



Eyes&EarsEurope

## **CREATION, INNOVATION & EFFECTIVITY – 19th International Eyes & Ears Awards 2017**

### **Winners**

#### **Category Design**

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

###### **1. Prize**

**Viasat History: Royal Murder Mysteries**

A noble portrait of a woman – her mouth is sealed with wax. True to the claim "Breaking the Silence", the British series 'Royal Murder Mysteries' documents controversial deaths of aristocrats on Viasat History. All in one image!

**Creative-Team:** **Sergey Saprygin**, Producer Viasat World; **Tristan Wickham**, Designer Viasat World; **Paul Evans**, Lead Creative Viasat World; **Simon Mitchell**, Director of Marketing, PR & Creative Viasat World; **Alick Coterill**, Photographer Viasat World

###### **2. Prize**

**SRF: Purple Nights – Klassik im Club**

**Creative-Team:** **Alex Hefter**, Creative Director SRF; **Sven Volz**, Art Director SRF; **Carla Schilling**, Projektmanagerin SRF; **Tamara Ambrosini**, Projektleitung Medienpartnerschaften SRF; **Bettina Werren**, Projektleitung Eventmarketing SRF; **Resort GmbH für Visuelle Kommunikation**

###### **3. Prize**

**n-tv: Wichtiges bewegt**

**Creative-Team:** **Cornelia Dienstbach**, Leitung Marketing n-tv & Verticals/Diversifikation Mediengruppe RTL Deutschland; **Sabrina Engel**, Marken-Managerin n-tv Mediengruppe RTL Deutschland; **Lisa Dukowski**, Marken-Managerin n-tv Mediengruppe RTL Deutschland; **Harald Jäger**, Director Client Services Havas Düsseldorf; **Jennifer Faltn**, Account Manager Havas Düsseldorf; **Martin Breuer**, Creative Director Havas Düsseldorf; **Petra Rauschenbach**, Senior Copywriter Havas Düsseldorf; **Melanie Drechsler**, Senior Art Director Havas Düsseldorf; **LUMINOUS CREATIVE IMAGING**, 3D Illustration

##### ***Best new corporate design package***

###### **1. Prize**

**ARTE & Lambie-Nairn: ARTE**

Europe's different cultures together on one channel. The main element of the new ARTE design is its vertically aligned channel logo. Letters and images glide over the screen and seem to be magnetically attracted by the logo – the aesthetically high-quality design corresponds entirely to the transmitter's self-image as a European "cultural magnet".

**Creative-Team:** **Cécile Chavepayre**, Creative Director ARTE; **Henri Ehrhard**, Head of Promotion ARTE; **Stuart Radford**, UK Creative Director The Partners; **Suzanne Neal**, Account Director The Partners; **Jonathan Brodie**, Senior Designer The Partners; **Graeme Haig**, Design Director Lambie-Nairn; **Joanna Brock**, Producer Lambie-Nairn; **Found Studio**; **Echoic**

## 2. Prize

### **Cape Rock: Ziggo Sport**

**Creative-Team:** **Dann Smit**, Creative Director CapeRock; **Marco-Paul de Jeu**, Strategy Director CapeRock; **Martijn Wolff**, Head of Production CapeRock; **Jonny Singh**, Design Director CapeRock; **Frank Gouwy**, Brand Developer CapeRock; **Jord Veerman**, Motion Designer CapeRock; **Wesley Vermeer**, Motion Designer CapeRock; **Jennifer & Martine**, Ziggo Brand Team Ziggo Sport; **Ibi Latour**, Creative Director Ziggo Sport

## 3. Prize

### **TELE 5: Rockin'Royalty**

**Creative-Team:** **Kai Blasberg**, CEO/CCO/MON TELE 5; **Anna Batorowski**, Creative Director TELE 5; **Stefanie Paul**, Creative TELE 5; **Joerg Zuber**, Geschäftsführer/Directeur Artistique OPIUM effect

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

### 1. Prize

#### **ARTE & Lambie-Nairn: ARTE Idents**

The new ARTE idents live the European idea: each element opens with a map of Europe. Magnetically attracted, water droplets or stars form into a logo. A poetic approach that reflects the range and diversity of the European cultural channel. Meticulously executed down to the last detail by The Partners and Lambie-Nairn!

