

1st International Eyes & Ears Trailer Festival



Jury statements on the awarding of prizes

Image

Promotion Spot

klink, liedig Werbeagentur: Tele 5 – Wir lieben Kino – U-Bahn

A man and a woman meet in a tram. Both look at each other, but no one dares take the first step. If this were a movie, then...But in this spot the man just gets off the tram. She tries to follow him, but it is too late. A last glance, an imaginary touch through the pane of the departing train. The likeable connection of typical film elements such as love, action and destiny is a clear reference to the Tele 5 motto: 'We love cinema.'

Discovery Channel: I love...

The Discovery spot shows different people from all over the world who have one thing in common: They love something and thus join the 'I Love' choir. The harmoniously linked picture sequences transport big emotions. Everybody belongs and is a part of it. Who wouldn't want to join in? So: Simply tune in to the Discovery Channel!

PLUG TV: Jesus

Jesus as the first hippie in history? Where can you find such a thing? Certainly at PLUG TV, the Belgian channel. At PLUG TV, Jesus likes sex, drugs & rock'n'roll and uses all heavenly forces to fulfil his longings. This witty and provocative spot appeals to more than just the young target group.

Promotion Campaign

DREAM ON: ORANGE – Cinema Series

With well-known scenes from different feature films, DREAM ON promotes the programme of Orange. And they do it in unique fashion: Actors in black enact the scenes in black rooms and move things as if by magic. Extremely attention-getting!

Merchandising & Ambient Promotion

13TH STREET: Schattenspot

How does one make a brand experienceable? 13TH Street shows how: During an advertising block in the cinema, the spectators see apparently real human shadows on the screen which attack their seat neighbours and carry out a bloodbath. The movie audience is right in the middle of this event thanks to the action & suspense channel: 13TH STREET – distressingly near!

Online Promotion

DMAX: Online Spot

The spot refers to the fun to be had online by the greatest people in the world: men. On www.dmax.de, they will find further information on the programme, a video gallery and different games. In the forum, men – and of course, women, too – can exchange ideas with like-minded people. Above all for men, but not only!

Interactive Promotion

ARD: Mediathek - Die Tochter

Dad is always on the job – after all, the little one needs her chauffeur for visits to the hairdresser, with friends or to the cinema. He can forget about watching the news or 'Sportschau' or his favourite entertainment at set times. "Life just doesn't have broadcast times," and, therefore, the ARD-Mediathek offers television at the click of a mouse. Thus, dad can act as a driver and still not miss his shows.

Cross-Media Campaign

Red Bee Media: ukvtv – Alibi

The cross-media campaign for the new crime film channel Alibi makes the viewer a part of the action. Searching for clues, he can take part on all media platforms and thus becomes a part of the expert team for solving fictional criminal cases. Everyone loves to be the detective sometime!

News & Information

Lead-in

Schweizer Fernsehen: ECO

The Swiss economic magazine ECO communicates complex economic relationships in an especially illustrative way. This is also true of the introduction to the broadcast, which shows the variety, changeability and interlinking of the economy. Relevant concepts from each current broadcast form the content of the opener, which is fascinating in its clarity and conciseness!

Promotion Spot

Schweizer Fernsehen: Arena – Straffrei kiffen?

Switzerland will soon vote on the subject 'legal drugs' and of course Schweizer Fernsehen addresses the topic in a pro and contra broadcast. But nobody expected the corresponding spot: The presenter smokes a joint with relish. Simple, concise and courageous. Thumbs up for Schweizer Fernsehen!

Cross-Media Campaign

n-tv: 15 Jahre

Do you still know what Angela Merkel, Joschka Fischer or Michael Schumacher looked like 15 years ago and what they were doing at the time? You don't? On the occasion of its 15th birthday, n-tv presents compact audio-visual short biographies and print motifs on these contemporary historical figures, thus backing up the claim: 'n-tv was there.' And will be in the coming years as well. Strong campaign, fully realized brand guidance.

