, Managing Director Cow&Boys S.r.l.; **Niccolò Brioschi**, Partner/Creative Director Forchets S.r.l.

Distinction

RTL II: Big Brother

Creative Team: **Carsten Molis**, Entire Project Direction Marketing & Communication RTL II; **Andreas Uiker**, Head of Unit Consumer Marketing RTL II; **Klaus Schäfer**, Managing Director blondenoir

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

Award Winner

SF: FIFA WM 2010

The Football World Cup in South Africa is coming medially to Switzerland – in this on-air promotion spot, also in the truest sense of the images and sounds. The World Cup ball jumps from one city to the other: Zurich, Bern, Genf and Ascona. Animals from the host continent

invade the towns: the elephant, rhinoceros and giraffe. And the king of beasts controls the ball with his paw. The lion and his teammates embody the motto 'Beastly good Football on SF!'

Creative Team: **Patrick Arnecke**, Head of Graphic Schweizer Fernsehen; **Cordula Gieriet**, Art Director Schweizer Fernsehen; **Alexander Marchet**, Head of On-Air Promotion Schweizer Fernsehen; **Boris Miller**, CEO Millertimeproduction; **Carsten Wrede**, Sound Designer Tresor

Distinction

RTL CREATION: RTL – DSDS Leiter

Creative Team: **Eva Deutinger**, Project Management RTL CREATION; **Björn Klimek**, Creative Director RTL CREATION; **Susanne Mikulski**, Writer RTL CREATION; **Christian Mirow**, Unit Manager RTL CREATION; **Desirée van der Pas**, Producer/Direction RTL CREATION; **Alex Gärtner**, VFX Designer Locomotion; **Sven Lützenkirchen**, Camera

Distinction

ProSiebenSat.1 TV Deutschland: ProSieben – Schlag den Raab

Creative Team: **Markus Baier**, Creative Director Promotion ProSiebenSat.1 TV Deutschland; **Ute Deutschmann**, Executive Producer ProSiebenSat.1 TV Deutschland; **Thorsten Pütsch**, Vice President Unit Entertainment/Head of Marketing ProSieben ProSiebenSat.1 TV Deutschland; **Paul Seewald**, Writer/Producer ProSiebenSat.1 TV Deutschland; **Horst Czenkowski**, Direction

3. Best on-air promotion spot for fiction programme

Award Winner

RTL CREATION: RTL – Alarm für Cobra 11

Exploding cars, squeaking wheels and two strong heroes – that is 'Alarm für Cobra 11': The two heroes of the series, Semir and Ben, are once again in a hurry and drive their filthy car quickly into a car wash. The door closes and then... a loud bang – pistol shots and explosions. Parts of the roof fly burning through the air. Shortly afterwards, both protagonists appear exhausted and covered in lather, but without their car. RTL CREATION shows impressively how virtuously they can play with the established action clichés.

Creative Team: **Michael Becker**, VFX Designer RTL CREATION; **Patrick Gericke**, Producer Direction/Editing RTL CREATION; **Björn Klimek**, Creative Director RTL CREATION; **Mirjam Pézsa**, Unit Manager RTL CREATION; **Lars Truhn**, Producer Concept RTL CREATION; **Desirée van der Pas**, Producer Concept RTL CREATION; **Gregor Wagner**, Sound Designer RTL CREATION

Distinction

ARTE: Hitchcock

Creative Team: **Laure Isenmann**, Director ARTE; **Annegret Karstens**, Writer ARTE; **Henri L'Hostis**, Head of Network Operations ARTE; **Stéphane Martinez**, Graphics ARTE; **Petra Mekaoui**, Head of Production ARTE; **Sylvia Walks**, Head of Production ARTE; **Karl Weege**, Ton Producer ARTE