**Creative-Team:** **Cécile Chavepayre**, Creative Director ARTE; **Henri Ehrhard**, Head of Promotion ARTE; **Stuart Radford**, UK Creative Director The Partners; **Suzanne Neal**, Account Director The Partners; **Jonathan Brodie**, Senior Designer The Partners; **Graeme Haig**, Design Director Lambie-Nairn; **Joanna Brock**, Producer Lambie-Nairn; **Found Studio**; **Echoic**

### 2. Prize

#### **Viasat Nature: Idents**

**Creative-Team:** **Paul Evans**, Lead Creative Viasat World; **Simone Heineck**, Designer Viasat World; **Simon Mitchell**, Director of Marketing, PR & Creative Viasat World; **Stephen Simmonds**, Creative Director Weareseventeen; **Jesper Lindborg**, Design & Animation Director Weareseventeen; **Jason Drew**, Design & Animation Director Weareseventeen; **Victor Abramovskiy**, Animation Weareseventeen; **Joe Winston**, Animation Weareseventeen; **Echoic**

### 3. Prize

#### **RTL: Dance Dance Dance**

**Creative-Team:** **Ulli Schumacher**, Leitung Design & Creative Director Mediengruppe RTL Deutschland; **Björn Klimek**, Leitung Marketing & Creative Director RTL Mediengruppe RTL Deutschland; **Klaus Schwab**, Teamleitung On Air Design Mediengruppe RTL Deutschland; **Desirée van der Pas**, Creative Manager Mediengruppe RTL Deutschland; **Angela Rudert**, Marken Manager Mediengruppe RTL Deutschland; **Axel Bartling**, Projektmanagement Mediengruppe RTL Deutschland; **Patrick Laukemper**, VFX Design Mediengruppe RTL Deutschland; **Frederik Geisler**, Regie Mediengruppe RTL Deutschland; **Sven Lützenkirchen**, Kamera Mediengruppe RTL Deutschland

## ***Best seasonal design package***

### 1. Prize

#### **ARD-Das Erste: Oster-/Frühlingskampagne 2017**

This ARD campaign makes you want to get ready for spring in a witty and cheerful way: figures carved from fruit and vegetables in pastel shades reminiscent of spring. Apple owls are playing on the swing, radish rabbits give popcorn kisses, and the fearsome melon sharks scare the graviola owl – a true spring paradise!

**Creative-Team:** **Henriette von Hoessle**, Creative Director ARD-Das Erste; **Werner Mayer**, Art Director ARD-Das Erste; **Gabi Madračević**, Creative Director/Director Luxlotusliner; **Simon Drescher**, DOP Luxlotusliner; **Iris Rinkens**, Senior Art Director Luxlotusliner; **Tatjana Živanović-Wegele**, Producer Luxlotusliner; **Nadja Doth**, Project Manager Luxlotusliner; **Sandra Hauser**, Ausstattung Luxlotusliner

## 2. Prize

### **Disney XD: Sinterklaas Graphics**

**Creative-Team:** **Nancy Theunissen**, Senior Manager On Air, Production & Media planning The Walt Disney Company Benelux; **Femke Reijn**, Creative Manager The Walt Disney Company Benelux; **Ilian van Beurden**, Promo Producer The Walt Disney Company Benelux; **Olaf Gremie**, Graphic Designer Kreukvrij; **Vincent van Rooijen**, Audio Engineer Davinzzie

## 3. Prize

### **VOX: XMAS**

**Creative-Team:** **Jutta Hertel**, Leitung Markenteam VOX Mediengruppe RTL Deutschland; **Torsten Lohrmann**, Regie & AD Mediengruppe RTL Deutschland; **Stefan Ditner**, Kamera/DoP Mediengruppe RTL Deutschland; **Nina Gless**, Markenteam VOX Mediengruppe RTL Deutschland; **Patrick Spingler**, Design Mediengruppe RTL Deutschland; **Sara Appenrodt**, Design Mediengruppe RTL Deutschland; **Rolf Amann** Sounddesign Mediengruppe RTL Deutschland; **Amiaz Habtu**, Cast Mediengruppe RTL Deutschland; **Nina Bott**, Cast Mediengruppe RTL Deutschland

## ***Best lead-in: Fiction***

### 1. Prize

#### **Screenworks: ZDF – Der gleiche Himmel**

Paper strips run back into the shredder and the destroyed images come together again: a warning triangle with the words 'Beware you are now leaving West Berlin', scenes from the Berlin of the 70s and protagonists of the ZDF three-part series can be seen. With this lead-in, Screenworks draws the viewer directly into the story about an East German Romeo agent. Fitting the theme and full of suspense!

