

# ***14th International Eyes & Ears Awards 2012*** ***CREATION, INNOVATION & EFFETIVENESS***



## ***Prize Winners & Finalists***

### ***Category: TV/Film/Media Design***

#### ***Best design in print or poster advertising***

##### **Award winner**

**Creative Solutions/P7S1: ProSieben POP!**

Heavily made-up lips form the letter "O". But not only the lips have a striking colour – two glaring red "P's" have been painted at the corners of the mouth. The message is clear: "POP!" This key visual for the casting show 'Popstars' serves as an eye-catcher in print and poster advertising. The visualization stands out from all the other print-ads: Pop Art for the ProSieben Popstars!

**Creative Team:** Sarah Angerer, Junior Art Direction Creative Solutions; Rudy Hoeppe, Creative Director Creative Solutions; Teresa Huber, Junior Art Direction Creative Solutions; Marcello Saglimbeni, Project Manager Creative Solutions; Verena Schuster, Head of Print Creative Solutions; Richard Schweiger, Senior Vice President Creation Creative Solutions; Kathrin Ziegelhöfer, Print Production Creative Solutions; Martina Hildebrandt, Senior Product Manager ProSieben Marketing; Oliver Kempfer, Head of Marketing ProSieben Marketing

##### **Distinction**

**ZDF: Fernsehfilm der Woche**

**Creative Team:** Thomas Grimm, Head of Marketing ZDF; Astrid Kämmerer, Head of Programme Marketing ZDF; Tino Windisch, Divisional Direction Programme Marketing ZDF; Katrin Steffen, Marketing Project Manager ZDF; Andreas Pauli, Chief Creative Officer Leo Burnett; Christoph Wick, Art Director Leo Burnett; Thomas Rusch, Photographer

##### **Distinction**

**n-tv: Print Image campaign**

**Creative Team:** Cornelia Dienstbach, Divisional Direction Sales & Marketing n-tv; Jasmin Höhn, Project Management Marketing n-tv; Alessandro Taschetta, Senior Producer n-tv; Panajiot Walko, Producer n-tv; Martin Breuer, Creative Director EuroRSCG Deutschland; Felix Glauner, Managing Director Creation EuroRSCG Deutschland; Harald Jäger, Client Service Director EuroRSCG Deutschland

#### ***Best off-air corporate design***

##### **Award winner**

## **Creative Solutions/P7S1: P7S1 Media AG – Impuls**

**Modern and consistent – that is the 'Impuls' design. The Creative Solutions department developed a design for the magazine of ProSiebenSat.1 Media AG that does not stick to one set pattern. On the contrary – every subject is prepared individually and with a great eye for detail. With a potpourri of creative ideas, every issue is visualized in accordance with the topic. We find that truly unique!**

**Creative Team:** Ariane Gebhardt, Trainee Print Creative Solutions; Rudy Hoeppe, Creative Director Creative Solutions; Richard Schweiger, Senior Vice President Creation Creative Solutions; Tom Steiner, Art Director Creative Solutions; Verena Schuster, Head of Print Creative Solutions; Kathrin Ziegelhöfer, Print Production Creative Solutions; Thorsten Pütsch, Senior Vice President Marketing; Julia Starke, Project Manager Marketing

### Distinction

#### **MDR: Kreative Weihnachten**

**Creative Team:** Klaus Schuntermann, Creative Director MDR; Doreen Zörkler, Designer tau&tag

## ***Best new on-air corporate design package***

### Award winner

#### **Alpenblick: München TV Redesign**

**The task was to create a station design for the local TV station München TV. The design should be flexible and modular as well as easily adaptable. The result is a strong visual brand with an exciting and loving metonymy. Even though Alpenblick employed images that are typical for Munich, they avoided the stereotypical postcard character. A design that is one-of-a-kind with a pleasant local touch.**

**Creative Team:** Holger Geisler, Creative Director Alpenblick; Konrad Wielandt, Creative Director Alpenblick; Thomas Kandler, Head of Marketing München TV; Claudius Rehbein, Producer München TV; Andreas Schimmelpfennig, Elastique Team; Thomas Lippl, Design-Animation; Marco Pfann, Design-Animation; Stefanie Reinhart, Design-Animation

### Distinction

#### **Sky: Sky Atlantic HD**

**Creative Team:** Bill Browning, VP Creative Director Sky Deutschland; Udo Schütz, Director Promotion Entertainment Sky Deutschland; Ina Kammer, Head of Graphics Entertainment Sky Deutschland; Oliver Faig, Audio Designer Sky Deutschland; Philipp Kurass, Designer Sky Deutschland; Benjamin Stern, Senior Designer Sky Deutschland; Cornel Swoboda, Designer Sky Deutschland; Benoit Verschüren, Designer Sky Deutschland; Tina Wolf, Designer Sky Deutschland

### Distinction

#### **Luxlotusliner: XPLORA**

**Creative Team:** Andrea Bednarz, Managing Director Luxlotusliner; Juan Garcia Segura, Art Director Luxlotusliner; Udo Hudelmaier, Designer Luxlotusliner; Gabi Madracevic, Creative Director Luxlotusliner; Iris Pfennig, Designer Luxlotusliner; Martin Potsch, Designer Luxlotusliner; Tatjana Zivanovic-Wegele, Producer Luxlotusliner; David Rodriguez Sanchez, Image/Promotion La Sexta

## ***Best bumper or station-ID package***

### Award winner

#### **SRF: SF zwei Idents**

**"With SF zwei you take off" is the theme of the new SF zwei idents. These idents give the station a pleasant wrapper for their heterogeneous programming and symbolise how the viewers can escape from their everyday stress. Images that make us pause and enjoy a moment of calm – relaxing, whether you have two legs or four!**

**Creative Team:** Patrick Arnecke, Head of Design SRF; Alex Hefter, Creative Director SRF; Wim F. Möllmann, Brand Manager SRF; Annette Hofmann, Producer Equal; Lea Rindlisbacher, Producer Equal; Frank Schneider, Director Filmstyler; Roman Camenzind, Composer Hitmill

### Distinction

#### **Syfy: Show Bumpers**

**Creative Team:** Nacho Vega, Creative Manager Universal Networks International Spain; **Pilar Gonzalez**, Production Manager Universal Networks International Spain; **Alexey Krivosheev**, Producer/Designer Universal Networks International Spain; **Daniel Rodrigo Hito**, Composer/Sound Designer Universal Networks International Spain; **Ignacio Valledor**, On-Air Director Universal Networks International Spain; **Elmar Krick**, Director On-Air Promotion Universal Networks International Germany; **Sebastian Geller**, Senior Producer Universal Networks International Germany; **Sebastian Steiner**, Composer, Sound Designer 3klang

### Distinction

#### **SRF: Kunstpause - Serie B**

**Creative Team:** Alex Heffer, Creative Director SRF; **Lea Montini**, Project Manager SRF; **Olaf Breuning**, Artist; **Silvie Defraoui**, Artist; **Gianni Motti**, Artist; **Yves Netzhammer**, Artist; **Walter Pfeiffer**, Artist; **Roman Signer**, Artist

## ***Best seasonal or event-related design package on-air***

### Award winner

#### **DMAX: Muttertag**

A design just for Mothers Day on a men's channel like DMAX? For sure! Because we know exactly who likes to forget these special days the most. In a charming knitted design and DMAX colours, the channel reminds their target group of mother's day. But DMAX didn't forget to thank mothers as well: "Thank you mothers for these sons". Consistent design, year after year!

**Creative Team:** Eike Immisch, Head of Marketing & On-Air-Promotion Discovery Communications Deutschland; **Sebastian Pforr**, Promotion Producer Discovery Communications Deutschland; **Aitor Benavent Cabanas**, Designer DMC; **Sabrina Biemann**, Project Manager DMC; **Javier Collantes Rodriguez**, Editor DMC; **Tilo Fischer**, Head of Production DMC; **Martin Lurf**, Designer DMC; **Walter Puschacher**, Creative Director DMC

### Distinction

#### **VOX: Logo-Ending Ostern**

**Creative Team:** Jutta Hertel, Head of On-Air Promotion VOX; **Sebastian Kindel**, Junior Art Director VOX; **Johannes Klein**, Sound Design VOX; **Andreas Illenseer**, Head of 3D Blackmountain VFX; **Borislav Stojkovic**, Fur/Shading Blackmountain VFX; **Dragan Miokovic**, Modeling Blackmountain VFX; **Thomas Hinke**, Animation Blackmountain VFX; **Mitja Müller-Jend**, Compositing Blackmountain VFX

### Distinction

#### **Lambie-Nairn: ITV - Text Santa**

**Creative Team:** Lambie-Nairn; ITV ; Aardman Animations

## ***Best 2D/3D animation***

### Award winner

#### **Das Erste: Ostern 2012**

For their Easter campaign in 2012, ARD's Creative Team created a 3D world presenting their programming to the viewers – origami style. Bunnies with 3D-glasses symbolize their appeal to movie fans. Footprints leading to bunnies with eye patches are something for crime fans. Even the channel's programming for series, talk show and nature lovers was visualised with a great eye for detail. No doubt: 'Das Erste' for animation fans!