Distinction

ProSiebenSat.1 TV Deutschland: kabel eins – Shining

Creative Team: **Oliver Kempfer**, Vice President Unit Function/Head of Marketing kabel eins ProSiebenSat.1 TV Deutschland; **Matti Klemm**, Sprecher ProSiebenSat.1 TV Deutschland; **Stefan Ladwig**, Product Manager Marketing ProSiebenSat.1 TV Deutschland; **Nils Müller**, Senior Writer/Producer ProSiebenSat.1 TV Deutschland; **Thorsten Rosin**, Project Manager ProSiebenSat.1 TV Deutschland; **Oliver Rojschl**, Senior Writer/Producer ProSiebenSat.1 TV Deutschland; **Richard Schweiger**, Vice President Creation ProSiebenSat.1 TV Deutschland; **Florian Winter**, Writer/Producer ProSiebenSat.1 TV Deutschland

4. Best special advertising

Award Winner

Red Bull Media House: Red Bull TV – Schützenfest

In this special advertising spot, Mario Gomez always scores the goal. Whether into the cargo space of a delivery truck, a hovering cement mixer or a box over several levels of a basement garage – the ball always hits the mark. Now, Gomez is looking for other goal scorers who, like

him, have just one thing in mind: to put the ball in the net – no matter where. A viral clip which is in line with the target group. It makes us want to be a part of the Red Bull 'Schützenfest' with Super-Mario.

Creative Team: Volker Bahr, Head of Post Production Red Bull Media House; Werner Eksler, Production Director Red Bull Media House; Michael Haberstadt, Producer 2ndlevelfilms; Philipp Wundt, Executive Producer 2ndlevelfilms

Distinction

13TH STREET: Last Call – Der erste interaktive Horrorfilm

Creative Team: Dirk Böhm, Director Press & Marketing NBC UNIVERSAL Global Networks Deutschland; Felix von Mengden, Senior Marketing Manager NBC UNIVERSAL Global Networks Deutschland; Karin Zipperling, Senior Digital Marketing Manager NBC UNIVERSAL Global Networks Deutschland; Glenn Bernstein, Producer Film Deluxe; Milo, Direction Film Deluxe; Julia Cramer, Production Jung von Matt/Spree; Andreas Henke, Creative Director Jung von Matt/Spree; Helen Seiffe, Head of Project Jung von Matt/Spree; Alexandra Ion, Software Developer Powerflasher

Distinction

BRANDSOME: Appel Feinkost

Creative Team: Zeljko Karajica, Managing Director BRANDSOME; Thorben Osthus, Head of Promotion BRANDSOME; Tillmann Stracke, Creative Director BRANDSOME; Levon Melikian, Managing Director Novel Media; Michael Lott, Speaker

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

Award Winner

Sky: ELVIS LEBT!

Because Elvis is fed up with the hype surrounding him, he lives in an extremely solitary way. Two hunters are in hot pursuit, looking to capture video evidence with their camera. They want to prove that the King of Rock 'n' Roll is really still alive. They succeed...nearly. They often catch a glimpse of the King. But at the last moment, something always gets in the way: "Darn!" Thanks to the funny off comments, a younger target group than that of the Elvis generation is ably addressed. Elvis is alive! – at least in the Sky programme.

Creative Team: Benjamin Kerneck, Manager Platform Production Sky Deutschland; Matthias Pasedag, Audio Designer Sky Deutschland; Philipp Wundt, Manager Production/Coordination Sky Deutschland; Matthias Edlinger, Direction & Camera; Alexander Hell, Trailer Editor; Stephan Vorbrugg, Direction & Camera

Distinction

ProSiebenSat.1 TV Deutschland: kabel eins – Shining

Creative Team: Oliver Kempfer, Vice President Unit Function/Head of Marketing kabel eins ProSiebenSat.1 TV Deutschland; Matti Klemm, Narrator ProSiebenSat.1 TV Deutschland; Stefan Ladwig, Product Manager Marketing ProSiebenSat.1 TV Deutschland; Nils Müller, Senior Writer/Producer ProSiebenSat.1 TV Deutschland; Thorsten Rosin, Project Manager ProSiebenSat.1 TV Deutschland; Oliver Rojschl, Senior Writer/Producer ProSiebenSat.1 TV Deutschland; Richard Schweiger, Vice President Creation ProSiebenSat.1 TV Deutschland; Florian Winter, Writer/Producer ProSiebenSat.1 TV Deutschland