**Creative-Team:** **Aaron Rositzka**, Art Direction, Design, 3D, Compositing, Konzept Screenworks; **Paula Milne**, Konzept/Screenwriting ZDF; **Wolfgang Feindt**, Editorial ZDF; **Friedemann Goetz**, Head Producer UFA Fiction

### 2. Prize

#### **13th Street: Culpa**

**Creative-Team:** **Elmar Krick**, Brand Director NBCUniversal International Networks; **Karin Schrader**, Director Programming & Acquisitions NBCUniversal International Networks; **Lena Wickert**, Local Production Manager NBCUniversal International Networks; **Jano Ben Chabaane**, Director READYMADE FILMS; **Laura Bull**, Executive Producer READYMADE FILMS; **Carmen Prinz**, Art Design; **Tobias Koppe**, DOP; **Tim Schwerdter**, Music/Sound Design; **Felix Rudek**, Editor

### 3. Prize

#### **SRF: Gotthard**

**Creative-Team:** **Alex Hefter**, Creative Director SRF; **Patrick Arnecke**, Leiter Design & Promotion SRF; **Sven Volz**, Art Director SRF; **Carla Schilling**, Projektmanagerin SRF; **Martin Bernhard**, Senior Designer SRF; **Philipp Böhlen**, Senior Designer SRF

## ***Best lead-in: Sports***

### 1. Prize

#### **BDA Creative: MDR – Sport im Osten**

Passionately and unvarnished, BDA Creative presents the MDR programme 'Sport im Osten' – pictures of fans, sequences of athletes and various sports – something for everybody. The opening credits show the essentials: nothing stands between the fans them and their passion!

**Creative-Team:** **Philipp Wundt**, Project Lead BDA Creative; **Tim Finnamore**, Executive Creative Director BDA Creative; **Marc Strotmann**, Strategie BDA Creative; **Anika Flade**, Senior Art Director BDA Creative; **Meritxell Monso**, Art Director BDA Creative; **Klaus Schuntermann**, Creative Director MDR; **Doreen Zörkler**, Head of Design MDR; **Julia Hermann**, Projektmanagement MDR; **Moos Lamerus**, Producer Massive Music

### 2. Prize

## **SPIKE Netherlands: World Fighting League**

**Creative-Team:** **Jorge Fröberg**, Designer Viacom International Media Networks; **Rein Blank**, Designer Viacom International Media Networks; **Madeleine Engström**, Project Manager Viacom International Media Networks; **Arjen Noordeman**, Creative Director Brand Design Viacom International Media Networks; **Nicki Dreyer**, Creative Director Production Viacom International Media Networks

## **Best lead-in: News & Information**

### **1. Prize**

#### **BDA Creative: ABC NEWS**

**For the Australian news channel ABC, BDA Creative created a title sequence that is generated directly from the channel's current news feed. That's why the opening credits are always as authentic as the news itself. It doesn't get any more up to date!**

**Creative-Team:** **Benjamin Kerneck**, Project Lead BDA Creative; **Tim Finnamore**, Executive Creative Director BDA Creative; **Anika Flade**, Senior Art Director BDA Creative; **Meritzell Monso**, Art Director BDA Creative; **Andrew George**, Supervising Producer ABC – Australian Broadcasting Corporation; **Meredith Cate**, Graphic Designer ABC – Australian Broadcasting Corporation; **Diana Constantini**, Head of Creative ABC – Australian Broadcasting Corporation

## **Best lead-in: Kids**

### **1. Prize**

#### **Gédéon: Piwi+ – Tes Livres S'Animent**

**Gédéon designed the opening credits for the children's programme true to the theme: bringing books to life. In a colourful world, origami-style dinosaurs, robots and elephants dance in harmony with the target group of 2 to 6-year-old children. A child-appropriate universe!**

**Creative-Team:** **Nicolas Lhomme**, Art Director, Motion Designer Gédéon; **Maxime Baïle**, Motion Designer Gédéon; **Emmanuelle Lacaze**, Producer Gédéon; **Eglantine Guitard**, Producer Gédéon; **La Plage Records**

