

3rd International Eyes & Ears Trailer Festival 2011



On 14 April 2011, Eyes & Ears of Europe, the European Association for the Design, Promotion and Marketing of Audiovisual Media, will honour outstanding audiovisual media productions in the context of the Eyes & Ears Trailer Festival for the third time.

3RD INTERNATIONAL EYES & EARS TRAILER FESTIVAL

Thursday, 14 April 2011
7:30 p.m. to 10:30 p.m.
Cologne

The International Eyes & Ears Trailer Festival is a best of-show presenting outstanding International, European and National lead-ins, on-air promotion spots and campaigns. In addition, the best merchandising and the best ambient measure, interactive promotion productions and 360° campaigns will be presented. The productions shown have benchmark character for the effective development of the media, communication and creative economy. They raise the awareness for innovative and effective spots and campaigns in the context of the digital media development.

As both trade meeting and networking platform, the International Eyes & Ears Trailer Festival is addressed to individuals active in media, communication, advertising and creative companies, to multipliers and promoters, to creative people, decision-makers and strategists as well as to young talents in the fields of TV, film, radio, internet, mobile, games and events.

The International Eyes & Ears Trailer Festival prizes will be conferred best productions in different genres:

Stations, Media & Communications Companies (Image)
News & Information
Documentary, Feature & Reportage
Nature, Science & Technology
Arts & Culture
Sports
Events
Shows
Comedy/Cabaret
Kids & Family
Series & Mini-Series
TV Movies & Film
Cinema Trailer
Music Video
Social Commitment



EUROPÄISCHE UNION
Investition in unsere Zukunft
Europäischer Fonds
für regionale Entwicklung

Ministerium für Wirtschaft, Energie,
Bauen, Wohnen und Verkehr
des Landes Nordrhein-Westfalen



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JUDGING PANEL

The evaluation of entries submitted to the International Eyes & Ears Trailer Festival is carried out by the European Council for the Design, Promotion and Marketing of Audiovisual Media.

ENTRY REQUIREMENTS

1. 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 12 February 2010 and 30 January 2011. Regarding campaigns consisting of several spots, it is imperative that at least one of these spots has been published, gone online or been broadcast for the first time between 12 February 2010 and 30 January 2011.
2. The presentation length of your contribution must not exceed a maximum of three minutes.
3. 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 or heard 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.
4. Contributions that are not in German, English or French must have subtitles in one of these three languages.
5. Each entry must be in the 16:9 format, respectively in the 4:3 format with balks on the right and on the left, to avoid distortion on the screen.
6. Each entry must have a time code list which includes TC in; TC out; list of all elements which are on the tape.
7. Black screens should be no longer than 3 seconds.
8. Entry forms 1-3 have to be sent in with each submitted contribution.
9. The tape should be labelled with the following: Name of the entry; Category in which the entry will be submitted.

HANDLING CHARGE & FREE ENTRIES

There is a handling charge of € 300 per entry.

Depending on your category of membership at Eyes & Ears of Europe, 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

SUBMISSION DEADLINE

Please submit your entries by **Friday, 31 January 2011, at the latest** to:

Eyes & Ears of Europe –
Association for the Design, Promotion and Marketing of Audiovisual Media e.V.
Reference: International Eyes & Ears Trailer Festival 2011
Mozartstraße 3-5
50674 Cologne
Germany

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Title of entry	Date of first broadcast	Station
For the subject in the genre (please mark the subject and the corresponding genre with one cross each)		

SUBJECT

- Stations, Media & Communications Companies (Image)
- News & Information
- Documentary, Feature & Reportage
- Nature, Science & Technology
- Arts & Culture
- Sports
- Events
- Shows
- Comedy/Cabaret
- Kids & Family
- Series & Mini-Series
- TV Movies & Film
- Cinema Trailer
- Music Video
- Social Commitment
- Other Subject

GENRE

- Lead-in
- Promotion spot
- Promotion campaign (at least 3 elements)
- Merchandising & Ambient Promotion
- Interactive & Online promotion (Spot, Campaign, Presence)
- 360 campaign (at least 4 elements)
- Other Genre

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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?

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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 9 people.

Who commissioned the contribution?

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

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

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

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

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

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

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

Name, first name	Job title	Company	eMail
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Entry submitted by?

Name, first name	Job title	Company	eMail
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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)