Distinction

Sky: NatGeo Wild – Insectophobia

Creative Team: Lühr-Martin Lemkau, Head of Third Party Business & Development Sky Deutschland; Alexandru Rusitoru, Graphic Designer Sky Deutschland; Livia Vogt, Senior Producer Sky Deutschland; Andreas Lechner, Creative Director Fox International Channels Germany

6. Best station promotion campaign on-air

Award Winner

Red Bee Media: BBC HD – Hunter

Promotion spots that juxtapose images in SD and HD quality in order to illustrate the difference in audiovisual quality are quite familiar. The promotion campaign of Red Bee Media shows that it can be done differently: The lovable, sceptic and curious reporter interviews experts to find out what really makes HD TV special. In an entertaining way, these spots illustrate the makeup techniques, stop-motion processing and sound technology necessary to create an outstanding audiovisual HD adventure world. Simply gorgeous.

Creative Team: Susan Ayton, Creative Red Bee Media; Jaqueline Beaumont, Creative/Director Red Bee Media; Edel Erikson, Producer Red Bee Media; Simon Hewitt, Account Director Red Bee Media; Alex Huzzey, Strategic Planner Red Bee Media; Mina Patel, Creative Head Red Bee Media; Steve Ryan, Production Manager Red Bee Media; James Spence, Creative Director Red Bee Media; Danielle Nagler, Controller for BBC HD

Distinction

Sky: Oscar 2010

Creative Team: Carina Fuchs, Producer Platform Production Sky Deutschland; Ariane Heyer, Producer Platform Production Sky Deutschland; Matthias Pasedag, Audio Designer Sky Deutschland; Thomas Rosseck, Graphic Designer Sky Deutschland; Nikolaus Hitzenberger, Trailer Editor

Distinction

RTL CREATION: RTL – Season 2009

Creative Team: Markus Döpper, Post Production RTL CREATION; Eva Deutinger, Project Manager RTL CREATION; Isabel Grahs, Direction RTL CREATION; Björn Klimek, Creative Director RTL CREATION; Christian Mirow, Unit Manager RTL CREATION; Sven Lützenkirchen, Camera

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

Award Winner

DW-TV: 20 Jahre Mauerfall:

The task of the on-air promotion campaign for '20 Jahre Mauerfall' was the end of German separation in an appropriate way. DW-TV produced impressive spots that recall the long road until the inner-German border was opened. Contemporary images visualising the flair and lively atmosphere of the capital were combined with original sounds from 1989. A fascinating image-sound collage of German contemporary history.

Creative Team: Claus Grimm, Head of Promotion & Design/Broadcasting Director DW-TV; Andreas Börner, Chief Executive Producer hop_berlin; Anette Breuker, Producer hop_berlin; Patricia Fehlberg, Executive Producer hop_berlin; Manuel Reißmann, Sound Designer hop_berlin; Guido Roleff, Commercial Director hop_berlin; Florian Foest, Camera

Distinction

France 2: Coupe du monde de football 2010

Creative Team: Rémy Charle, Editor France 2; Stéphane Harlé, Artistic Director France 2; Neil Sharman, Realisation France 2; Alain Giresse, Athletic Consultant France TV; Emmanuel Petit, Athletic Consultant France TV

Distinction

SF: FIFA WM 2010

Creative Team: Patrick Arnecke, Head of Graphic Schweizer Fernsehen; Cordula Gieriet, Art Director Schweizer Fernsehen; Alexander Marchet, Head of On-Air Promotion Schweizer Fernsehen; Boris Miller, CEO Millertimeproduction; Carsten Wrede, Sound Designer Tresor