### **2. Prize**

#### **Nickelodeon BLX: Nickelodeon Amaro's Kooklab**

**Creative-Team:** **Simone Schreiner**, Manager Creative & Design Nickelodeon GSA & BLX VIMN Germany; **Ignas Vanden Poel**, Producer Creative & Design Nickelodeon – Logo Design, Concept, Art Direction VIMN Germany; **Ljubisa Djukic**, Creative Director dyrdee Media; **Ole Keune**, Creative Director dyrdee Media; **Vincent Neuhaus**, 3D-Artist dyrdee Media; **Leon Rammert**, 2D-Animation dyrdee Media

## **Best lead-in: Comedy**

### **1. Prize**

#### **SRF: Comedy – Frühling**

**Suddenly, a C falls on a figure made of grass, birds and flowers and awakens it. O, M, E, D and Y do their part to free spring from hibernation. And why is that? Of course: Comedy Spring on SRF!**

**Creative-Team:** **Alex Hefter**, Creative Director SRF; **Andreas Dürr**, Art Director SRF; **Thomas Gloor**, Art Director SRF; **Jessica Lanter**, Projektmanagerin SRF; **Martin Bernhard**, Senior Designer Detail AG; **Simone Nucci**, Senior Designer Detail AG; **Martin Bezzola**, Musik, Komposition & Musikproduktion Klanggestalter

### **2. Prize**

#### **Comedy Central SWEMEA: Most Ridiculous**

**Creative-Team:** **Jorge Fröberg**, Designer Viacom International Media Networks; **Madeleine Engström**, Project Manager Viacom International Media Networks; **Arjen Noordeman**, Creative Director Brand Design Viacom International Media Networks; **Nicki Dreyer**, Creative Director Production Viacom International Media Networks; **Oliver Hernandez**, Senior Director Viacom International Media Networks; **Brian de Groot**, Junior Producer Viacom International Media Networks

### 3. Prize

#### **RTL: Die Bülent Ceylan Show**

**Creative-Team:** Ulli Schumacher, Leitung Design & Creative Director Mediengruppe RTL Deutschland; Björn Klimek, Leitung Marketing & Creative Director RTL Mediengruppe RTL Deutschland; Klaus Schwab, Teamleitung On Air Design Mediengruppe RTL Deutschland; Markus Weigl, Art Director Mediengruppe RTL Deutschland; Mirjam Pézsa, Creative Manager Mediengruppe RTL Deutschland; Christian Steuler, TV Designer Mediengruppe RTL Deutschland; Hamish Hutchison, VFX Design Mediengruppe RTL Deutschland

## ***Best lead-in: Show & Entertainment***

### 1. Prize

#### **ZDF: Gätjens großes Kino**

In this ZDF opening, Steven Gätjen travels through different film genres. The collage with well-known film elements reflects the great diversity of cinema. The striking mixture of illustrative and photographic elements immediately appeals to cineastes and promises exactly what they expect in the show: premieres, film sets and a look behind the scenes of the world of film.

**Creative-Team:** Thomas Grimm, Leitung Marketing ZDF; Astrid Kämmerer, Leitung Programm-Marketing 1 ZDF; Irena Pavor, Projektleitung ZDF; Holger Geisler, Kreativdirektion Alpenblick; Jana Geisler, Art Director Alpenblick; Felix Wölky, Motion Designer Alpenblick; Thomas Madreiter, Motion Designer Alpenblick; Jochen Rall, Motion Designer Alpenblick; Christian Schläffer, Illustrator Alpenblick

### 2. Prize

#### **RTL: Dance Dance Dance**

**Creative-Team:** Ulli Schumacher, Leitung Design & Creative Director Mediengruppe RTL Deutschland; Björn Klimek, Leitung Marketing & Creative Director RTL Mediengruppe RTL Deutschland; Klaus Schwab, Teamleitung On Air Design Mediengruppe RTL Deutschland; Desirée van der Pas, Creative Manager Mediengruppe RTL Deutschland; Angela Rudert, Marken Manager Mediengruppe RTL Deutschland; Axel Bartling, Projektmanagement Mediengruppe RTL Deutschland; Patrick Laukemper, VFX Design Mediengruppe RTL Deutschland; Thomas Atzenbeck, TV Design Mediengruppe RTL Deutschland; Frederik Geisler, Regie Mediengruppe RTL Deutschland