**Creative Team:** Henriette von Hoessle, Creative Direction ARD – Das Erste; **Walter Puschacher**, Creative Director DMC; **Vroni Spiegler**, Project Management DMC; **Manuel Steinhäuser**, Art Direction DMC; **Krisz Kreuzer**, Composer Bassomatic; **Hanne Wiesener**, Copywriter

### Distinction

#### **Syfy: Show Bumpers**

**Creative Team:** **Nacho Vega**, Creative Manager Universal Networks International Spain; **Pilar Gonzalez**, Production Manager Universal Networks International Spain; **Alexey Krivosheev**, Producer/Designer Universal Networks International Spain; **Daniel Rodrigo Hito**, Composer/Sound Designer Universal Networks International Spain; **Ignacio Valledor**, On-Air Director Universal Networks International Spain; **Elmar Krick**, Director On-Air Promotion Universal Networks International Germany; **Sebastian Geller**, Senior Producer Universal Networks International Germany; **Sebastian Steiner**, Composer, Sound Designer 3klang

### Distinction

#### **Luxlotusliner: XPLORA**

**Creative Team:** **Andrea Bednarz**, Managing Director Luxlotusliner; **Juan Garcia Segura**, Art Director Luxlotusliner; **Udo Hudelmaier**, Designer Luxlotusliner; **Gabi Madracevic**, Creative Director Luxlotusliner; **Iris Pfennig**, Designer Luxlotusliner; **Martin Potsch**, Designer Luxlotusliner; **Tatjana Zivanovic-Wegele**, Producer Luxlotusliner; **David Rodriguez Sanchez**, Image/Promotion La Sexta

## ***Best programme label design***

### Award Winner

#### **BDA Creative: Servus TV – Kino Edition**

The Servus TV Cinema Edition shows famous, original and unusual films from widely varying genres, making it an exciting journey through movie history. In the corresponding programme label, BDA's creative team brings different genres like horror, western, romance or thriller to life in charming fashion. The multifaceted label is just as diverse as the programming of the Servus TV Cinema Edition.

**Creative Team:** **Holger Geisler**, Creative Director BDA Creative München and Alpenblick; **Konrad Wielandt**, Creative Director BDA Creative München and Alpenblick; **Philipp Wundt**, Managing Director BDA Creative München; **Volker Bahr**, Head of Post Production Red Bull Media House; **Anita Brunbauer**, Art Director Red Bull Media House; **Thomas Schrefler**, Post Production Manager Red Bull Media House; **Pepe Thum**, Sound Designer Red Bull Media House

### Distinction

#### **Sky: Sky Krimi**

**Creative Team:** **Bill Browning**, VP Creative Director Sky Deutschland; **Oliver Faig**, Sound Designer Sky Deutschland; **Ina Kammer**, Head of Graphics Fiction & Entertainment Sky Deutschland; **Walter Puschacher**, Creative Director/Managing Director DMC; **Bernd Mutscheller**, Art Director DMC; **Stefanie Reinhart**, Art Director DMC; **Matthias Wenig**, Designer DMC; **Aitor Benavent Cabanas**, Designer DMC; **Tilo Fischer**, Head of Production DMC

### Distinction

#### **Animax: Top Movie Openers**

**Creative Team:** **Bettina Hermann**, Networks Territory Director Sony Pictures Television Deutschland; **Rebekka Bincliffe**, Promo Producer SPTI Networks; **Stephanie Porter**, Creative Director SPTI Networks; **Chloe Brooks**, Designer Creative Nuts; **Ruth Rainey**, Sound Engineer We are Audio

## ***Best lead-in design for non-fiction programme***

### Award winner

#### **Filmstyler Pictures: ZDF Zeit**

**New topics, new perspectives and new insights:** Those are the requirements for the documentary programme 'ZDFzeit'. And that is exactly what is visualised in its lead-in design. Using changing perspectives, closer looks and ever changing approaches, it gives the viewer something new to discover every time. The different snapshots shown change with help of pictures, iPad swiping or thermal cameras. And the quickest viewers can scan the QR-code in the lead-in and receive even more information about the programme.

**Creative Team:** **Kay Kienzler**, Co-Direction Filmstyler Pictures; **Frank Schneider**, Direction/Managing Director Filmstyler Pictures; **Sabine Ramsegger-Kurz**, Trailer-Editor ZDF; **Olaf Repovs**, Marketing/Design ZDF

#### Distinction

##### **Red Bull Media House: Servus TV - Valmara**

**Creative Team:** **Zoltan Erdei**, Intern Red Bull Media House; **Gabor Harrach**, Executive Producer Editorial Red Bull Media House; **Allegra Hell**, Post Production Manager Red Bull Media House; **Andreas Hoess**, Creative Director Red Bull Media House; **Thomas Madreiter**, Motion Designer Red Bull Media House; **Martin Müller**, Art Director Red Bull Media House; **Thomas Schrefler**, Post Production Manager Red Bull Media House

#### Distinction

##### **SRF: Virus TV**

**Creative Team:** **Patrick Arnecke**, Head of Design SRF; **Adrian Bühler**, Sound Designer SRF; **Jürg Dummermuth**, Senior Designer SRF; **Simone Nucci**, Senior Designer SRF; **Ladina Engler**, Project Manager SRF; **Thomas Gloor**, Art Director SRF; **Alex Hefter**, Creative Director SRF

### ***Best lead-in design for fiction programme***

#### Award Winner

##### **Screenworks: ZDF – Borgia**

In the lead-in for the TV series, Screenworks stages the Borgia's family banner as a symbol of power. It also serves as a projection screen for the violence and sexual excesses typical for the renaissance family. Opulent pictures transfix the viewers and pull them right into the show. TV at its best!

**Creative Team:** **Peter Hirdes**, Creative Director Screenworks; **Aaron Rositzka**, Motion Designer Screenworks; **Tobias Varola**, Art Director and Direction Screenworks; **Olaf Wicke**, Managing Director Screenworks; **Wolfgang Feindt**, Editing ZDF; **Peter Schulz**, DOP

#### Distinction

##### **SRF: Zambo Reloaded**

**Creative Team:** **Patrick Arnecke**, Head of Design SRF; **Marco Bach**, Designer SRF; **Adrian Bühler**, Sound Designer SRF; **Ladina Engler**, Project Manager SRF; **Thomas Gloor**, Art Director SRF; **Alex Hefter**, Creative Director SRF

#### Distinction

##### **13TH STREET Universal: Die 13. Wahrheit**

**Creative Team:** **Elmar Krick**, Director On-Air-Promotion Universal Networks International Germany; **Gabi Madracevic**, Creative Director Luxlotusliner; **Andrea Bednarz**, Managing Director Luxlotusliner; **Nadja Doth**, Designer Luxlotusliner; **Cay Fiehn**, Designer Luxlotusliner; **Iris Pfennig**, Designer Luxlotusliner; **Martin Potsch**, Illustrator Luxlotusliner; **Tatjana Zivanovic-Wegele**, Producer Luxlotusliner

### ***Best studio design/set design/scenography***

#### Award Winner

##### **SRF: Schawinski Talk**

Every week, Roger Schawinski invites political and financial leaders to participate in engaging, controversial and substantial talks. SRF's design department was assigned the task of transferring the host's energy into the studio design. Therefore, the power button is the formative symbol of the talk show and can also be found in the studio design. Close physical proximity of the speakers and an emotional reduction of the design complete the picture. Please, push the button again!