Documentation, Feature & Reportage

Lead-in

DW-TV: Global 3000

To guarantee worldwide comprehensibility, this spot works completely without words. With the planet earth as a key visual and persons from different cultures, the opener offers numerous identification possibilities. Perfectly solved for an international broadcast!

Schweizer Fernsehen: DOK

The lead-in to the Schweizer Fernsehen magazine DOK sums up the subject variety of the individual broadcasts. Besides, the eye stands as a key visual in the centre of the spot. In it resides a microcosm of seen and experienced stories: These are transported clearly and simply by means of known pictures. Impressively, Schweizer Fernsehen has succeeded in summarising the subject complexity of the broadcast succinctly and nevertheless comprehensibly in the lead-in.

Promotion Spot

ARTE: Jetzt Onanie!

Summing up the subject of masturbation with vegetables? Impossible! Mais bien sûr! ARTE shows how: Female hands knead a lump of dough with relish, seeds fly through the air and ripe chili pods are the center of attention. A witty and relaxed handling of the subject. Typical of ARTE!

DMAX/BDA: Tattoo Showdown

How do you promote a show during which tattoo artists compete live without using footage? DMAX and BDA solved the problem skilfully and humorously: Striking tattoos line up as competitors in the box ring. Here too, the pictures say more than a thousand words!

Promotion Campaign

3sat: Imperium Romanum

"Bread & plays are passé. Today, people require information, openness, thoroughness and tension," says one Roman on 3sat. To conquer the viewers, therefore, the Romans strike with a theme day on 3sat. Even the programme 'Kulturzeit' was broadcast completely in Latin!

Cross-Media Campaign

ZDF: Die Deutschen

The old Fritz as a Harley Davidson driver, Bismarck with sunglasses and chewing gum, Maria Theresia with an iPod – for the documentation series 'Die Deutschen,' ZDF presents famous personalities from German history with hobbies like the ones we have today. Faithful to the motto: 'What we were is who we are!'

Nature, Science & Technology

Lead-in

Acht Frankfurt: 3sat – nano

From outer space to the ovum – This lead-in shows all subject areas covered by the science magazine 'nano': from the biggest to the smallest. The costly 3D-production corresponds to nano's content claim. Exact, extensive and produced first-class!

Promotion Spot

WDR: Tiergeschichten

"What is the 'Dachs' (the badger) doing? The Dax is on the rise." In this spot, the dry numbers of the stock exchange collide with the lovable, lively behaviour of animals. With this unconventional approach, WDR arouses the viewers' interest in further animal tales.

Art & Culture

Lead-in

WDR: Das Wort zum Samstag

Everyone is familiar with 'The Word for Sunday.' But what about the word for Saturday? WDR shows it during a comedy show on Saturday. And at the beginning, the winged and enlightened word floats in the KulturKirche in the Cologne quarter of Nippes. Hallelujah!

Promotion Spot

3sat: Kulturzeit Jahresrückblick

10 seconds to review the whole cultural year 2008? Visually feasible, but satisfactory? "No," says the 'Kulturzeit' presenter, and charmingly invites the viewer to watch a detailed review of the year's events. 3sat and culture – two sides of a medallion!

WDR: Poetry Slam

Whether comedic or poetic short prose, hip hop-freestyle or lyric – anything goes at the Poetry Slam. And this is also reflected in the promo: Rapping type and thrashing images fill the screen. The WDR invites the viewer to the poetry competition with outlandish figures and specially created texts.

ARTE: Maestro am Morgen

To a classical music background, musical notes signs float across the screen. The absence of real concert pictures or musicians provides space and strength to the musical illustration. The graphic programme announcement for ARTE's morning musical broadcasts fascinates with ease. Who wouldn't want to start the day in this mood?

Cross-Media Campaign

WDR: WDR 3 Reform-Kampagne

The cross-media reform campaign for WDR 3's cultural programme makes the new acoustic programme colour experienceable visually: From Bach's Cantatas to Miles Davis, from current book reviews to Brecht's dramas, from the classical period through jazz up to radio plays and advanced pop music: WDR 3's spectrum is as wide as that of culture itself.