### 3. Prize

#### **RTL: Die Bachelorette**

**Creative-Team:** Ulli Schumacher, Leitung Design & Creative Director Mediengruppe RTL Deutschland; Klaus Schwab, Teamleitung On Air Design Mediengruppe RTL Deutschland; Desirée van der Pas, Creative Manager Mediengruppe RTL Deutschland; Angela Rudert, Marken Manager Mediengruppe RTL Deutschland; Petra Matuschek-Schuster, Projektmanagement Mediengruppe RTL Deutschland; Patrick Laukemper, VFX Design Mediengruppe RTL Deutschland; Sara Appenrodt, TV Design Mediengruppe RTL Deutschland; Frederik Geisler, Regie Mediengruppe RTL Deutschland; Frank Husmann-Labusga, Kamera Mediengruppe RTL Deutschland

## ***Best lead-in: Culture & Documentary***

### 1. Prize

#### **SRF: Kulturplatz**

In the SRF opening credits, the camera works like the human eye: it looks, finds, it focuses. This results in pictorial worlds that are very different from the ones before, but also in new perspectives: playful and contemporary!

**Creative-Team:** Alex Hefter, Creative Director SRF; Patrick Arnecke, Leiter Design & Promotion SRF; Sven Volz, Art Director SRF; Carla Schilling, Projektmanagerin SRF; Martin Bernhard, Senior Designer SRF; Cyril Böhler, Komposition & Musikproduktion

### 2. Prize

#### **NDR: Zeitsprung**

**Creative-Team:** Melanie Spintig, Regie, Art Direction, Produktion; Florian Stumpe, Regie, Art Direction, Produktion; Michael Fakesch, Musik & Sound Design

### 3. Prize

## **Gédéon: C8 – Monument**

**Creative-Team:** **Bernard Bréchet**, Head of Creation Gédéon; **Nicolas Lhomme**, Art Director – Motion Designer Gédéon; **Cédric Besseau**, Art Director – Motion Designer Gédéon; **Maxime Baïle**, Motion Designer Gédéon; **Emmanuelle Lacaze**, Producer Gédéon; **Elisa Pascarel**, Producer Gédéon

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

### **1. Prize**

#### **SRF: Blackout – Thementag**

What happens when the power supply in Switzerland and Europe suddenly fails? Not just for a few hours, but for three days. The SRF 'Blackout Day' outlined the state of emergency with documentaries, fictional elements and live experts. The studio was designed accordingly – completely in black with isolated neon tubes. Light, darkness and the threat of this kind of scenario were the clear focus of the set.

**Creative-Team:** **Alex Hefter**, Creative Director SRF; **Patrick Arnecke**, Leiter Design & Promotion SRF; **Sven Volz**, Art Director SRF; **Carla Schilling**, Projektmanagerin SRF; **Janine Schärer**, On Air Design SRF; **René Jauch**, Set Design

### **2. Prize**

#### **Kuby Concept: ZDF – Helene Fischer Show 2016**

**Creative-Team:** **Julien Rigal**, Contentdesign Kuby Concept; **David Emmenlauer**, Contentdesign Kuby Concept; **Matthias Kublik**, Set Designer Kuby Concept; **Jakob Kuby**, Production Designer Kuby Concept; **Helene Fischer**, Artist; **Uwe Kanthak**, Künstlermanager/Produzent; **Werner Kimmig**, Produzent; **Ladislau Kiraly**, Regisseur; **Jerry Appelt**, Lichtdesigner

### **3. Prize**

#### **MDR: Sport im Osten**

**Creative-Team:** **Klaus Schuntermann**, Creative Director MDR; **Doreen Zörkler**, Head of Design MDR; **Julia Hermann**, Projektmanagement MDR; **Tim Finnamore**, Executive Creative Director BDA Creative; **Anika Flade**, Senior Art Director BDA Creative; **Meritxell Monso**, Art Director BDA Creative; **Magnus Schlüter**, Senior 3D Designer BDA Creative; **Philipp Wundt**, Project Lead BDA Creative; **Marc Strotmann**, Strategie BDA Creative

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

### **1. Prize**

#### **BDA Creative: ABC NEWS**

The task: to develop a fresh, bold and adaptable design for ABC News that will enable a consistent brand presence on all digital, social and TV platforms. The result: BDA Creative produced a visual system that meets the demands of an up-to-date, reliable and serious news channel. Clear, straightforward and high quality!