**Creative Team:** **Patrick Arnecke**, Head of Design SRF; **Tiny Bernhard**, Senior Designer SRF; **Alex Hefter**, Creative Director SRF; **Jürg Huber**, Senior Designer SRF; **Lea Montini**, Project Manager

SRF; **Severine Waibel**, Art Director SRF; **Hans-Günther Wagener**, Composer Studio Wagener; **Tomi Bricchi**, Set Designer

#### Distinction

##### **Creative Solutions/P7S1: Sat.1 - Unheilig**

**Creative Team:** **Michael Amann**, Art Director Creative Solutions; **Andreas Brunsch**, Head of Online Creative Solutions; **Ciro-Andreas Buono**, Art Director Creative Solutions; **Markus Goles**, Art Director Creative Solutions; **Karen Kujawa**, Project Management Creative Solutions; **Richard Schweiger**, Senior Vice President Creation Creative Solutions; **Simon Ritzler**, Direction Creative Solutions; **Thorsten Pütsch**, Senior Vice President Marketing

#### Distinction

##### **SRF: Schweizer Wahlen**

**Creative Team:** **Esther Della Petra**, Director of Development SRF; **Alex Hefter**, Creative Director SRF; **Lea Montini**, Project Manager SRF; **Severine Waibel**, Art Director SRF; **René Jauch**, Set Designer Szenografisch&raum gestalten

### ***Best information or news design or animation***

#### Award winner

##### **Autorenkombinat: Sennheiser Infraschall**

This informative clip explains infrasound even to the simplest of laymen. With the help of a clever combination of 2D and 3D animation, the Autorenkombinat visualises and explains the abstract phenomenon of sound waves in a unique way. Sound waves form space shuttles, elephants and even whole cities. Now we understand where sound waves appear in our daily lives and how they influence it.

**Creative Team:** **Holger Barthel**, Author/Script Autorenkombinat; **Daniel Beißmann**, Author & Producer Autorenkombinat; **Wolfgang Siebers**, Editing & Sound Design Autorenkombinat; **Klaus Hilger**, Head of Industrials & Technology Burda Creative Group; **Tobias Hofer**, Animation & Compositing Hofer + Krol; **Henning Krol**, Animation & Compositing Hofer + Krol

#### Award winner

##### **SRF: SF News Redesign**

The goal of the SF News redesign was to develop a comprehensive appearance for the main programmes of Schweizer Fernsehen, highlighting the high credibility and quality of its journalistic work. The result is a news family based on a comprehensive graphic design concept. The different formats differentiate themselves through set design, music, dramaturgy and methodology. Reduced, clear and informative!

**Creative Team:** **Patrick Arnecke**, Head of Design SRF; **Tiny Bernhard**, Senior Designer SRF; **Jürg Dummermuth**, Senior Designer SRF; **Eva Göth**, Team Leader News SRF; **Alex Hefter**, Creative Director SRF; **Simone Nucci**, Senior Designer SRF; **Sven Volz**, Senior Designer SRF; **Severine Waibel**, Art Director SRF; **Barbara Weibel**, Director of Development SRF; **Hans-Günther Wagener**, Composer Studio Wagener

#### Distinction

##### **Eikon Nord: ARTE - Die Pille und ich**

**Creative Team:** **Susanne Gerriets**, Head of Production Eikon Nord; **Thorsten Neumann**, Producer Eikon Nord; **Wolfgang Morell**, Animation Kawom!; **Dirk Farin**, Cutter; **Katrin Wegner**, Author

### ***Best programme-related design package***

#### Award winner

##### **Creative Solutions/P7S1: ARD – Echo**

The new Echo programme design had to be fresh, modern and contemporary. The result, visualised by the creative solutions department at ProSiebenSat.1, emphasises the audio theme using different depictions of ever-moving (sound) waves. At the same time, colours in many variations mirror the versatility of pop culture. And the necessary information is

presented with clear typography. Colourful, glamorous and versatile, just like the players in the music scene!

**Creative Team:** **Christoph Braeuer**, Vice President Project Management Creative Solutions; **Christian Dorn**, Designer Creative Solutions; **André Otto**, Senior Art Director Creative Solutions; **Reinhard Keller**, Audio Designer Creative Solutions; **Matthias Alberti**, Managing Director KIMMIG Entertainment

#### Distinction

##### **Deutsche Welle: SHIFT - Leben in der digitalen Welt**

**Creative Team:** **Claus Grimm**, Head of Promotion & Design/Production Director Deutsche Welle; **Kinga Jedrzejczak**, Project Coordination/Art Direction Deutsche Welle; **Rolf Rische**, Head of Main Department Society & Documentation Deutsche Welle; **Sven Windszus**, Art Direction Deutsche Welle; **Holger Zeh**, Creative Director Deutsche Welle; **Uwe Flade**, Director Shape Mindes; **Chris Lenz**, Producer Shape Mindes; **Andre Abshagen**, Sound Design Soundtrax

#### Distinction

##### **Red Bull Media House: Servus TV - Hinter den Kulissen**

**Creative Team:** **Nora Gau**, Editor Red Bull Media House; **Andreas Hoess**, Creative Director Red Bull Media House; **Thomas Madreiter**, Motion Designer Red Bull Media House; **Thomas Schrefler**, Post Production Manager Red Bull Media House

## ***Best typographical design***

#### Award Winner

##### **UnitedSenses: PromaxBDA Europe Conference**

The motto of the Promax BDA Conference 2012 in Barcelona was "What's next?" In accordance with this theme, UnitedSenses looked into the 3D future. "What if 2012 isn't the end of the world?" Speculations about this question were visualised typographically in 3D: "Life after TV? Last TV Channel on Earth? Offline again? Does Siri really know? Who knows the answers?" Thus, the future of television and especially of audiovisual typography was secured at least for the Conference Day!

**Creative Team:** **Markus Schmidt**, Creative Director UnitedSenses; **Nicolay Grønlund**, Creative Director UnitedSenses; **Sergey Shanovich**, Creative Director UnitedSenses; **Jill Lindeman**, General Manager PromaxBDA International; **Saglara Turbeeva**, Producer Shandesign

#### Distinction

##### **CS P7S1 TV: sixx - Statistik Beste Freundinnen**

**Creative Team:** **Michael Newell**, Junior Project Manager Creative Solutions; **Denis Pumberger**, Designer On Air Creative Solutions; **Richard Schweiger**, Senior Vice President Creation Creative Solutions; **Sebastian von Wyschetzki**, Senior Art Director On Air Creative Solutions; **Rudi Hochrein**, Audio Designer Creative Solutions; **Sandra Beul**, Senior Writer Producer Creative Solutions; **Reinhard Keller**, Audio Designer Creative Solutions; **Hanne Wiesner**, Text Creative Solutions; **Sanela Smailhodzic**, Head of Marketing sixx

#### Distinction

##### **TOF Intermedia: AVATech**

**Creative Team:** **Martin Blum**, Concept/Cut & Director TOF Intermedia; **Benno Friebe**, Producer TOF Intermedia; **Torsten Hermanowski**, Head of Production TOF Intermedia; **Nadine Janke**, Graphics TOF Intermedia; **Angelika Pauer**, Business Development Fraunhofer-Institut für Intelligente Analyse- und Informationssysteme; **Martin Miseré**, Camera Martin Miseré Werbefilm; **Joachim Kerzel**, Performer & Speaker

#### Distinction

##### **HISTORY: Der elfte Tag - Die Überlebenden von München 1972**

**Creative Team:** **Michaela Brenner**, Head of Marketing The History Channel (Germany); **Isabell Musiol**, Marketing Manager The History Channel (Germany); **Sebastian Wilhelmi**, Director Marketing & Communications The History Channel (Germany); **Martin Scharf**, Creative Director Sassenbach

Advertising; **Petra Schiller**, Budget Director Sassenbach Advertising; **Susanne Seiferth**, Art Director Sassenbach Advertising

## **Category: Audio Design & Composition**

### ***Best station-related audio design***

#### **Award winner**

#### **RTL CREATION: RTL Crime Image**

This 90-second spot promises "24 hours of suspense on RTL Crime". Additionally, a mix of music, speech and sounds forms a unique audio experience that fits the crime world perfectly. Emotional, stimulating and with detailed auditory and visual design!

**Creative Team:** Florian Mengel, Producer RTL CREATION; **Andreas Schuster**, VFX-Designer RTL CREATION; **Markus Wahlen**, Sound-Designer RTL CREATION; **Karl Anton Gerber**, Chef Producer RTL CREATION; **Björn Klimek**, Creative Director RTL CREATION; **Klaus Holtmann**, Divisional Director Digital Special-interest Channels RTL Television; **Holger Sum**, Marketing Digital Special-interest Channels RTL Television

#### **Distinction**

#### **Umbruch: 5 Jahre kabel eins CLASSICS**

**Creative Team:** Kosma Kaczmarek, Music Umbruch; **Inka Kardys**, Creative Director Umbruch; **Alexander Osmajic**, Art Director Umbruch; **Silvija Simunovic**, Marketing Director Umbruch; **Ralf Strohmeier**, Brand Manager Umbruch; **Marcel Mohaupt**, Vice President ProSiebenSat.1 Media; **Tim Awerwaiser**, Channel Manager SevenSenses; **Barbara Simon**, Creative Director

#### **Distinction**

#### **SRF: SF zwei Idents**

**Creative Team:** Patrick Arnecke, Head of Design SRF; **Alex Hefter**, Creative Director SRF; **Wim F. Möllmann**, Brand Manager SRF; **Annette Hofmann**, Producer Equal; **Lea Rindlisbacher**, Producer Equal; **Frank Schneider**, Director Filmstyler; **Roman Camenzind**, Composer Hitmill

### ***Best programme-, film- or content-related audio design***

#### **Award winner**

#### **Syfy: True Blood Ring Con Opening**

A black screen – the German dubbing voice of Robert Pattinson invites the viewer to hang out with his vampire friends – footage alternates with the black screen... The breaks in visual design are supported admirably by audio design in music, speech and sounds. With nothing else, the spot creates its tension and suspense. This audio design pulls you in and won't let go!

