

16th International Eyes & Ears Awards

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. In addition, the Association awards the Eyes & Ears Special Prizes for the most impressive overall performance of the last year.

OVER 30% MORE ENTRIES – 16TH INTERNATIONAL EYES & EARS AWARDS

Cologne, 18 August 2014 – This year, the association Eyes & Ears of Europe has recorded over 30% more entries than in 2013. A total of nearly 500 productions were submitted to the competition held by the Association for the Design, Promotion & Marketing of Audiovisual Media, representing 250 companies from 18 countries: Belgium, France, Greece, Netherlands, Austria, Poland, Sweden, Switzerland, Spain, Turkey, UK, USA, Russia, Saudi Arabia, several African countries, China, Cyprus and Germany. This shows that international interest in the Eyes & Ears Awards is growing.

“This success is mainly due to our members. In late January, we revised the categories, the criteria of the call for entries and the jury concept with them. Thanks to the commitment of our members in the form of numerous suggestions and a purposeful discussion, the Eyes & Ears Awards 2014 reflect the broad basis of objective industry professionals,” says Corinna Kamphausen, CEO of Eyes & Ears of Europe. “The new judging process is more transparent and now also includes our members in the final online jury.”

The Juries for the International Eyes & Ears Awards 2014:

- 14 August: Interactive at SRF in Zurich
- 21 & 22 August: Design at ARTE in Strasbourg
- 28 & 29 August: Promotion & Cross Media Campaigns at DW in Berlin
- 8 to 12 September: Final Jury in the online portal

Starting this year, all submissions to the International Eyes & Ears Awards will be judged in the three professional juries ‘Design’, ‘Interactive’ and ‘Promotion & Cross Media Campaigns’. The juries nominate three finalists in each category for the final jury, which will be held online for the first time. The professional juries, as well as the final jury, are composed solely of members of Eyes & Ears of Europe. All jurors from the professional juries and from the final online jury can nominate particularly impressive entries for the Eyes & Ears Special Prizes. The Board of Eyes & Ears of Europe will decide on the recipients of the Eyes & Ears Special Prizes.

The International Eyes & Ears Awards Show 2014

All industry players and interested members of the public are welcome to attend the Eyes & Ears Awards Show on October 23, 2014 as part of MEDIENTAGE MUNICH. Here, the best productions of the year are presented in a compact and entertaining way. Admission to the event is free.

INTERNATIONAL EYES & EARS AWARDS SHOW 2014

Thursday, October 23, 2014

7 p.m. to approx. 10 p.m. (Admission from 6:30 p.m.)

Neue Messe München (ICM), Saal 01

Please register in advance: awards@eeofe.org

EVENT PARTNERS

Bayerisches Fernsehen, TOF Intermedia, SRF – Schweizer Radio und Fernsehen, DW – Deutsche Welle, ARTE, BLM – Bayerische Landeszentrale für neue Medien, MEDIENTAGE MÜNCHEN.

MEDIA PARTNERS

KOMPENDIUM Nr.1, MEDIEN BULLETIN, FILMDIENST

For more information about the event, please contact:

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