**Creative-Team:** **Benjamin Kerneck**, Project Lead BDA Creative; **Tim Finnamore**, Executive Creative Director BDA Creative; **Anika Flade**, Senior Art Director BDA Creative; **Meritxell Monso**, Art Director BDA Creative; **Andrew George**, Supervising Producer ABC – Australian Broadcasting Corporation; **Meredith Cate**, Graphic Designer ABC – Australian Broadcasting Corporation; **Ryan Boyle**, Graphic Designer ABC – Australian Broadcasting Corporation; **Diana Constantini**, Head of Creative ABC – Australian Broadcasting Corporation

### **2. Prize**

#### **n-tv: Reporter vor Ort**

**Creative-Team:** **Cornelia Dienstbach**, Leitung Marketing n-tv & Verticals/Diversifikation Mediengruppe RTL Deutschland; **Sabrina Engel**, Marken-Managerin n-tv Mediengruppe RTL Deutschland; **Lisa Dukowski**, Marken-Managerin n-tv Mediengruppe RTL Deutschland; **Alessandro Taschetta**, Senior Promotion Producer Mediengruppe RTL Deutschland; **Panajiota Walko**, Promotion Producer Mediengruppe RTL Deutschland; **Alex Krumm**, Art Director Mediengruppe RTL Deutschland; **Julia Sann**, TV-Designer Mediengruppe RTL Deutschland

## ***Best sports design***

### 1. Prize

#### **CapeRock: Ziggo Sport**

For the Dutch channel Ziggo Sport, CapeRock filmed the athletes in their natural habitat. The visuals show movement, energy and power as well as speed, effort and intensity – the whole range of real sports moments. The audience is very close to the action – intensified by slow-motion. Emotional, informative and high quality!

**Creative-Team:** Dann Smit, Creative Director CapeRock; Marco-Paul de Jeu, Strategy Director CapeRock; Martijn Wolff, Head of Production CapeRock; Jonny Singh, Design Director CapeRock; Frank Gouwy, Brand Developer CapeRock; Jord Veerman, Motion Designer CapeRock; Wesley Vermeer, Motion Designer CapeRock; Jennifer & Martine, Ziggo Brand Team Ziggo Sport; Ibi Latour, Creative Director Ziggo Sport

### 2. Prize

#### **Gédéon: France Télévisions – Tour de France**

**Creative-Team:** Bernard Brechet, Creative Director Gédéon; Cédric Besseau, Artistic Director Gédéon; Gauthier Philippe, Motion Designer Gédéon; Maxime Baile, Motion Designer Gédéon; Flavie Gaborit, Motion Designer Gédéon; Emmanuelle Lacaze, Producer Gédéon; Eglantine Guitard, Producer Manager Gédéon

### 3. Prize

#### **BDA Creative: MDR – Sport im Osten**

**Creative-Team:** Philipp Wundt, Project Lead BDA Creative; Tim Finnamore, Executive Creative Director BDA Creative; Marc Strotmann, Strategie BDA Creative; Anika Flade, Senior Art Director BDA Creative; Meritxell Monso, Art Director BDA Creative; Klaus Schuntermann, Creative Director MDR; Doreen Zörkler, Head of Design MDR; Julia Hermann, Projektmanagement MDR; Moos Lamerus, Producer Massive Music

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

### 1. Prize

#### **Eurovision Song Contest: Kiev 2017**

'Celebrate Diversity' was the motto of the ESC 2017 in Kiev, which runs through all areas of the event. The claim was supplemented by a logo based on the traditional Ukrainian pearl necklace 'Namysto', which consists of ornamental pearls as an expression of diversity and individuality – matching the ESC concept. Flexible in its application, implemented down to the smallest detail and with a high-quality design, the package gave the event a suitable backdrop.