Sport

Lead-in

UnitedSenses: ARD/ZDF – Olympia Digital

The task: to produce a common introduction for the Olympic reports on the digital canals of ARD and ZDF. The result: a dynamic picture sequence in which fluent colours resolve in the Beijing logo. The experience: Sportsmen and elements of Chinese watercolour painting blend harmoniously with one another.

Promotion Spot

DSF: Handball European Championship

A woman sits calmly on the sofa and leafs through a magazine. A loud scream. One look is enough and everything is clear: A Schnauzer moustache à la Heiner Brandt has been scribbled onto all the ads. The moustache scribble à la Heiner Brandt is synonymous with handball in the country of the world champions. The drawn moustache is jarring and provokes a second look. A simple idea done in memorable fashion – and not only suitable for the European Championship.

RTL CREATION: RTL – Sport 2008

In 2008, sport on RTL centred completely on the Klitschkos and the young stars of the Formula 1. However, the RTL sport stars are not seen in their usual spheres, but exclusively before a black background. The spot uses no off-speaker and fascinates with its reduced and clear image language and celebratory music.

ProSiebenSat.1 Produktion: Sat.1 – Mehr

Fractions of seconds can decide a game. With close-ups and slow motion, Sat.1 catches these moments and focuses on the incidental. Split seconds can have a monumental dimension and be of game-deciding importance. As it often is – in sport.

Red Bee Media: BBC – The Language of Football

Good football commentators can read the game like trainers and excellent players. The answer is on the pitch. Questions, statements and the fruits of a good achievement can also engrave themselves on the field. What, then, could be more logical than to integrate the comments of the professional commentators as typographical elements in the football field? Here, an excellent interplay between language, image and typography was created. Simply put: 'The Language of Football.'

Promotion Campaign

ORF: Kaiserlicher Kickersender EURO 2008

In a totally incompetent but increasingly enthusiastic way, Emperor Robert Heinrich I of Austria ponders the forthcoming Euro 2008 in his country. Who is the 12th man? What is passive offside? And who is among the supporters of the home team at the Euro 2008? Royal court attendant Seyffenstein makes sure his majesty is well-informed about everything related to "King Football": whether in the castle or at the stadium. Nobody can resist this Viennese humour.

Online Promotion

CREATION CLUB: WORB – World of Red Bull

The WORB website presents Red Bull activities in various areas like sport, culture and music in a young and dynamic way. The interface is sporty, innovative and well executed with a wide range of technical gimmicks and functionalities. Simply the word!

Cross-Media Campaign

ZDF: Olympische Sommerspiele Peking 2008

What could be more natural in the country of dragons than to choose one as the key visual of the cross-media campaign for the 2008 Olympic Games? Actually, nothing. But to design and realise a cross-media campaign so stringently that the viewers want to give the dragon even a name is a sensation: "Fu Long" means 'luck dragon' and here too, he provided a little luck.

Event

Lead-in

OPIUM effect: RTL II – The Dome

The introduction for the popular music charts party of the mega stars fascinates with its quick cuts, dynamism, light reflexions and a trendy sound. Absolutely suitable for the format and target group. It immediately makes one want to be there live.

Promotion-Spot

ProSiebenSat.1 Produktion: Sat.1 – FilmFilm

To present Sat.1's feature films to its advertising customers, ProSiebenSat.1 Produktion developed a spot which summarises the contents of the individual films briefly and arouses the desire for more. Completely according to the motto: "Sometimes luck is only one push of the button away!"

DSF: Meet & Speed

The collage of typical DSF sport images shows the dynamic aspect of sport and the range of the emotions linked with it. From the preparatory phase of the player in the locker room to the groundskeeper who turns off the light in the evening. Here a tension curve is created that is never boring for even a second. Like the station's motto about being right in the middle of the action instead of just a mere spectator!