8. Best on-air promotion campaign for fiction programme

Award Winner

Sky: Oscar 2010

X times seen, x times announced in trailers – that's how it is with most Oscar-winning films. Sky was confronted with the task of advertising winning films without using any footage material or making any reference to the Oscar. The result was an on-air promotion campaign like a cinematic mystery. Witty and charming, they describe their favourites, sing popular

melodies and replay some scenes story with body language input. These individual interpretations make one want to watch the classic films one more time. Play it once again, Sky.

Creative Team: Carina Fuchs, Producer Platform Production Sky Deutschland; Ariane Heyer, Producer Platform Production Sky Deutschland; Matthias Pasedag, Audio Designer Sky Deutschland; Thomas Rosseck, Graphic Designer Sky Deutschland; Nikolaus Hitzenberger, Trailer Editor

Distinction

Disney XD: Phineas & Ferb Kettenreaktion

Creative Team: Hans-Jörg Breitegger, Design Manager The Walt Disney Company (Germany); Christian Gandl, Writer/Producer The Walt Disney Company (Germany); Guido Schulz, Senior Manager On-Air & Synergy The Walt Disney Company (Germany); Jochen Donauer, Freelance Writer/Producer; Michael Mauler, Freelance Graphic Designer

Distinction

Sky: ELVIS LEBT!

Creative Team: Benjamin Kerneck, Manager Platform Production Sky Deutschland; Matthias Pasedag, Audio Designer Sky Deutschland; Philipp Wundt, Manager Production/Coordination Sky Deutschland; Matthias Edlinger, Direction & Camera; Alexander Hell, Trailer Editor; Stephan Vorbrugg, Direction & Camera

9. Best interaction promotion

Award Winner

Disney XD: Phineas & Ferb Kettenreaktion.

Not just sitting and watching TV but participating actively – that's the motto of the interaction promotion for the Disney Channel's 'Phineas & Ferb Kettenreaktion'. In order to increase the popularity of the series, Disney Channel asked its young audience to participate in a raffle. With much creativity and skill, children realised their ideas for an obstacle course and put the different figures into action. Viewers could then admire the results in a video on the Disney Channel Programme. It's worth interacting with the audience.

Creative Team: Hans-Jörg Breitegger, Design Manager The Walt Disney Company (Germany); Christian Gandl, Writer/Producer The Walt Disney Company (Germany); Guido Schulz, Senior Manager On-Air & Synergy The Walt Disney Company (Germany); Jochen Donauer, Freelance Writer/Producer; Michael Mauler, Freelance Graphic Designer

Distinction

Red Bee Media: CBBC – Horrible Histories

Creative Team: Chris Balmond, Writer/Director Red Bee Media; Sam Boffin, CBBC Creative Director Red Bee Media; Paul Fennell, Design Director 360 team Red Bee Media; Eve Hacking, Senior Account Red Bee Media; Bridie Harrison, Producer TV Red Bee Media; Katrina Howell, Creative Director 360 team Red Bee Media; Giles Wright, Interactive programmer 360 team Red Bee Media; Kelly Turner, Head of Children's Marketing BBC; Hannah Wren, Marketing Manager CBBC BBC

Distinction

Red Bull Media House: Red Bull TV – Schützenfest

Creative Team: Volker Bahr, Head of Post Production Red Bull Media House; Werner Eksler, Production Director Red Bull Media House; Michael Haberstadt, Producer 2ndlevelfilms; Philipp Wundt, Executive Producer 2ndlevelfilms

10. Best integrated event design & promotion

Award Winner

WDR: 1LIVE – Eine Nacht in Essen

It happens in the sector, on a single night, in one city of the Ruhr – in 2010, the whole city of Essen was a giant 1LIVE culture landscape: Concerts with notable artists and different parties throughout the entire city attracted visitors. Coherently, compactly and precisely, that is how

WDR advertised the event. No miracle that the first concerts were sold out after only few minutes and that people danced the whole night through.