**Creative Team:** Sebastian Geller, Senior Producer Universal Networks International Germany; **Elmar Krick**, Director On-Air-Promotion Universal Networks International Germany; **Kerstin Weckert**, Production Manager Universal Networks International Germany; **Raphael Brunner**, Sound Engineer Universal Networks International Germany; **Johannes Raspe**, Speaker

#### **Distinction**

#### **MDR: 3 Wünsche frei mit Inka Bause**

**Creative Team:** Sandra Kather, Project Management Design MDR; **Klaus Schuntermann**, Creative Director MDR; **Sebastian Rix**, CEO/Director Dog at Sea; **Torsten Schroth**, Composer Proton Studio Leipzig

#### **Distinction**

#### **DMAX: Die Gebrauchtwagen-Profis**



**Creative Team:** Eike Immisch, Head of Marketing & On-Air-Promotion Discovery Communications Deutschland; **Frederico Gaggio**, VP Executive Creative Director Discovery Networks Western Europe; **Sami El-Eslambouly**, Head of Production BDA

## ***Best station-related musical composition and/or production***

### Award Winner

#### **Deutsche Welle: Corporate Audio**

**Modern, respectable and innovative – these were the requirements for the acoustic design for Deutsche Welle. The result is a corporate audio design that doesn't lose its modern touch and positive feeling despite being serious. Deutsche Welle now has a place in the media landscape and can be heard loud and clear!**

**Creative Team:** Jürgen Brendel, Editor Programme Projects Deutsche Welle; **Claus Grimm**, Head of Promotion & Design/Broadcasting Director Deutsche Welle; **Conny Paul**, Editor Programme Projects Deutsche Welle; **Gero Schließ**, Head of Programme Projects Deutsche Welle; **Gerd Schmitz**, Music Editor Deutsche Welle; **Ulrich Weichler**, Composer Audiowerk Berlin

### Distinction

#### **Syfy: Show Bumpers**

**Creative Team:** Nacho Vega, Creative Manager Universal Networks International Spain; **Pilar Gonzalez**, Production Manager Universal Networks International Spain; **Daniel Rodrigo Hito**, Composer/Sound Designer Universal Networks International Spain; **Alexey Krivosheev**, Producer/Designer Universal Networks International Spain; **Ignacio Valledor**, On Air Director Universal Networks International Spain; **Elmar Krick**, Director On-Air-Promotion Universal Networks International Germany; **Sebastian Geller**, Senior Producer Universal Networks International Germany; **Sebastian Steiner**, Composer, Sound Designer 3klang

### Distinction

#### **Creative Solutions/P7S1: ProSieben - Germanys Next Top Model "Heaven & Hell"**

**Creative Team:** Ute Deutschmann, Producer Creative Solutions; **Alex Krause**, Creative Director Design Creative Solutions; **Richard Schweiger**, Senior Vice President Creation Creative Solutions; **Paul Taylor**, Audio Designer/Composer Creative Solutions; **Emrah Akal**, Art Direction Creative Solutions; **Oliver Kempfer**, Head of Marketing ProSieben

## ***Best programme-, film- or content-related musical composition and/or production***

### Award winner

#### **Red Bull Media House: ServusTV – Momentum Culture**

**In its fourth season, the biographical show 'Momentum' focuses on artists. Therefore, rhythm, the interactions of the protagonists and the many different artistic forms of expression form the basis of the audio composition. The trailer seems like a live VJ gig with its unexpected breaks, the deliberate use of sound snippets and the complementary musical styles!**

**Creative Team:** Christiane Kretzer, Product Manager Red Bull Media House; **Sebastian Ochs**, Junior Producer Red Bull Media House; **Martin Reiher**, Sound Designer Red Bull Media House; **Rüdiger Schrattenecker**, Executive Producer CS Red Bull Media House; **Tina Sigleithmayr**, Senior Producer Red Bull Media House; **Hans-Jörg Weidenholzer**, Senior Cutter Public Project Services

### Distinction

#### **Creative Solutions/P7S1: Sat.1 - Hannah Mangold**

**Creative Team:** Paul Taylor, Audio Designer/Composer Creative Solutions; **Martina Barth**, Senior Product Manager Creative Solutions; **Ciro-Andreas Buono**, Art Director Creative Solutions; **Anja Failer**, Trainee Online Creative Solutions; **Karen Kujawa**, Project Management Creative Solutions; **Devran Ünal**, Frontend Developer Creative Solutions; **Thorsten Pütsch**, Senior Vice President Marketing

### Distinction

#### **Syfy: Pimp my Prize**

**Creative Team:** **Elmar Krick**, Director On-Air-Promotion Universal Networks International Germany; **Sebastian Geller**, Senior Producer Universal Networks International Germany; **Daniel Saini**, Producer Universal Networks International Germany; **Kerstin Weckert**, Production Manager Universal Networks International Germany; **Sebastian Steiner**, Composer/Sound Designer 3klang

## **Category: Interactive Design, Promotion & Branding**

### ***Best website of a media or communication company***

#### **Award winner**

**ZDF: zdf.de**

With its relaunch, zdf.de has transformed into a video portal for the station and their digital channels. The new web presence captivates the user with its clarity, structure and user-friendliness – making intuitive surfing possible. Visitors to the site can find videos and additional information quickly and always remain just a click away from the main page.

**Creative Team:** **Malte Borowiack**, Acting Head of zdf.de ZDF; **Eckart Gaddum**, Head of New Media ZDF; **Tina Kutscher**, Head of Central Editing New Media ZDF; **Karin Müller**, Managing Editor zdf.de ZDF; **Tim Schnabel**, Managing Director Plan.Net Solutions; **Ines Rensing**, Consultant Plan.Net Solutions; **Eva Döll**, Concept Plan.Net Solutions; **Fabian Zarse**, Art Direction/Visual Design Plan.Net Solutions; **Robert v. Leoprechting**, IT-Project Management Plan.Net Solutions

#### **Distinction**

**Deutsche Welle: dw.de**

**Creative Team:** **Guido Baumhauer**, Head of Distribution Deutsche Welle; **Till Bortels**, Concept Designer Deutsche Welle; **Mathias Hädrich**, Designer Deutsche Welle; **Philipp Kleinschmitt**, Interface Designer Deutsche Welle; **Ruth Kühn**, Project Management Deutsche Welle; **Diana Simon**, Art Director/Concept Deutsche Welle; **Ilona Wendt**, Art Director Deutsche Welle; **Holger Zeh**, Creative Director Deutsche Welle; **Alex Koch**, Creative Director Wysiyg; **Svenja Schelberg**, Art Director Wysiyg

### ***Best programme-, film-, format- or content-related homepage/website***

#### **Award winner**

**SRF: jjr2012.srf.ch**

222 years ago Jean-Jacques Rousseau won the competition of the Dijon academy with his answer to the question whether science and art further humankind. The SRF thought in 2012 it was time for another review and asked interested users to answer this question on a homepage created especially for this occasion. In the end, every user's answer formed a typographical portrait of their facebook profile picture. Here everybody is a scientist and an artist at the same time.