Promotion Campaign

TOF Intermedia: Super RTL – WOW Entdeckertag 2008

With TOGGO, kids have fun and take part. So it was on the WOW Entdeckertag 2008: 'Discover the scientist in you' was the motto with which elementary school children were asked successfully to submit their experiments in the areas of chemistry and technology. And they did it, too: TOGGO – because it's fun!

Interactive Promotion

Sci Fi: Sci Fight

Being called the worst director in the world is no easy lot. A lot of people would back out. Others, like Uwe Boll, are prepared to face the hostility. To promote a live chat with Uwe Boll, Sci Fi presents the director as a boxer in the ring: "A hated figure gets ready to face his critics." A winner is already certain here: Sci Fi!

Cross-Media Campaign

Deutsche Welle: Global Media Forum

The integrated promotion establishes the Global Media Forum as a sub-brand of Deutsche Welle and thus emphasizes the international engagement and the positioning of the media enterprise in the global context. The campaign is strictly realised across all platforms so that the Deutsche Welle Global Media Forum stamps itself indelibly on the target group.

ORF: Life Ball 08

The Life Ball 08 celebrated life: playfully, imaginatively and opulently. Glamour and pomp in abundance. Because life should not become a valley of tears due to AIDS. Logically, ORF promoted the Life Ball 08 in the manner of a party event. Loud music with fat beats, fascinating personalities and shrill costumes as far as the camera could see.

Other Genre

Screenworks: ZDF – Deutscher Fernsehpreis 2008

Briefly and concisely summarizing the essentials of different films homogeneously in the clip for the 'best films of the year' is no easy job. Nevertheless, Screenworks manages to synopsise the content of the films and highlight the protagonists with flying colours. Please, start the film!

Show

Lead-in

Schweizer Fernsehen: Stunthero

With help of 2D/3D animation, the opener of the casting format "Stunthero" was realized optimally. The opening sequence in "Sin City"-look corresponds to the format's emphasis on speed and action. The 'Stunthero' opener is a hit.

Promotion Spot

ProSiebenSat.1 Produktion: ProSieben – Schlag den Raab

The spot shows the versatility of Stefan Raab: Whether talent, fitness, knowledge or daring – the TV pro seems to be able to do everything. Anyone who faces him here has to be capable, courageous and fit. A clear message – as usual, since it concerns Raab.

RTL CREATION: RTL – Das Supertalent

Dieter can do everything – and what about you? As Superman, Dieter Bohlen searches for Germany's supertalents. And everybody knows immediately when and where to switch on the TV to be able to enjoy the vicious comments of this pop titan.

Schweizer Fernsehen: Music Star

Who wouldn't want to be able to sing like Madonna, Andrea Bocelli or Amy Winehouse? In this spot for the Swiss counterpart of Germany's 'Superstar,' the young chart busters are shown as shooting gallery figures who are shot down after few bars. A tough image for a tough business!

Promotion Campaign

RTL CREATION: RTL – Domino Day

It's the nightmare of every domino set-up assistant: a fly that does everything to make the dominos fall. This is a wonderful way to promote an annual broadcast with a simple idea and above all with humour, over and over again: One is happy to tune in again. Thank God, it's Domino Day again!

WDR: Der Popolski-Show

One hundred years ago, Grandpa Popolski invented all of pop music. Reason enough, his family thought, to mark this event of worldwide importance with a big show in the presence of the Federal President and the Federal Chancellor on WDR television. But the Popolski's soon found out no one else shared their opinion. So they had no choice but to hack their way into the WDR programme to announce their show independently. An unusual form of special advertising for WDR!

Interactive Promotion

ACHT FRANKFURT: ZDF – Unsere Besten – Die größten TV-Momente

The spot shows the different epochs of German television history in a symbolic summary: from post-war Germany through flower power and the 80s until today. The viewer is taken on a sensually compressed trip through time, through the living rooms of German history and, in the process, is asked to vote for the biggest TV moment. Sportfreunde Stiller sing 'Spitze' (Great) to accompany it. We think the sound and visuals are great too!