**Creative-Team:** Barbara Simon, Creative Director Graphic Design On Air + Off Air; Stuart Barlow, Show Producer Barlow TV; Florian Wieder, Production Designer Wieder Design; Falk Rosenthal, Visual Screen Director Gravity; Thomas Neese, Screen Producer Gravity; Inka Kardys, On Air Design Umbruch Kommunikation Design; Ralf Strohmeier, On Air Design Umbruch Kommunikation Design; Denys Gerasko, Branding Concept and Design Republique Design Studio; Pavlo Vrzheschch, Creative Director Banda Agency

### 2. Prize

#### **ProSieben: red**

**Creative-Team:** Richard Schweiger, Senior Vice President ProSiebenSat.1 TV Deutschland; Markus Goles, Art Director ProSiebenSat.1 TV Deutschland; Paul Taylor, Head of Audio ProSiebenSat.1 TV Deutschland; Mareike Sauter, Project Manager ProSiebenSat.1 TV Deutschland; Alexander Wagner, Vice President Marketing ProSieben ProSiebenSat.1 TV Deutschland

### 3. Prize

#### **CapeRock: Discovery Channel – The Port of Rotterdam**

**Creative-Team:** Dann Smit, Creative Director CapeRock; Marco-Paul de Jeu, Strategy Director CapeRock; Martijn Wolff, Head of Production CapeRock; Jonathan Singh, Design Director CapeRock; Joan Moreno, Designer Director CapeRock; Tiba Prins & Wima Westrus, Zodiak Nederland

## ***Best special advertising design***

### **1. Prize**

#### **NBC Universal: Hamburg Time-Sponsoring**

Together, NBC Universal and A+E branded the Real Time Clock at Hamburg Central Station: 13<sup>th</sup> Street, Syfy, HISTORY, A&E, E! and Universal Channel and cooperation partner Vodafone each received a clock branding in their own look and feel as well as custom-made spots. Attention-grabbing and personalised!

**Creative-Team:** Elmar Krick, Brand Director NBCUniversal International Networks; Henning Roch, Marketing Director NBCUniversal International Networks; Fabian Schneider, Producer NBCUniversal International Networks; Nicola Fritz, Head of Marketing A+E Networks (Germany); Sebastian Wilhelmi, Director Marketing & Communications A+E Networks (Germany); Ulrike Heimann, Senior Producer A+E Networks (Germany); Nils Lindemann, Producer A+E Networks (Germany); Ralf Strohmeier, Brand Director Umbruch Kommunikation Design; Inka Kardys, Creative Director Umbruch Kommunikation Design

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

### **1. Prize**

#### **Lambie-Nairn: ARTE**

Each animation of the new ARTE IDs shows its own story: Magnetically attracted, water drops or stars create the logo. Lovingly animated down to the last detail, artistically designed and with a touch of wit and charm – clearly ARTE!

**Creative-Team:** Cécile Chavepayre, Creative Director ARTE; Henri Ehrhard, Head of Promotion ARTE; Stuart Radford, UK Creative Director The Partners; Suzanne Neal, Account Director The Partners; Jonathan Brodie, Senior Designer The Partners; Graeme Haig, Design Director Lambie-Nairn; Joanna Brock, Producer Lambie-Nairn; Found Studio; Echoic

### **2. Prize**

#### **Lambie-Nairn: Olympic Channel**

**Creative-Team:** Adrian Burton, Executive Creative Director Lambie-Nairn; Graeme Haig, Design Director Lambie-Nairn; Claire Holmes, Head of Strategy Lambie-Nairn; Layla Kammeier, Client Director Lambie-Nairn; Joanna Brock, Producer Lambie-Nairn; Jason Keeley, Motion Designer Lambie-Nairn; Jonny Stopford, Motion Designer Lambie-Nairn

### **3. Prize**

#### **DMC: ProSieben FUN – FUNIMATION**

**Creative-Team:** Tilo Fischer, Geschäftsführer DMC; Bernd Mutscheller, Creative Director DMC; Marko Anocic, Designer DMC; Kati Schäfer, Marketing Leitung Pay TV ProSiebenSat.1 TV Deutschland; Christian Threimer, Vice President Design & Digital ProSiebenSat.1 TV Deutschland; Jörg Sommer, Senior Writer/Producer ProSiebenSat.1 TV Deutschland; Alexandra Schelzig, Senior Project Manager ProSiebenSat.1 TV Deutschland; Anna Tabea Sommer, Praktikantin ProSiebenSat.1 TV Deutschland; Achim Fischer, Komponist trevista

## ***Best typographical design***

### **1. Prize**

#### **13th Street: Rebrand**

As part of its redesign, 13th Street also received a new font. 1/13 was cut out from each letter of the signature font Nudista to create an unmistakable and unique typography for the Thrill & Crime channel – maximum combination of content and brand!