Creative Team: Sarah Neumann, On-Air Design WDR; **Schiwa Schlei**, Internet WDR; **Manfred Schmidt**, Animation/Operating WDR; **Beate Westerfeld**, PR/ÖA WDR; **Michael Worringen**, Head of Programme Design WDR; **Andreas Löffler**, 1LIVE Music Director 1LIVE; **Jochen Rausch**, Programming Director 1LIVE; **Thorsten Remy**, Editor On Air Promotion 1LIVE; **Maximilian Kaiser**, Camera/Video Editor; **Alexandra Kravtsova**, Promotion Producer FS

Distinction

PACT: 13TH STREET – Shocking Shorts Award 2010

Creative Team: Elisabeth Baumgartner, Director Communications PACT COMMUNICATION GROUP; **Jörg Bernicken**, Senior Project Manager PACT COMMUNICATION GROUP; **Bianca Brügesch**, Project Manager PACT COMMUNICATION GROUP; **Barbara Specht**, Junior Manager PACT COMMUNICATION GROUP; **Tim Claudius Weihmann**, Director Marketing PACT COMMUNICATION GROUP; **Friederike Wichert**, Project Manager PACT COMMUNICATION GROUP; **Catherine Wupperfeld**, Manager PACT COMMUNICATION GROUP; **Henning Roch**, Senior Marketing Manager NBC UNIVERSAL Global Networks Deutschland; **Marius Herzog**, Illustrator Scriblab

Distinction

ProSiebenSat.1 TV Deutschland: Bestbrands 2010

Creative Team: Markus Baier, Creative Director Promotion ProSiebenSat.1 TV Deutschland; **Kai Bleser**, Head of Project ProSiebenSat.1 TV Deutschland; **Benjamin Klopp**, Writer/Producer ProSiebenSat.1 TV Deutschland; **Sebastian Schwarzer**, Head of Concept ProSiebenSat.1 TV Deutschland; **Richard Schweiger**, Vice President Creation ProSiebenSat.1 TV Deutschland; **Paul Taylor**, Audio Designer ProSiebenSat.1 TV Deutschland; **Malte Hildebrandt**, Chairman of the Management Board SevenOne AdFactory

11. Best integrated station promotion campaign

Distinction

RTL II: it's fun.

Creative Team: Cars ten Moils, Head of Project Management Marketing & Communication RTL II; **Andreas Duiker**, Department Head Consumer Marketing RTL II; **Klaus Schafer**, Managing Director blondenoir

12. Best integrated programme promotion campaign

Award Winner

RTL CREATION: RTL – Let's Dance

"May I have the next dance?" In 2010, RTL continued its successful dancing format 'Let's Dance'. With glamour, humour and lots of energy, RTL CREATION produced a campaign whose outstanding feature was its exemplary completeness – whether in TV, print, online or merchandising. 'Mambo or Rambo?', 'Quick step or dancing fool?', 'Twist or rubbish?' – one thing is for sure: In this case, even those who hate dancing couldn't miss 'Let's Dance'.

Creative Team: Christine Eder, Project Management RTL CREATION; **Björn Klimek**, Creative Director RTL CREATION; **Susanne Mikulski**, Writer RTL CREATION; **Christian Mirow**, Unit Manager RTL CREATION; **Desirée van der Pas**, Producing/Direction RTL CREATION; **Heike Röttgen**, Art Direction RTL CREATION; **Heiko Theuerkauf**, Art Direction RTL CREATION; **Johannes Mulke**, VFX Designer Locomotion

Distinction

BR: Abendschau – Wenn's so wär...