Cross-Media Campaign

ProSiebenSat.1 Produktion: ProSieben – Deutschland ist schön

Heidi Klum and the winners of 'Germany's Next Top Model' to date are wrapped in silk cloths with the colours of the German national flag: simple and clear! Everybody knows what to expect and everybody is happy to tune in again. A really "beautiful" campaign!

Kids & Family

Lead-in

ZDF: PuR+

The discovery magazine PuR+ is aimed at children between the ages of 8 and 12. Accordingly, the introduction to this programme tied together experience worlds in which children in this age bracket move. Over and over again, the three letters that make up the programme's name appear dynamically. Sometimes small, sometimes large, they merge to form the name of the magazine. Concise!

Promotion Spot

Filmstyler Pictures: ARD/ZDF/KiKa – Neugier

This shows how to create a spot that makes not only the head, but the gut say: "Good thing there is ARD, ZDF and KiKa." With the campaign 'ARD and ZDF. Your good public right,' Filmstyler Pictures has produced a spot for the public broadcasters which not only formulates the claim but expresses the right to qualitatively good children's programming.

Promotion Campaign

CRAXX: Super RTL – Camp Rock

No matter whether it's a film, magazine, a 'Camp Rock' leisure activity or a programme devoted to the teenie band Jonas Brothers: All kids love 'Camp Rock' and seem to be crazy about it. CRAXX developed a colourful and loud accompanying promotion campaign which speaks perfectly to the experience world of young people!

Interactive Promotion

Screenworks: Super RTL – TOGGO "Hai"

Witty, sparkling, suspenseful and mischievous – these are the words which occur in relation to this interactive promotion spot: The swimming pool is overcrowded. Nevertheless, the kids have an idea how they can enjoy their holidays in the outdoor swimming pool: You need only strap a shark fin onto your back and just like that, there is enough space to relax. And how does your summer look?

Cross-Media Campaign

Disney Channel: Dein Sommer rockt

Summer holidays, vacation and... 'Camp Rock.' Simply by being colourful, this cross-media campaign provides warmth, fun and the desire for more. The campaign has been optimally extended on the Internet and transferred into merchandising articles. The Disney Channel programme offers great TV movies and series: We also rock!

Series & Mini-Series

Lead-in

DSF: Ebay Tuning Meisterschaft

The metamorphosis from the ugly duckling into the beautiful BMW or Ford is shown quickly and concisely in the graphic introduction to the series. It does completely without real pictures of shiny, jazzed up cars. Suitable for the format and perfectly geared towards men!

Promotion Spot

Red Bee Media: BBC – House of Saddam

Saddam Hussein sits majestically in a white suit on a golden throne, surrounded by his family. Everything seems arranged perfectly for a royal photo. However, suddenly the black leather shoes of the former Iraqi president, the clothes of the persons and the surroundings start to dissolve. The family melts away slowly like hot wax on the white marble floor until only a deep red puddle is left. Off-screen one hears the comment: "The decline of a dynasty". Clear, courageous and daring for an equally explosive series.

ProSiebenSat.1 Produktion: ProSieben – Du bist Dienstag

This time, you are not Germany. This time, you are also not Friday. This time, you are Tuesday. In a catchy way, ProSiebenSat.1 production has used the claim wisdom to promote its standard Tuesday formats. The spot makes us happy to join in on Tuesdays!

Red Bee Media: BBC Two – Mistresses

Four women in a net of eroticism, friendship, love, life and mistrust – what begins at first inauspiciously and harmlessly soon hints at the complexity of multi-layered entanglements. But how does it go on? See you on BBC TWO!

Promotion Campaign

ProSiebenSat.1 Produktion: Sat.1 – Zodiak

If only the protagonists of this series had read their horoscopes. Since they apparently did not, the viewer gets what he wants. The spots for the series 'Der Horoskopmörder' fascinate with their black humour!

Online Promotion

ZDF: Da kommt Kalle

How does one awaken interest in a TV series online? In particular when it concerns the preteen target group? Quite simply, with an interactive web comedy. On the Internet, viewers can select their favourite protagonists and influence the course of the story. ZDF shows how good cross-media promotion can function!