**Creative Team:** **Nathalie Wappler**, Divisional Director Culture SRF; **Monica Cantieni**, Divisional Director Multimedia Culture SRF; **Damian Schnyder**, Managing Editor Multimedia Culture SRF; **Pilu Lydlow**, Project Management Multimedia Culture SRF; **Sandra Steiner**, Project Management Multimedia Centre SRF; **Michael Hinderling**, Managing Director Hinderling Volkart Agency; **Michael Volkart**, Managing Director Hinderling Volkart Agency

#### **Distinction**

**RTL Interactive: GZSZ.de**

**Creative Team:** **Michael Heise**, Head of Online/Text RTL Interactive; **Karsten Jentsch**, Dept. Editorial Platforms RTL Interactive; **Beate Küffler**, Art Director RTL Interactive; **Frank Kohls**, Product Manager GZSZ.de RTL Interactive; **Joachim Melzer**, Project Manager RTL Interactive; **Colin Mitzkus**, Marketing Manager RTL Interactive; **Katrin Härtl**, Developer add more

#### **Distinction**

**SRF: kunstpause.srf.ch**

**Creative Team:** Alex Hefter, Creative Director SRF; **Lea Montini**, Project Manager SRF; **Lukas von Niederhäusern**, Art Director Multimedia SRF

## ***Best programme-, film-, format- or content-related social media presence***

### **Distinction**

#### **Ray Sono: Lufthansa Oktoberfest 2011**

**Creative Team:** **Bastian Beyer**, Senior Social Media Consultant Ray Sono; **Christian Hansert**, Art Director Ray Sono; **Thomas Helbing**, CEO Ray Sono; **Marius Müller**, Marketing Manager Ray Sono; **Dirk Röder**, Senior Project Manager (freelance) Ray Sono; **Andrea Sondermeier**, Art Director Ray Sono; **Simone Sperle**, Senior Online Editor (former) Ray Sono; **Stefan Spiegel**, Head of Travel & Tourism Ray Sono; **Nicolas Escherich**, Head of Direct Marketing Deutsche Lufthansa

## ***Best app of a media or communication company***

### **Distinction**

#### **PULS 4: App**

**Creative Team:** **Sidney Deveza**, Product & Project Management ProSiebenSat.1 PULS 4; **Sabine Geisendorfer**, Head of ProSiebenSat.1 Digital ProSiebenSat.1 PULS 4; **Dr. Michael Stix**, Managing Director ProSiebenSat.1 PULS 4

## ***Best programme-, film-, format- or content-related app***

### **Award winner**

#### **ZDF: Letzte Spur Berlin - Second Screen**

This second screen website from ZDF offers playful added value: using an app, the user can look for clues while watching the crime show. The viewer receives additional information about the protagonists, can talk to other viewers and even solve the crime before the big revelation on TV. Innovative and a real added value from ZDF!

**Creative Team:** **Corinna Braun**, Head of Graphics ZDF; **Bastienne Hamann**, Editor ZDF; **Jürgen Höhn**, Technical Director ZDF; **Sebastian Hünerfeld**, Online Coordinator HR Entertainment ZDF; **Marion Marth**, Production Management ZDF; **Moritz Hampel**, Game Designer Exozet; **Andreas Hug**, Technical Director/Back end Programming Moccu; **Nicole Fuhr**, Project Management Moccu; **Alexia Schann**, Graphics Moccu

### **Award winner**

#### **ARD - Das Erste: Tagesschau App**

"Hier ist das erste deutsche Fernsehen mit der Tagesschau." This is how one of the most watched newscasts begins every night at 8 p.m. Millions of people have watched the Tagesschau in the last 60 years. But viewers have long since become users. They cannot and will not watch the news every night at 8 p.m. from their living room, but when and where they want to. The clearly structured Tagesschau App makes this possible. Independent of time and location, users can get current news including pictures and videos – up-to-date in every way!

**Creative Team:** **Sven Bruns**, Technical Director tagesschau.de ARD - Das Erste; **Kai Gniffke**, Editor in Chief ARD aktuell ARD - Das Erste; **Georg Grommes**, Head of Strategy & Innovation ARD aktuell ARD - Das Erste; **Andreas Hummelmeier**, Managing Editor tagesschau.de ARD - Das Erste; **Henriette von Hoessle**, Creative Director ARD - Das Erste; **Torsten Jonas**, Designer Cellular; **Manuel Kallen**, Project Manager Cellular; **Roman Kocholl**, Managing Director Cellular; **Jan Bodin**, Managing Director Subshell

## ***Best media-based interaction design for TV, Internet & Mobile***

### **Award winner**

#### **AXN: AXN sucht Verpackungskünstler**

AXN wanted to gain attention for their online presence, encourage involvement from their Facebook fans and stir interest for the TV show 'Dexter'. "It's Dexter's trademark, but can you do it, too?" With viral spots, Facebook ads and trailers, AXN called on their fans to wrap everything they could find in cling film. Pictures and videos of this could be uploaded to Facebook and users were able to vote for the best wrap. This campaign was definitely attention grabbing!

**Creative Team:** Bettina Hermann, Networks Territory Director Sony Pictures Television Deutschland; Natalie Frade-Blanchart, Marketing Manager SPTI Networks; Michael Halberstadt, Producer 2ndlevelfilms; Alexander Malter, Managing Director Alexanderplatz Hamburg; Benjamin Mischo, Managing Director/ Creative Director Danke-Trailer aVOIR; Benjamin Kerneck, Head of Marketing BDA; Philipp Wundt, Managing Director München BDA; Matthias Edlinger, Director & Editor

### **Distinction**

#### **Creative Solutions/P7S1: sixx - Frag Coco**

**Creative Team:** Andreas Brunsch, Head of Online Creative Solutions; Ciro-Andreas Buono, Art Director Creative Solutions; Boris Breitenbacher, Audio Creative Solutions; Roberto Dona, Text Creative Solutions; Karen Kujawa, Project Management Creative Solutions; Benjamin Nitsch, Junior Art Director Creative Solutions; Richard Schweiger, Senior Vice President Creation Creative Solutions; Daniel Ernle, Developer Creative Solutions; Sanela Smailhodzic, Head of Marketing sixx

### **Distinction**

#### **Creative Solutions/P7S1: ProSieben – Terra Nova Zukunft im Paradies**

**Creative Team:** Sebastian Schwarzer, Head of Concept Creative Solutions; Boris Breitenbacher, Audio Creative Solutions; Ciro-Andreas Buono, Art Director Creative Solutions; Karen Kujawa, Project Management Creative Solutions; Stefan Ladwig, Senior Product Manager Creative Solutions; Richard Schweiger, Senior Vice President Creation Creative Solutions; Simon Bail, Developer Creative Solutions; Daniel Ernle, Developer Creative Solutions; Oliver Kempfer, Head of Marketing ProSieben

## **Category: Promotion/Advertising/Image**

### ***Best on-air activity***

### **Award winner**

#### **RTL CREATION: RTL – Screenings Spielfilme**

Visually stunning, thrilling and full of action, but also quiet, funny and romantic – that is how RTL advertises its many blockbusters. To do all the different genres in their programming justice, rapid and loud scenes alternate with humorous and calmer images and sounds. Absolutely state-of-the-art – makes you want more!

**Creative Team:** Alex Felgendreher, Producer RTL CREATION; Michael Becker, VFX-Designer RTL CREATION; Gregor Wagner, Sound Designer RTL CREATION; Mirjam Pézsa, Head-Producer RTL CREATION; Eva Deutinger, Project Manager RTL CREATION; Björn Klimek, Creative Director RTL CREATION; Anke Schäferkordt, Managing Director RTL Television

### **Distinction**

#### **Red Bull Media House: Servus TV Image 2012**

**Creative Team:** Heike Riedel, Head of Marketing Red Bull Media House; Martin Reiher, Sound Designer Red Bull Media House; Andreas Reissmann, Cutter/Producer Red Bull Media House; Rüdiger Schrattenecker, Executive Producer CS Red Bull Media House; Tina Sigleithmayr, Producer Red Bull Media House; Eric Voggenberger, Cutter Public Project Services; Hans-Jörg Weidenholzer, Cutter/Producer Public Project Services

### **Distinction**

## **DMAX: Abschaltkampagne**

**Creative Team:** **Eike Immisch**, Head of Marketing & On-Air-Promotion Discovery Communications Deutschland; **Sebastian Pforr**, Promotion Producer Discovery Communications Deutschland; **Sabrina Biemann**, Project Manager DMC; **Javier Collantes Rodriguez**, Editor DMC; **Tilo Fischer**, Head of Production DMC; **Walter Puschacher**, Creative Director DMC; **Jens Geibel**, Executive Producer; **Philipp Geigel**, Cinematographer

## ***Best station promotion spot***

### Award winner

#### **RTL CREATION: RTL – Crime HD**

"Deadly in every detail", says the voiceover about the TV station RTL Crime. The high-quality animation shows a spider catching a bug in its web. The spot uses only little footage material and takes a step back from the traditional interpretation of crime TV. Exciting, gloomy and captivating – RTL Crime has us on the edge of our seats!

