

10th International Eyes & Ears Awards INNOVATION & EFFECTIVENESS 2008



In the context of **MEDIENTAGE MÜNCHEN 2008**, Eyes & Ears of Europe, the European Association for the Design, Promotion and Marketing of Audiovisual Media, will honour the best productions of the year with the tenth Eyes & Ears Awards.

EYES & EARS AWARDS SHOW

Thursday, 30 October 2008

5.00 p.m. to 10.30 p.m.

Neue Messe München (ICM), Hall 01

In the fragmented media world, the successful positioning of a programme or content of a station or a provider depends more than ever on specific measures taken in the fields of design, promotion and brand communication. Eyes & Ears of Europe aims to encourage media designers' and marketers' awareness of their creative processes and their products.

The Eyes & Ears Awards contribute to ensuring innovative and effective marketing and communication measures in the context of media companies' self-advertising. At the same time, they are intended to open new horizons in the design, promotion and marketing of audiovisual media.

The Eyes & Ears Awards 2008 will be conferred in the following fields:

TV/Film/Media Design

Audio Design & Composition

Interactive Design, Promotion & Branding

Promotion/Advertising/Image

In addition, Eyes & Ears of Europe will honour the most convincing overall performances with two special prizes for **INNOVATION** and **EFFECTIVENESS**, to be awarded this year for the ninth time.

The highlight of the event will be the Eyes & Ears Excellence Award. Last year, this prize for outstanding contributions to the design and examination of audiovisual communication was awarded to Robert Wilson. Former laureates include Manfred Becker, Peter Weibel, Anton Corbijn, Peter Lamont, Hermann Vaske, Sky Du Mont, Martin Lambie-Nairn, Roman Kuhn and Oliviero Toscani.

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1. JURIES

The 2008 Eyes & Ears Awards will be conferred for the most outstanding achievement in each of the categories listed on page 3. All submitted entries will be evaluated by the Eyes & Ears working groups. Every institutional member can send one delegate to these juries, each consisting of up to 15 participants in total. The final jury decision is made by the European Council for the Design, Promotion and Marketing of Audiovisual Media which comprises the board of directors, the heads of the working groups and the international corresponding chairs of Eyes & Ears of Europe.

2. ENTRY REQUIREMENTS:

- A. The entry must have been published, gone online or been broadcast by a station, in a cinema or in the context of an event for the first time between **29 June 2007 and 29 June 2008**.
Regards campaigns consisting of several spots it is imperative that at least one of these spots has been published, gone online or been broadcast for the first time between **29 June 2007 and 29 June 2008**.
- B. The presentation length of your contribution must not exceed **a maximum of three minutes**.
- C. Each entry must be submitted on a separate **Digital Betacam tape**. The same contribution can be entered in several categories, albeit on a separate tape for each category. You may not submit more than one entry on one tape for the same or for different categories.
Assessment will only be made for what can be seen and heard on the tape: Please note that all elements of your entry – including all print or poster motifs, give-aways and other merchandise, radio commercials and/or websites, e.g. in the case of an integrated campaign – must be seen on your entry tape. Please use only original soundtracks. Audio elements can be added to submissions which do not contain original music or sound, for example poster motifs. In case of **websites** the indication of the URL on the entry forms is sufficient.
- D. Contributions that are not in German, English or French must have subtitles in one of these three languages.
- E. Entry forms 1 – 3 have to be sent in with each submitted contribution.

3. HANDLING CHARGE & FREE ENTRIES

There is a handling charge of € 300 per entry.

Depending on your category of membership, your quota of free entries is as follows:

PM	1 free entry
NPEI	1 free entry
C1+5	6 free entries
C2+10	12 free entries
C3+15	18 free entries

4. SUBMISSION DEADLINE

Please submit your entries by **Monday, 30 June 2008, at the latest** to:

Eyes & Ears of Europe –
Association for the Design, Promotion and Marketing of Audiovisual Media e.V.
Reference: Eyes & Ears Awards 2008
Mozartstraße 3-5
50674 Cologne
Germany

10th International Eyes & Ears Awards INNOVATION & EFFECTIVENESS 2008 Entry Form 1