Interactive Promotion

Red Bee Media: BBC Two – 2dimensions

To advertise the series '2dimensions,' Red Bee Media has derived inspiration from well-known filmmakers and artists: Elements from the works of David LaChapelle, David Lynch, Salvador Dali and Roman Polanski are the models for the trailer referring to the series website. The Viewers were so enthusiastic that they even put the clips on YouTube. We agree: You just have to see this!

Cross-Media Campaign

RTL CREATION: RTL – Bauer sucht Frau

The cow with the red heart as a key visual, farmer adages on bread roll bags, dish towels and café mugs – whether on air, off air or online: Nobody could escape the farmers. Strictly and with an eye for detail, RTL CREATION has taken up the subject 'love in the country' charmingly and humorously. This integrated campaign is extremely eye-catching and strengthens the image of the brand RTL.

TV-Movie & Film

Lead-in

ZDF/Filmstyler Pictures: Montagskino

A magic space, a nice woman in a red dress and film scenes surrounding her embody the magic attraction of the big cinema. As the diva-like lady walks across the film scenes past, they dissolve into light particles – the basic elements of the cinema. A breath of Hollywood!

WDR: Code 21

The opener for the series 'Code 21' puts excerpts from films by young filmmakers into a graphic raster. In this way, a mood of uncertainty and searching is created. Detailed image sequences from the films are shown on a carpet of frames. The images move across the screen and form abstract shapes which dissolve, fade away or are replaced. In the end, the frames form a kind of mosaic in the shape of the word-image-brand "Code 21." It is hardly possible to convey the search for the most convincing narrative form and a film audience in a more pointed manner.

Promotion Spot

Schweizer Fernsehen: Delikatessen

Short footage clips, a quick editing rhythm, fade-to-blacks, dynamic music: A different way of creating a trailer for an adult programme. The programme label 'Delikatessen***' is the focus of the highlight trailer. Yellow letters on a black background dominate the images and intervene in the places where too much shouldn't be shown. Whoever wants to see more has to tune in!

ProSiebenSat.1 Produktion: Sat.1 – Stirb langsam

Here, film titles are still taken literally: a chocolate Easter bunny slowly melts away. At the same time, the German voice of Bruce Willis gives programme infos. A striking image, a good idea executed with simple means that allow one to remember it with pleasure.

Promotion Campaign

RTL CREATION: RTL – 7 Zwerge

Under the motto 'RTL makes fairy tales come true,' the stars of the film comedy '7 Zwerge' present the programme world of the channel in their quite special way. Whether via Otto's specially composed song 'He Zwerge, Ho Zwerge' or the protagonists in the RTL-Paternoster – the connection of the brand RTL with the film comedy pays off for the image of the channel even after the broadcast.

ARTE: Kubrick

A cornucopia of images from Kubrick films. The variety and creativity of powerful visual language scenes immediately captivates the viewer. In the promotion campaign, the film titles are conceived of illustratively and integrated typographically into the image sequences. Just as if it had always been this way. Aesthetic and natural in equal measure. Naturally Stanley Kubrick.

Merchandising & Ambient Promotion

RTL CREATION: RTL – 7 Zwerge Megainsert

A lottery in the form of a TV guide supplement with scratch-and-sniff fields? Smelling the film comedy '7 Zwerge' in the RTL programme? Merchandising & Ambient promotion can also function this way. RTL CREATION shows how a programme can sometimes be advertised very sensually.

Cross-Media Campaign

ZDF: Ein Mann, ein Fjord

Do you know who Uschi Blum is? No? Horst Schlämmer? What about Carni Calm? And what do you know about dog tarot? The cross-media-viral campaign for the TV movie 'Ein Mann, ein Fjord,' in which contest fan Norbert wins a fjord named after him, is right to the point! Very briefly: Nothing seems less unbelievable and yet, it is shown on television.