**Creative Team:** **Mark Fleig**, Producer RTL CREATION; **Patrick Laukemper**, VFX-Designer RTL CREATION; **Andreas Stephan**, Sound Designer RTL CREATION; **Karl Anton Gerber**, Head-Producer RTL CREATION; **Björn Klimek**, Creative Director RTL CREATION; **Klaus Holtmann**, Divisional Director Digital Special-interest Channels RTL Television; **Holger Sum**, Marketing Digital Special-interest Channels RTL Television

### Distinction

#### **Sky: Ollywoo**

**Creative Team:** **Bill Browning**, VP Creative Director Sky Deutschland; **Wolf Ehrhardt**, Director Sky Deutschland; **Esther Henze**, Campaign Director Sky Deutschland; **Udo Schütz**, Director Promotion Entertainment Sky Deutschland; **Ina Kammer**, Head of Graphics Fiction & Entertainment Sky Deutschland; **Stephan Kasten**, Editor Sky Deutschland; **Sebastian Hardieck**, CCO BBDO; **Anno Thenenbach**, Copywriter BBDO

### Distinction

#### **n-tv: App-Trailer**

**Creative Team:** **Cornelia Dienstbach**, Divisional Director Sales & Marketing n-tv; **Jasmin Höhn**, Project Management Marketing n-tv; **Alessandro Taschetta**, Senior Producer n-tv; Panajioti Walko, Producer n-tv; **Martin Breuer**, Creative Director EuroRSCG Deutschland; **Felix Glauner**, Managing Director Creation EuroRSCG Deutschland; **Harald Järger**, Client Service Director EuroRSCG Deutschland

## ***Best on-air promotion spot for non-fiction programme***

### Award winner

#### **Discovery Channel: Zweiter Weltkrieg**

How do you promote a documentary about World War II without showing the live-action images so many of us have already seen? With calm pictures the Discovery Channel re-enacts war scenes in an emotional and churning way. The war's dreariness of the war and the fate of the individuals are audio-visualized distinctly. This spot, which is completely shot in black and white, gives us goose bumps!

**Creative Team:** **Eike Immisch**, Head of Marketing & On-Air-Promotion Discovery Communications Deutschland; **Aitor Benavent Cabanas**, Designer DMC; **Sabrina Biemann**, Project Manager DMC; **Javier Collantes Rodriguez**, Editor DMC; **Tilo Fischer**, Head of Production DMC; **Walter Puschacher**, Creative Director DMC

### Distinction

#### **RTL CREATION: RTL – 20 Jahre RTL aktuell mit Peter Klöppel**

**Creative Team:** **Isabel Grahs**, Director/Producer RTL CREATION; **Thomas van der Driesch**, VFX-Designer RTL CREATION; **Arne Thomas**, Sound Engineer RTL CREATION; **Ralf Merdle**, Camera RTL CREATION; **Frank Schlieder**, Production Management RTL CREATION; **Axel Bartling**, Project

Manager RTL CREATION; **Björn Klimek**, Creative Director RTL CREATION; **Anke Schäferkordt**, Managing Director RTL Television

### Distinction

#### **France 2: HAKA Coupe du Monde – Rugby 2011**

**Creative Team:** **Stéphan Harlé**, Artistic Director France 2; **Rémy Charle**, Editor France 2; **Frédéric Ville**, Director France 2

## ***Best on-air promotion spot for fiction programme***

### Award winner

#### **Creative Solutions/P7S1: ProSieben – Sherlock Holmes**

Almost everybody knows the stories of Sherlock Holmes. This time however, Holmes has a very special mission on behalf of ProSieben. The famous detective has to solve the case surrounding the mysterious "7" and the huge engraved "B" on Big Ben. The master of deduction quickly comes to the conclusion: The blockbuster 'Sherlock Holmes' is running on ProSieben. Here, brand and content are woven together in a unique way – perfectly fitting ProSieben's entertainment mission.

**Creative Team:** **Markus Baier**, Creative Director Creative Solutions; **Benjamin Baron**, Writer/Producer Creative Solutions; **Christian Giegerich**, Senior Writer/Producer Creative Solutions; **Kurt Rehling**, Audio-Designer Creative Solutions; **Thorsten Rosin**, Project Manager Creative Solutions; **Richard Schweiger**, Senior Vice President Creation Creative Solutions; **Claudia Stanke**, On-Air Designerin Creative Solutions; **Oliver Kempfer**, Head of Marketing ProSieben

### Distinction

#### **Syfy: Pimp my Prize**

**Creative Team:** **Elmar Krick**, Director On-Air-Promotion Universal Networks International Germany; **Sebastian Geller**, Senior Producer Universal Networks International Germany; **Daniel Saini**, Producer Universal Networks International Germany; **Kerstin Weckert**, Production Manager Universal Networks International Germany; **Sebastian Steiner**, Composer, Sound Designer 3klang

### Distinction

#### **Creative Solutions/P7S1: kabel eins – Sissi vs. Rammstein**

**Creative Team:** **Florian Gramelsberger**, Audio-Designer Creative Solutions; **Niels Müller**, Senior Writer/Producer Creative Solutions; **Oliver Rojschl**, Senior Writer/Producer Creative Solutions; **Thorsten Rosin**, Senior Project Manager Creative Solutions; **Bastian Schau**, Writer/Producer Creative Solutions; **Richard Schweiger**, Senior Vice President Creation Creative Solutions; **Veronika Heyne**, Head of Marketing kabel eins

## ***Best special advertising***

### Award winner

#### **RTL CREATION: RTL – Ferrero Werbetrennermove**

RTL Creation incorporated the special advertising for Ferrero in a subtle way: by placing different Ferrero sweets atop the well-known capital letters that announce the beginning of the commercial break. Then, suddenly, some of the letters fall over due to the weight of the chocolates and the sweets roll into the foreground. Visually clear and unpretentiously staged!

**Creative Team:** **Andrea Kleinsim**, TV-Design Producer RTL CREATION; **Maikel Broekhuisen**, TV-Design Producer RTL CREATION; **Axel Gärtner**, 3D-VFX-Designer RTL CREATION; **Ina Beckmann**, Project Manager RTL CREATION; **Ulli Schumacher**, Creative Director RTL CREATION; **Ferrero Deutschland**; **IP Deutschland**

### Distinction

#### **ATV: Bauer sucht Frau**

**Creative Team:** **Ina Bauer**, Head of Diversification & SWF ATV; **Martin Härtle**, Head of ATV Creation ATV

### Distinction

#### **RTL CREATION: RTL – Paco Rabanne Shapesplit**

**Creative Team:** Cathrin Schlegel, TV-Design Producer RTL CREATION; Thomas von den Driesch, 3D-VFX-Designer RTL CREATION; Ina Beckmann, Project Manager RTL CREATION; Ulli Schumacher, Creative Director RTL CREATION; PUIG Deutschland; IP Deutschland

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

#### Award winner

##### **SRF: Die besten Spielfilme**

Strong images and matching music promote the feature film highlights of SRF. But the actual highlight here is the poetic use of language: an adapted quote from 'Lord of the Rings' guides the viewer through the spot. Emotionally moving and definitely 'ear-catching'!

**Creative Team:** Alexander Marchet, Head of On-Air-Promotion SRF; Wolfgang Schned, Producer Subline

#### Distinction

##### **13TH STREET Universal: Bruce Willis Double Feature**

**Creative Team:** Daniel Saini, Producer Universal Networks International Germany; Elmar Krick, Director On-Air-Promotion Universal Networks International Germany; Kerstin Weckert, Production Manager Universal Networks International Germany; Manfred Lehmann, Narration

#### Distinction

##### **Syfy: True Blood Ring Con Opening**

**Creative Team:** Sebastian Geller, Senior Producer Universal Networks International Germany; Elmar Krick, Director On-Air-Promotion Universal Networks International Germany; Kerstin Weckert, Production Manager Universal Networks International Germany; Raphael Brunner, Sound Engineer Universal Networks International Germany; Johannes Raspe, Narration

### ***Best station promotion campaign on-air***

#### Award winner

##### **n-tv: App campaign**

Oops – Hillary Clinton tumbles into the plane. Angela Merkel falls asleep during an official event. And shouldn't Philipp Rösler feel bad for nosily reading his colleague's text message? In keeping with its campaign claim "Direkter dran" ("Closer"), n-tv combined real news footage with an app user's finger. And just like that, it seems like the app finger is encouraging these moments of embarrassment. Great idea, simple and to the point!