Creative Team: Natascha Albus, Head of Programme Marketing Bayerisches Fernsehen; **Andreas Bönnte**, Head of Programme Planning and Development, Programme Delegate Bayerisches Fernsehen; **Veronika Körber**, Head of Project Programme Marketing Bayerisches Fernsehen; **Eva Dinprapa**, Account Executive Heye&Partner; **Andreas Forberger**, Creative Director Heye&Partner;

Elke Födisch, Account Director Heye&Partner; **Anna Wolff**, Art Director Heye&Partner; **Sorin Morar**, Photographer; **Thomas Schwoerer**, Photographer

Distinction

ZDF: Olympische Winterspiele 2010

Creative Team: **Thomas Grimm**, Head of Marketing ZDF; **Astrid Kämmerer**, Head of Marketing Off Air ZDF; **Olaf Repovs**, Editor Marketing Corporate Design/Head of Project ZDF; **Claudia Sieckmann**, Editor/Marketing Off Air Online ZDF; **Katrin Steffen**, Editor/Marketing Off Air Print ZDF; **Tom Wahl**, Editor Marketing On Air ZDF; **Oleg Friesen**, Art Director Kolle Rebbe; **Olaf Oldigs**, Executive Creative Director Kolle Rebbe; **Wolf Bosse**, Managing Director das werk

13. Best social spot and/or campaign

Award Winner

Georg-Simon-Ohm Hochschule Nürnberg: WWF – Year of the Gorilla

The task was to develop a concept for a WWF spot in the International Year of the Gorilla 2009. The result is a spot which was produced as a diploma work at Georg-Simon-Ohm Hochschule Nürnberg. The social spot's power to move derives equally from its reduced as well as strong visualisation. The virtual character of the gorilla stresses the degree to which these strong and gentle animals rely on our help. 100% attention.

Creative Team: **Ingo Walde**, Creative Director & Animation einmalich.com; **Jürgen Schopper**, Supervision Georg-Simon-Ohm Hochschule Nürnberg; **Wendy Elliott**, Manager Species WWF; **Manuel Casaola Merkle**, Advisor; **Anja Sobawa**, Personal Advice; **Burkhard Vetter**, Advisor; **Tobias Wiesner**, Composing; **Stefan Wühr**, Sounddesign; **Matthias Zabiegly**, Technical Advice

Distinction

ARTE: UNICEF – Kinderrechte

Creative Team: **Henri L'Hostis**, Head of Network Operations ARTE; **Petra Mekaoui**, Production Manager ARTE; **Stéphane Millière**, Producer GEDEON Programmes; **Gilles Porte**, Director GEDEON Programmes; **Louis Sclavis**, Composer GEDEON Programmes

Distinction

DW-TV: Safari

Creative Team: **Claus Grimm**, Head of Promotion & Design/Broadcasting Director DW-TV; **Ralf Sonntag**, Director Internationaler Tierschutzfonds; **Charlotte Badstübner**, Art Director Springer & Jacoby; **Sebastian Funke**, Producer Springer & Jacoby; **Eskil Puhl**, Creative Director Springer & Jacoby; **Dörte von der Reith**, Project Direction Springer & Jacoby; **Mirco Seyfert**, Agency Producer Springer & Jacoby; **Oliver Zboralski**, Art Director Springer & Jacoby

Eyes & Ears Special Prize DECATHLON 2010

ProSiebenSat.1 TV Deutschland

Eyes & Ears Special Prize CREATION 2010

Schweizer Fernsehen: Audiovisual Design Creations

The creations of the design department of Schweizer Fernsehen appeal through imagery and staging that are produced in high quality, cinematically convincing and emotional. This is true of the entire productive output in recent years. Whether lead-ins, station and format IDs or bumpers – Schweizer Fernsehen shows how TV design draws the viewer in, entertains and informs. Thus, Schweizer Fernsehen's station IDs show characteristic places and moments of Switzerland. Schweizer Fernsehen's logo is integrated so realistically that one might get the impression that the logo is an integral part of Switzerland. Under the motto 'My Switzerland, my TV' Schweizer Fernsehen focuses in their image campaigns at its stars like for example Melanie Winiger, Michel Comte and DJ Bobo. Thereby, the campaign pays in the country