Cinema Trailer

Promotion Spot

20TH Century Fox: Der Tag, an dem die Erde stillstand

n-tv, N24 or another news channel: Everywhere, you see the same pictures of famous world landmarks being destroyed. In Germany these are the Brandenburg Gate in Berlin, the Allianz Arena in Munich and Cologne's cathedral. But not even the newsreader knows what's really happening. So: Go and watch the movie!

ProSiebenSat.1 Produktion: John Rabe

John Rabe was the Oskar Schindler of China. By using visually stunning film clips, the trailer combines the complex historical background with the characteristics of a great drama. The spot arouses curiosity for an aspect of history little known until now!

Interactive Promotion

20TH Century Fox: Die Simpsons

A cute bunny hops in the meadow. But then Homer, Marge, Bart, Lisa and Maggie rush the screen. The Simpson family, not only on TV but as a movie for cinema. That means chaos, errors and confusion are pre-programmed. Who can resist a movie website containing additional information as well as a tool that allows you to create your own personal yellow avatar. Who does not want to be a Simpson?

Music Video

Promotion-Spot

PLUG TV: Rihanna

The typographic discovery of the lyrics in the urban environment makes you want to sing along. Please, don't stop the music! Something we can only agree with.

ARTE: Love is all

Toys turn to living characters by night. Together they perform the song 'Love is all.' And in the end, every toy finds its own matched partner. Yes, the 70s probably must have been wonderful!

Red Bee Media: BBC One – The Omid Djalili Show

Who doesn't know the Police classic about the 'Englishman in New York'? To promote the comedy show 'Omid Djalili', Red Bee Media sent the Comedian with Persian roots singing through the streets of London: "I'm in Iranian in UK...." Djalili evokes the virtues of a immigrant whose lifestyle in his new home country represents a crass contrast to the established rules and habits. An amusing ad with a charming hero who is worth seeing – we'll gladly sing the chorus with a wink...

Social Commitment

Promotion-Spot

CREATION CLUB: PLUG TV – Day against Aids

A different kind of jelly bear: To draw attention to World AIDS Day, the spot shows kissing and love making jelly bears. The scenes are musically accompanied by the famous song 'Je t'aime...moi non plus' by Serge Gainsbourg and Jane Birkin. Funny and humorous implementation of a difficult topic.

Filmstyler Pictures: Männertüv

The car is the German's most beloved child. To keep cars fit, neither trouble nor expense is spared. And every two years, a the visit to Technical Inspection Agency comes up. Everyone who passes this examination knows that the car is fine. This spot calls for a 'Technical Inspection Agency for Men'. That's because only a fraction of all eligible men uses the possibility of precautions against cancer – although early diagnosis often correlates directly with the best chances of healing. The trailer shows clearly that it just as important to devote attention to your health as to your car.

Discovery Channel: Planet Green

Devastated gardens, contaminated waters, chaotic flats: The spot shows pointedly what our environment would look like if we really did everything we wanted regardless of the consequences. Exaggerated in its execution, but 100% to the point.

Interactive Promotion

Screenworks: Super RTL – TOGGOLINO: Vorlesen

Every parent is familiar with it: Bedtime – what? Already? Brushing the teeth and washing – oh no! But little Lilly is very quick: Go to bed? Of course, as going to bed means: Mum and Dad reading aloud. Reading together in the family is the foundation for good language acquisition. TOGGOLINO is happy to help!

Partner

CRAXX Medienproduktion, CREATION CLUB, ifs internationale filmschule köln, INTERONE WORLDWIDE, Deutsche Welle, RTL CREATION, Super RTL, VOX, n-tv, verytv, Locomotion, RTL interactive, FEEDMEE DESIGN, Köln International School of Design, Pixelpark, eberweinpardeike, TOF Intermedia, Screenworks, Avid, Nokia Siemens Networks, EUROPÄISCHE UNION, Investitionen in unsere Zukunft – Europäischer Fonds für regionale Entwicklung, Land Nordrhein-Westfalen, vertreten durch das Ministerium für Wirtschaft, Mittelstand und Energie.

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