**Creative Team:** Cornelia Dienstbach, Divisional Director Sales & Marketing n-tv; Jasmin Höhn, Project Management Marketing n-tv; Alessandro Taschetta, Senior Producer n-tv; Panajioti Walko, Producer n-tv; Martin Breuer, Creative Director EuroRSCG Deutschland; Felix Glauner, Managing Director Creation EuroRSCG Deutschland; Harald Jäger, Client Service Director EuroRSCG Deutschland

#### Distinction

##### **Filmstyler Pictures: SWR Imagekampagne**

**Creative Team:** Isabel Prahl, Co-Director Filmstyler Pictures; Frank Schneider, (Managing) Director Filmstyler Pictures; Wolfgang Eckerle-Kohr, Main Division Programme Coordination and Head of Service Presentations & Audience Relations SWR

#### Distinction

##### **Creative Solutions/P7S1: ProSieben – Superheroes**

**Creative Team:** Emrah Akal, Art Director On-Air Design Creative Solutions; Alexander Krause, Creative Director Design Creative Solutions; Kays Khalil, Art Director On-Air Design Creative Solutions; Rudy Hoeppe, Creative Director Creative Solutions; Paul Taylor, Audio Design Creative

Solutions; **Ute Deutschmann**, Executive Producer Creative Solutions; **Gerald Gutberlet**, Postproduction Creative Solutions; **Oliver Kempfer**, Head of Marketing ProSieben; **Ellen Koch**, Junior Brand Manager ProSieben

## ***Best on-air promotion campaign for non-fiction programme***

### **Award Winner**

#### **SRF: Die größten Schweizer Talente**

Every person has a talent – this is the idea behind the promotion for the second season of the casting show 'Die größten Schweizer Talente' ('Switzerland's got Talent'). A cab driver as motor racing pro, a construction worker doing Karate and a bike messenger as a professional gymnast – the campaign spots show that these talents are more harmful than fascinating in everyday life. So it's better to apply to the SRF show to present your talent. A new and charming approach!

**Creative Team:** **Alexander Marchet**, Head of On-Air-Promotion SRF; **Beat Lenherr**, Producer Panimage

### **Distinction**

#### **VOX: Lothar – Immer am Ball**

**Creative Team:** **Heiko Fischer**, Producer VOX; **Nina Gless**, Art Director VOX; **Jutta Hertel**, Head of On-Air Promotion VOX; **Susanne Tiemann**, TV Design VOX; **Stefan Pick**, Photography

### **Distinction**

#### **France 2: Six Nations**

**Creative Team:** **Thomas Dapyol**, Graphic Designer France 2; **Stéphan Harlé**, Artistic Director France 2; **Rémy Charle**, Editor France 2; **Shaiman Niel**, Director France 2

## ***Best on-air promotion campaign for fiction programme***

### **Award winner**

#### **13TH STREET Universal: The Year of Law & Order**

How do you promote a crime show that everybody knows and whose only USP is the high number of episodes? 13th STREET Universal shows us: Straight to the point – "Would you like a little more? There's never been so much 'Law & Order'" – the network promotes the broadcast of the first 134 episodes of the series. And there truly have never been so many witnesses, handcuffs, security tape, police sirens and chalk outlines at the same time. Memorable, humorous and target-group oriented!

**Creative Team:** **Elmar Krick**, Director On-Air-Promotion Universal Networks International Germany; **Sebastian Geller**, Senior Producer Universal Networks International Germany; **Tim Steuer**, Senior Producer Universal Networks International Germany; **Kerstin Weckert**, Production Manager Universal Networks International Germany; **Armin Hoffmann**, Producer Picture Sharks; **Florian Schilling**, DOP Picture Sharks

### **Distinction**

#### **RTL CREATION: RTL – Avatar**

**Creative Team:** **Christian Mirow**, Chef Producer RTL CREATION; **Susanne Mikulski**, Copywriter RTL CREATION; **Barbara Marheineke**, Art Director RTL CREATION; **Patrick Laukemper**, VFX-Designer RTL CREATION; **Gregor Wagner**, Sound Engineer RTL CREATION; **Anja Eckart**, Project Managerin RTL CREATION; **Björn Klimek**, Creative Director RTL CREATION; **Anke Schäferkordt**, Managing Director RTL Television

### **Distinction**

#### **Disney Channel: Phineas & Ferb Launch Staffel 3**

**Creative Team:** **Christian Gandl**, Writer/Producer Walt Disney Company Germany; **Ole Türck**, Head of On-Air & Synergy Walt Disney Company Germany; **Benno Friebe**, Managing Director TOF Intermedia; **Marcel Behnke**, 3D Supervisor LostView; **Özgür Arslan**, Director LostView



## ***Best interaction promotion***

### **Award winner**

#### **Super RTL: TOGGO Song campaign**

To recharge and emotionalise TOGGO, Super RTL produced a new song for the brand. With a cross-media campaign, the song was targeted towards 6-13 year olds: They had the opportunity to discover and download the song online in an interactive way. There were also music videos, competitions and dance workshops at Super RTL events. The only thing to say is: Simply TOGGO!

**Creative Team:** **Andrea Geihlsler**, Senior Marketing Manager Super RTL; **Helge Hansmann**, Senior Marketing Manager Super RTL; **Matthias Kappeler**, Head of Marketing & Brand Management Super RTL; **Mara L'Assainato**, Senior On-Air-Promotion Manager Super RTL; **Stefan Mays**, Head of On-Air Kommunikation Super RTL; **Lucie Benz**, Editor Freesites Super RTL; **Sabine Castenow**, Managing Director Castenow Communications; **Phil Koller**, Managing Director Fabrixx Media; **Peter Bickhofe**, Managing Director; **DONIKKL**, Producer TOGGO Song

### **Distinction**

#### **Deutsche Welle: DW in der Welt**

**Creative Team:** **Patricia Fehlberg**, Editor Deutsche Welle; **Claus Grimm**, Head of Promotion & Design/Sendeleitung Deutsche Welle; **Lars Jandel**, Designer Deutsche Welle; **Ute Schmidt**, Sound Designerin Deutsche Welle; **Sabrina Winand**, Sales – Customer Service Deutsche Welle

### **Distinction**

#### **Screenworks: Super RTL – Osterhasenhelfer gesucht**

**Creative Team:** **Matthias Lehnigk**, Head Producer and Director Screenworks; **Olaf Wicke**, Managing Director Screenworks; **Silke Bartels**, On-Air Promotion Super RTL; **Laura Wiegatz**, Producer/In-house Production Super RTL; **Michael Diste**, Camera Pictocam; **Andreas Schneegans**, Camera Pictocam; **Elly Schelte**, Costuming Pictocam; **Adriano Ciarettino**, Equipment Pictocam

## ***Best event design & promotion***

### **Award winner**

#### **ZHdK: Mode & Bewegung**

The Zürcher Hochschule der Künste promotes the conference 'Mode & Bewegung' ('Fashion & Movement') with a toned down idea. A man jumps on a trampoline and gets dressed at the same time. Through his movements, a delicate interaction of body and dress develops. At the same time, the sensory components of fashion and movement are emphasized. Thus, the conference theme is visualized in a fun and independent way!

**Creative Team:** **Mario Hipleh**, Director & Art Direction ZHdK; **Renato Schneeberger**, Camera & Editing ZHdK; **Rebekka Gerber**, Styling ZHdK; **Eva Wandeler**, Lecturer ZHdK; **Katharina Tietze**, Head of Style & Design ZHdK; **Gregor Rosenberger**, Sound Design JingleJungle; **Jovica Radisavljevic**, Motion Graphics SanchoPanchoFilms

### **Distinction**

#### **UnitedSenses: PromaxBDA Europe Conference**

**Creative Team:** **Markus Schmidt**, Creative Director UnitedSenses; **Nicolay Grønlund**, Creative Director UnitedSenses; **Sergey Shanovich**, Creative Director UnitedSenses; **Jill Lindeman**, General Manager PromaxBDA International; **Saglara Turbeeva**, Producer Shandesign

### **Distinction**

#### **ZDF: EM 2012**

**Creative Team:** **Elke Duckgeischel**, Project Manager ZDF; **Thomas Grimm**, Head of Marketing ZDF; **Olaf Repovs**, Designer ZDF; **Horst Schick**, Designer ZDF; **Marcus Bellstedt**, Brand Consultant NEST ONE; **Lars Debbert**, Director Brand Exp. Design NEST ONE; **Holger Pütting**, Managing Director NEST ONE; **Antje Stratmann**, Architecture & Design NEST ONE; **Simon Wilkens**, Project Management NEST ONE

## ***Best 360° programme promotion campaign***

### **Award Winner**

#### **RTL CREATION: RTL – Ice Age 3**

With the 360° campaign for 'Ice Age 3', RTL CREATION managed a perfect merging of programme highlight and brand. During the on-air promotion, Sid the sloth no longer juggles three dinosaur eggs as in the movie, but 3 Christmas balls in RTL colours. This main idea continues through the whole campaign: Christmas cards, advent calendars, online advertising, posters, Christmas CDs – and those who had been very good even got a little present: Three Christmas balls to hang on their own Christmas tree. Perfect across the board!