identification, in its habitants and in the SF brand. Another kind of grace is transported by the SF zwei motion picture signet. Here, an aesthetically appealing night skyline was created to make viewers curious about the following film. For the casting format 'Stunthero', SF realised the opening scenes in a kind of sin city look which corresponds to the fast-paced, action-driven format. A further eye catcher –in the truest sense of the word – is the label for the 'Delikatessen' film programme on SF zwei. As soon as the tongue extends pleasurably from the eye, the key visual lives up to the name of this TV platform for films beyond the mainstream. But Schweizer Fernsehen's information design is also characterised by the realisation of abstract numbers and facts in concrete, easily understandable visualisations for the business magazine 'ECO'. These are just a few of the many extraordinary examples from the SF Design department. Whether it is for their own station brand, films, entertainment shows, reports or magazines – Schweizer Fernsehen surprises again and again with outstanding design creations. A true feast for the eyes.

Creative Team: Alex Hefter, Creative Director SF; Patrick Arnecke, Head of Design SF; Cordula Gieriet, Art Director SF; Severine Waibel, Art Director SF; Lukas von Niederhäusern, Art Director Multimedia SF; Wim Möllmann, Brand Manager SF; Thomas Gloor, Art Director SF; Tiny Bernhard, Senior Designer SF; Jörg Dummermuth, Senior Designer SF

Das Beethoven-Projekt – Eine Musikedokumentation mit Paavo Järvi & der Deutschen Kammerphilharmonie Bremen

A film which communicates enthusiasm for classic music and gives insight into the inner life of an orchestra. This excellent audiovisual documentary focuses on the story of the 40 musicians of the German 'Kammerphilharmonie Bremen' and their Estonian-American star conductor Paavo Järvi. Using the Beethoven Cycle as an example, the film shows how the German 'Kammerphilharmonie Bremen' goes about its business. In addition, it showcases the special characteristics of this excellent orchestra. How do they succeed in playing the Beethoven symphonies in just four days at the same high level? How is this unique sound created? What message does Beethoven's music have in the 21st century? In its 93 minutes, 'Das Beethoven-Projekt' answers these and other questions. The team around director Christian Berger accompanied conductors and orchestra musicians with camera and microphone for many weeks. Scenes were shot in Bonn, Bremen and Järvi's home city of Tallinn in Estonia. In September 2009, all nine of Ludwig van Beethoven's symphonies were recorded in Bonn for the German international broadcaster DW-TV. These live recordings were also used for 'Das Beethoven-Projekt'. The film is worthy of this award because it was made at the very highest technical and aesthetic level – it is simultaneously informative, intelligent and entertaining. And the film design – from lead-in to the final credits, copes with the highest esthetical benchmarks.

Creative Team: Christian Berger, Director Deutsche Welle | DW-TV; Sven Windszus, Animation & Graphics Deutsche Welle | DW-TV; Rolf Rische, Editor Deutsche Welle | DW-TV; Christoph Lanz, Executive Director Deutsche Welle | DW-TV; Heiko Rahnenführer, Camera Bernhard Fleischer Moving Images (BFMI); Rainer Schwarte, Sound Bernhard Fleischer Moving Images (BFMI); Stefan Kobe, Editor Bernhard Fleischer Moving Images (BFMI); Christian Kurt Weisz, Image Direction Concerts Bernhard Fleischer Moving Images (BFMI); Bernhard Fleischer, Line Producer Bernhard Fleischer Moving Images (BFMI); Jan Mojto, Co-Producer Unitel classica

