



Call for entries for the 18th INTERNATIONAL EYES & EARS AWARDS

In the context of the **MEDIENTAGE MÜNCHEN 2016**, Eyes & Ears of Europe is holding the 18th International Eyes & Ears Awards to honour the best productions of the year.

EYES & EARS AWARDS SHOW
THURSDAY, 27 OCTOBER 2016
7 P.M. TO 10 P.M.
NEUE MESSE MÜNCHEN (ICM), ROOM 01

The International Eyes & Ears Awards are a contribution to securing creative, innovative and effective design, promotion and brand communication activities. Here, trends and new perspectives for design, promotion and marketing of audiovisual media in the areas of TV, film, radio, Internet, mobile, games and events are presented.

The best productions of the past year and their creative teams are honoured in different categories in the fields **Media Design, Audio, Interactive, Promotion** and **Cross-Media Campaigns**.

Please submit your projects in the fields of design, audio, interactive, promotion and cross-media campaigns via our [submissions portal](#)!

For exceptionally impressive overall achievements Eyes & Ears of Europe will award the **Eyes & Ears special prizes**. In addition, **Universal Publishing Production Music** donates a special prize for the 'Best use of music'.

The highlight of the event will be the International **Eyes & Ears Excellence Award**. The most recent winner of this prize for outstanding contributions to the design and reflection of audiovisual communication was Michael Conrad. Former laureates of the Eyes & Ears Excellence Award are Kyle Cooper, Nico Hofmann, Volker Weicker, Michel Comte, Florian Wieder, Yello – Dieter Meier and Boris Blank, Robert Wilson, Manfred Becker, Peter Weibel, Anton Corbijn, Peter Lamont, Hermann Vaske, Sky Du Mont, Martin Lambie-Nairn, Roman Kuhn and Oliviero Toscani.

Categories

Design

- Best design in print or poster advertising
- Best new corporate design package
- Best bumper or station-ID package
- Best seasonal or event-related design package
- Best programme label
- Best lead-in
 - Fiction
 - Sports
 - News & Information
 - Kids
 - Comedy
 - Show & Entertainment
 - Culture & Documentary
- Best studio design/set design/scenography
- Best information or news design
- Best sports design
- Best programme-related design package
- Best 2D/3D animation
- Best design-related audio design
- Best typographical design

Digital

- Best corporate website
- Best content-related website
- Best online advertising
- Best app
- Best viral
- Best interaction spot
- Best interaction campaign
- Best social media campaign
- Best digital marketing spot
- Best digital marketing campaign

Promotion

- Best station spot
- Best on air programme spot
 - Acquired fictional productions
 - Local fictional productions
 - Sports
 - News & Information
 - Kids
 - Comedy
 - Show & Entertainment
 - Culture & Documentary

- Best B2B spot
- Best special advertising
- Best special marketing
- Best event promotion spot
- Best radio spot
- Best text design or use of language and voice
- Best on air station campaign
- Best on air programme campaign
 - Acquired fictional productions
 - Local fictional productions
 - Sports
 - News & Information
 - Kids
 - Comedy
 - Show & Entertainment
 - Culture & Documentary
- Best promotion first broadcast movie
- Best promotion first broadcast TV show
- Best promotion-related audio design
- Best promotion-related musical composition
- Best use of music
- Best social spot or campaign

Cross-Media Campaigns

- Best cross-media event campaign
- Best cross-media station campaign
- Best cross-media programme campaign

Submission criteria & category descriptions – Download: '[Submission Guide](#)'

SUBMISSIONS PORTAL

From Wednesday, May 11, 2016 until no later than Friday, July 1, 2016, you can submit your contributions via the Internet portal <http://einreichungsportal.eefe.org>.

Please register via the **registration form on the internet portal** to submit your contributions for the Eyes & Ears Awards 2016. After activation by Eyes & Ears of Europe, you will receive an email. Should you already have an account from the previous year, it is still valid.

FEES & FREE ENTRIES

Early Bird submission until 2 weeks before the official deadline € 350
(Effective date: 17 June 2016)

Standard submission starting 2 weeks before the event € 400
(Effective date: 1 July 2016)

Depending on your membership with Eyes & Ears of Europe, you have a certain amount of free entries:

Personal Membership	1 free entry
Non-Profit Educational Institution Membership	1 free entry
Starter Membership	3 free entries
Corporate Membership C	6 free entries
Corporate Membership B	12 free entries
Corporate Membership A	18 free entries

JUDGING PROCESS

All entries to the International Eyes & Ears Awards are judged by the three professional juries 'Design', 'Interactive' and 'Promotion & Cross-Media-Campaigns'. Each Corporate Member can send one representative to one of those juries. Additionally, every Personal Member – except for Student Members and Reduced Personal Members – can take part in the professional jury. Each professional jury consists of a maximum of 15 members of Eyes & Ears of Europe. The three professional juries nominate three finalists in each category to be judged by the online jury.

The final judging process is done via online jury. Each Corporate Member can register two representatives for the online jury. Additionally, every Personal Member can take part in the online jury. Each Corporate Member and each Personal Member has one vote in the online jury.

Members that take part in a professional jury or take part in the online jury are required to work in the specific field and be at least senior level to ensure competent judgement in the fields 'Design', 'Interactive' und 'Promotion & Cross-Media Campaigns'.

All the jurors from the professional and online jury can suggest especially impressive accomplishments for the Eyes & Ears Special Prizes. After reviewing the suggestions, the Board of Eyes & Ears of Europe will decide how many Special Prizes will be awarded. Each year, a maximum of three Eyes & Ears Special Prizes will be awarded.

YOUR CONTACT

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