Title of entry	Date of first broadcast	Station
Category	(entries marked with more than one cross will be disqualified)	
TV/Film Media Design	<input type="checkbox"/> Best design in print or poster advertising (single item, campaign etc.) <input type="checkbox"/> Best off-air corporate design innovation <input type="checkbox"/> Best new on-air corporate design package <input type="checkbox"/> Best integrated corporate design innovation on-air, off-air & online <input type="checkbox"/> Best on-air promotion package <input type="checkbox"/> Best bumper or station-ID package <input type="checkbox"/> Best seasonal or event-related design package on-air <input type="checkbox"/> Best 2D/3D animation <input type="checkbox"/> Best programme label design <input type="checkbox"/> Best lead-in design for non-fiction programme <input type="checkbox"/> Best lead-in design for fiction programme <input type="checkbox"/> Best studio design/set design/scenography <input type="checkbox"/> Best information or news design or animation <input type="checkbox"/> Best programme-related design package (lead-in, set, décor, inserts, closer etc.) <input type="checkbox"/> Best typographical design	
Audio Design & Composition	<input type="checkbox"/> Best station-, programme-, film- or content-related audio design <input type="checkbox"/> Best station-, programme-, film- or content-related musical composition and/or production	
Interactive Design, Promotion & Branding	<input type="checkbox"/> Best homepage of a media or communication company <input type="checkbox"/> Best programme-, film-, format- or content-related homepage <input type="checkbox"/> Best media-based interaction design for TV, Internet & Mobile	
Promotion/Advertising/Image	<input type="checkbox"/> Best station promotion spot <input type="checkbox"/> Best on-air promotion spot for non-fiction programme <input type="checkbox"/> Best on-air promotion spot for fiction programme <input type="checkbox"/> Best special advertising <input type="checkbox"/> Best text design or use of language and voice, respectively, in on-air promotion <input type="checkbox"/> Best station promotion campaign on air (at least 3 elements) <input type="checkbox"/> Best on-air promotion campaign for non-fiction programme (at least 3 elements) <input type="checkbox"/> Best on-air promotion campaign for fiction programme (at least 3 elements) <input type="checkbox"/> Best interaction promotion <input type="checkbox"/> Best integrated event design & promotion <input type="checkbox"/> Best integrated station promotion campaign in TV, film, radio, Internet, mobile, print, outdoor advertising, etc. <input type="checkbox"/> Best integrated programme promotion campaign in TV, film radio, Internet, mobile, print, outdoor advertising, etc. <input type="checkbox"/> Best social spot and/or campaign	

10th International Eyes & Ears Awards INNOVATION & EFFECTIVENESS 2008 Entry Form 2



Title of entry	Date of first broadcast	Station
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Please provide the jury with a short summary of essential information. We are primarily interested in knowing more about the context of your contribution regarding its origin and its use along with the central considerations concerning the strategy, conception, creation, realisation and implementation of the project.

Brief?

Technical implementation?

Innovation?

Effectiveness?

Production costs?

10th International Eyes & Ears Awards INNOVATION & EFFECTIVENESS 2008 Entry Form 3



Title of entry	Date of first broadcast	Station
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Information about the creative team's members is optional. Please personalise the creative achievements, as we wish to honour the team effort that has gone into each of these productions. However, it should be noted that as a rule only one person can be truly responsible for each of the areas in question – therefore, please name a maximum of 8 people.

Who commissioned the contribution?

Name, first name	Job title	Company
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Who accepted the commission?

Name, first name	Job title	Company
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Who was responsible for the conception?

Name, first name	Job title	Company
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Who was responsible for the production?

Name, first name	Job title	Company
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Who was responsible for the execution?

Name, first name	Job title	Company
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Who else was involved in a significant fashion?

Name, first name	Job title	Company
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Who else was involved in a significant fashion?

Name, first name	Job title	Company
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Entry submitted by?

Name, first name	Job title	Company
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I hereby recognize the conditions of entry and declare that the details given are correct. I hereby acknowledge and agree that the above contribution submitted by me can be shown at Eyes & Ears of Europe events, used for documentation purposes by Eyes & Ears of Europe and remain with Eyes & Ears of Europe for archival purposes, at no cost to Eyes & Ears of Europe with respect to royalties, licence fees or other expenses.

(Place, date)

(Signature)