Eyes & Ears Special Prize INNOVATION 2010

ProSiebenSat.1 TV Deutschland: Interactive Promotion

Whether it is 'Alizee', 'The Simpsons', 'Lipstick Jungle', 'Stromberg' or 'Flash Forward' – all these ProSieben series can be found on the Internet. But the content is not simply transposed 1:1 to the Internet. Instead, surprising and innovative narrative and interaction forms are developed that address the user and encourage him to search for clues or simply participate in specific actions. But what does "simply" mean here? It is much more than this: At first glance, the websites have nothing whatsoever in common with the ProSieben programme – but through some fiddling, a search for clues or interaction, they can be connected with the ProSieben TV content. Amongst other things, the different websites feature a mysterious enigma about a young girl, a community website, an election site for Homer Simpson, a lipstick that advertises a series or a website that foretells the users future – creations by

ProSiebenSat.1 TV Deutschland that urge the user to become active and engage in exchange with other users – until the mystery is unravelled and the story continues in the TV programme. Mysterious, entertaining, interactive. The interactive promotion of ProSiebenSat.1 TV Deutschland is just as entertaining as ProSieben itself. We love to click you.

Creative Team: **Andreas Brunsch**, Head of Online ProSiebenSat.1 TV Deutschland; **Rudy Hoeppe**, Creative Director ProSiebenSat.1 TV Deutschland; **Michael Amann**, Art Director ProSiebenSat.1 TV Deutschland; **Andi Buono**, Junior Art Director ProSiebenSat.1 TV Deutschland; **Karen Kujawa**, Project manager ProSiebenSat.1 TV Deutschland; **Benjamin Nietsch**, ProSiebenSat.1 TV Deutschland; **Paul Taylor**, Audio Designer ProSiebenSat.1 TV Deutschland; **Richard Schweiger**, Vice President Creation ProSiebenSat.1 TV Deutschland

Eyes & Ears Special Prize EFFECTIVENESS 2010

RTL CREATION: Promotion Campaigns

Whether shows, series or films – in the course of recent years, RTL CREATION has shown how promotion campaigns can be realised effectively, coherently and in a target-group oriented way. The campaigns are brilliant in their equally comprehensive as multi-layered distribution as also in their pronounced clearness of message and aesthetics. While waiting for the bus: you cannot miss the citylight poster highlighting the new RTL movie. While skimming through a magazine: the ad for the new DSDS season can hardly be ignored. Or while surfing through the Internet – you are sure to discover at least one RTL format. With innovative ideas, striking images, witty texts and an excellent design, RTL CREATION adopts their campaigns for all distribution channels while integrating perfectly the RTL brand. In the process, RTL CREATION does not exclusively use conventional media: Edgar cards, bits of country wisdom on bread roll bags or Seven Dwarf perfume samples provide for positive surprise, confusion and attention. RTL CREATION approaches remarkably and suitable for the format the respective subject consequently and with a remarkable eye for detail. We are already curious about which new ideas and campaigns RTL CREATION will grab our attention for the RTL brand in future...

Creative Team: **Anke Schäferkordt**, Managing Director RTL; **Thomas Kreyes**, Managing Director RTL CREATION; **Ulli Schumacher**, Creative Director Design RTL CREATION; **Björn Klimek**, Creative Director Promotion/Advertising RTL CREATION; **Jürgen Schneider**, Business Administration Manager RTL CREATION; **Christian Mirow**, Unit Manager Campaigns RTL CREATION; **Heiko Theuerkauf**, Art Director RTL CREATION; **Susanne Mikulski**, Text RTL CREATION; **Eva Deutinger**, Project Management RTL CREATION; **Michaela Treppmann**, Media Planning RTL CREATION

Eyes & Ears Excellence Award 2010

Michel Comte

12th International Eyes & Ears Awards Jury 2010

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Texts free for publication from 7.30 pm on 14 October 2010 / please send us a sample copy:
Eyes & Ears of Europe –
Association for the Design, Promotion and Marketing of Audiovisual Media e.V.
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