**Creative Team:** Christian Mirow, Chef Producer RTL CREATION; Susanne Mikulski, Copywriter RTL CREATION; Margit Sonntag, TV-Designer RTL CREATION; Barbara Marheineke, Art Director RTL CREATION; Patrice Keller, VFX-Designer RTL CREATION; Arne Thomas, Sound Engineer RTL CREATION; Eva Deutinger, Project Manager RTL CREATION; Björn Klimek, Creative Director RTL CREATION; Tobias Varola, 3D-Artist Screenworks; Anke Schäferkordt, Managing Director RTL Television

### **Distinction**

#### **Creative Solutions/P7S1 TVD: sixx – Das Flederhuhn – Vampire Diaries**

**Creative Team:** Sarah Angerer, Junior Art Director Creative Solutions; Sandra Beul, Senior Writer/Producer Creative Solutions; Rudy Hoeppe, Creative Director Creative Solutions; Michael Newell, Junior Project Manager Creative Solutions; Benjamin Nitsch, Junior Art Director Online Creative Solutions; Verena Schuster, Head of Print Creative Solutions; Sebastian von Wyschetzki, Senior Art Director On-Air Creative Solutions; Sanela Smailhodzic, Head of Marketing sixx; Bea Mareike Sieh, Junior Product Manager sixx

### **Distinction**

#### **ZDF: Terra X – Unterwegs in der Weltgeschichte**

**Creative Team:** Thomas Grimm, Head of Marketing ZDF; Astrid Kämmerer, Divisional Director Programme Marketing ZDF; Tino Windisch, Divisional Director Programme Marketing ZDF; Stefanie Simon, Marketing On-Air ZDF; Katrin Steffen, Marketing Project Management ZDF; Andreas Pauli, Chief Creative Officer Leo Burnett; Christoph Wick, Art Director Leo Burnett

## ***Best social spot and/or campaign***

### **Award Winner**

#### **THE SCREENERS: Deutsche Filmakademie – Filmmakers in Prison**

"Martina Gedeck – 7 months incommunicado! – Wotan Wilke Möhring – 4 years in solitary confinement! – Johanna Wokalek – 10 year employment ban!" In a haunting and oppressive manner, this spot brings the worldwide persecution, harassment and detention of filmmakers closer to the German audience. The graphical makeover of well-known movie scenes and an adequate sound design stage the topic in an impressive way. This spot will be remembered!

**Creative Team:** Arnd von Rabenau, Concept/Art Direction THE SCREENERS; Sascha Crone, Editing/Production THE SCREENERS; Sascha Albrecht, Motion Design; Christoph Belau, Audio Design; Fred Breiersdorfer, Author; Alfred Holighaus, Managing Director Deutsche Filmakademie e.V.

### **Distinction**

#### **ZDF: Schau hin!**

**Creative Team:** Thomas Grimm, Head of Marketing ZDF; Tino Windisch, Head of Programme Marketing ZDF

### **Distinction**

#### **RTL CREATION: RTL – Sag's auf Deutsch**

**Creative Team:** Mirjam Pézsa, Chef Producer RTL CREATION; Markus Döpfer, VFX-Designer RTL CREATION; Arne Thomas, Sound Engineer RTL CREATION; Axel Bartling, Project Management RTL CREATION; Sven Lützenkirchen, Camera RTL CREATION; Björn Klimek, Creative Director RTL CREATION; Anke Schäferkordt, Managing Director RTL Television

## **Eyes & Ears Special Prize CREATION 2012**

**Lambie-Nairn: ITV - Text Santa**

To promote the charity initiative 'Text Santa' on ITV, Lambie-Nairn created a whole family of little Santa helpers. Lovingly animated and staged, the helpers appear in the ITV world again and again. Doing cartwheels, floating with an umbrella or fishing for presents – viewers can find the cute little helpers everywhere. Each character is individually designed in minute detail: the sassy Santa child, the clumsy Santa with elk antlers or the pretty Santa girl. From childlike freckles or manly beards to the Santa grandpa with his cane, this world has been visualized in great detail. We look forward to seeing the animated helper again this year and maybe discovering a few newly created surprises!

**Creative Team: Lambie-Nairn; ITV ; Aardman Animations**

**Sky: Sky Krimi**

Sky sets the stage for their crime network in a high-quality way. Silken threads, as thin as spider webs, weave together typical crime elements like security tape, pieces of evidence and accompanying number plates into a graphical web. But what are the garden gnome and the rubber chicken doing there? Over and over, we see foreign elements that create added suspense. The graphic web symbolises a crime scene analysis on the one hand; on the other hand, the complex web of circumstantial evidence. Towards the end, the net becomes tighter and the individual strands form the Sky-Krimi logo. Here, crime is visualised in a creative and impressive way. Sky Krimi – Where crime is at home!

**Creative Team: Bill Browning**, VP Creative Director Sky Deutschland; **Oliver Faig**, Sound Designer Sky Deutschland; **Ina Kammer**, Head of Graphics Fiction & Entertainment Sky Deutschland; **Walter Puschacher**, Creative Director/Managing Director DMC; **Bernd Mutscheller**, Art Director DMC; **Stefanie Reinhart**, Art Director DMC; **Matthias Wenig**, Designer DMC; **Aitor Benavent Cabanas**, Designer DMC; **Tilo Fischer**, Head of Production DMC

## **Eyes & Ears Special Prize EFFECTIVENESS 2012**

**DMAX: Abschaltkampagne**

"DMAX, we love you!" That is the clear message of this campaign, which was created to prepare the audience for the switching off of analogue TV. Whether young or old, whether bourgeois or macho, whether freak or regular Guy – here, all the protagonists suffered the same fate. Instead of seeing DMAX, there is only static on television. In several spots, this male support group entertains us with songs, incantations and stories about their despair with one goal: "Come back, DMAX!" Here, a dry topic is presented in an imaginative, funny and effective way! We want to see more!

**Creative Team: Eike Immisch**, Head of Marketing & On-Air-Promotion Discovery Communications Deutschland; **Sebastian Pforr**, Promotion Producer Discovery Communications Deutschland; **Sabrina Biemann**, Project Manager DMC; **Javier Collantes Rodriguez**, Editor DMC; **Tilo Fischer**, Head of Production DMC; **Walter Puschacher**, Creative Director DMC; **Jens Geibel**, Executive Producer; **Philipp Geigel**, Cinematographer

## **Eyes & Ears Excellence Award 2012**

**Prof. Volker Weicker**, Director for Live Entertainment, Show & Sports

## **14th International Eyes & Ears Awards Jury 2012**

**Malik Al-Badri**, ProSiebenSat.1 TV Deutschland; **Richard Anjou**, Lambie-Nairn; **Björn Bartholdy**, KISD; **Nicola Bienert**, BR; **Walter Bierlmaier**, ProSiebenSat.1 TV Deutschland; **Roy da Souza**, ProSiebenSat.1 TV Deutschland; **Simone Dzuba**, ProSiebenSat.1 TV Deutschland; **Matthias Fallert**, ARTE; **Tilo Fischer**, DMC; **Cordula Gieriet**, SRF; **Thomas Gloor**, SRF; **Florian Hausberger**, ProSiebenSat.1 TV Deutschland; **Ilona Hellmiss**, RTL CREATION; **Veronika Heyne**, ProSiebenSat.1 TV Deutschland; **Alex Hefter**, SRF; **Mark Hobbins**, BDA; **Andreas Hoess**, Red Bull Media House; **Eike Immisch**, Discovery Communications Deutschland; **Christiane Jähnel**, ACHT Frankfurt; **Volker Jungbäck**, BR; **Uwe Kassner**, BR; **Björn Klimek**, RTL CREATION; **Anselm C Kreuzer**, Composer; **Elmar Krick**, Universal Networks International Germany; **Stefan Ladwig**, ProSiebenSat.1 TV Deutschland; **Lühr-Martin Lemkau**, Sony Pictures Television Deutschland; **Christina Leucht**, ProSiebenSat.1 TV Deutschland; **Thomas Lippl**, Lambie-Nairn; **Sophie Lutman**, Lambie-Nairn; **Nico Lypitkas**, ZHDK; **Alexander Marchet**, SRF; **Stefan Mays**, Super RTL; **Thorben Osthus**, BRANDSOME; **Walter Puschacher**, DMC; **Stefan Riebel**, DW; **Frank Schneider**, Filmstyler Pictures; **Rüdiger Schrattenecker**, Red Bull Media House; **Thomas Schümperli**, SRF; **Klaus W Schuntermann**, MDR; **Mareike Sieh**, ProSiebenSat.1 TV Deutschland; **Barbara Simon**, Creative Director; **Bastian Stern**, ProSiebenSat.1 TV Deutschland; **Pepe Thum**, Red Bull Media House; **Oliver Treml**, SRF; **Andreas Uiker**, RTL II; **Nicolas von Hänisch**, HISTORY; **Lukas von Niederhäusern**, SRF; **Jackie Wenisch**, ProSiebenSat.1 TV Deutschland; **Tino Windisch**, ZDF; **Holger Zeh**, DW

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