**Creative-Team:** Lee Raftery, Chief Marketing Officer NBCUniversal International; Marco Giusti, Senior Vice President Creative NBCUniversal International; Radka Mincheva, Production Manager NBCUniversal International; Siobhan Mulhern, Production Manager NBCUniversal International; Sam Harvey, Design Director Sam Harvey Creative; Chloe Brooks, Design Director Clomotion; Red Bee Creative; Hans Zimmer, Audio Design Bleeding Fingers



## 2. Prize

**ARTE: Carmen**

**Creative-Team: Cécile Chavepayre**, Creative Director ARTE; **Sylvia Tournerie**, Graphic Design ARTE; **Anne Seymour**, Production ARTE

## 3. Prize

**sixx: Wie SIXX ist das denn?**

**Creative-Team: Verena Schuster**, Vice President Advertising ProSiebenSat.1 TV Deutschland; **Florian Hausberger**, Art Director ProSiebenSat.1 TV Deutschland; **Manuela Gruber**, Conceptioner ProSiebenSat.1 TV Deutschland; **Ute Deutschmann**, Executive Producer ProSiebenSat.1 TV Deutschland; **Maria Holzmann**, Creative Supervisor ProSiebenSat.1 TV Deutschland; **Alexander Gruber**, Senior Writer/Producer ProSiebenSat.1 TV Deutschland; **Paul Taylor**, Head of Audio ProSiebenSat.1 TV Deutschland; **Marcello Saglimbeni**, Account Executive ProSiebenSat.1 TV Deutschland; **Christina Leucht**, Director Marketing sixx ProSiebenSat.1 TV Deutschland

## **Best camera**

### 1. Prize

**TLC: CRIME**

Discovery produced several trailers for the Crime slot on TLC, which give us chills without showing anything concrete. The excellent camera work alone transforms normal, harmless scenes into horrific moments – especially in the mind of the viewer!

**Creative-Team: Jan Leitz**, Manager On Air Promotion Discovery Communications Deutschland; **Natalie Neugebauer**, On Air Promotion Executive Discovery Communications Deutschland; **Nermin Gladers**, Produktion Seeblick Media; **Nikolaus Ophoff**, Produktion Seeblick Media; **Horst Czenskowski**, Regie Seeblick Media; **Florian Langanke**, Kamera Seeblick Media; **Thomas Schmelzle**, Creative Editing Seeblick Media; **Robin Seiser**, Produktionsleitung Seeblick Media; **Alexander Oberrader**, Creative Mix Wavefront Studios

### 2. Prize

**RTL: Die Bachelorette**

**Creative-Team: Ulli Schumacher**, Leitung Design & Creative Director Mediengruppe RTL Deutschland; **Björn Klimek**, Leitung Marketing & Creative Director RTL Mediengruppe RTL Deutschland; **Frank Husmann-Labusga**, Kamera Mediengruppe RTL Deutschland; **Klaus Schwab**, Teamleitung On Air Design Mediengruppe RTL Deutschland; **Desirée van der Pas**, Creative Manager Mediengruppe RTL Deutschland; **Petra Matuschek-Schuster**, Projektmanagement Mediengruppe RTL Deutschland; **Patrick Laukemper**, VFX Design Mediengruppe RTL Deutschland; **Sara Appenrodt**, TV Design Mediengruppe RTL Deutschland; **Frederik Geisler**, Regie Mediengruppe RTL Deutschland

### 3. Prize

**Filmstyler: RTL – Deutschland sucht den Superstar**

**Creative-Team: Frank Schneider**, Regie Filmstyler Pictures; **Björn Klimek**, Leiter Marketing & Creative Director RTL Mediengruppe RTL Deutschland; **Knut Adass**, DOP; **Frank P. Husmann-Labusga**, DOP Studio Unit; **Andreas Büttner**, Steadycam/Drohne

## **Best direction**

### 1. Prize

**Filmstyler: RTL – Marco Huck vs. Dmytro Kucher**

To promote Marco Huck's fight against Dmytro Kucher, Filmstyler produced a trailer that shows the boxer in his everyday life: training, conversations with neighbours, young fans and sparring partners – in black-and-white design from various, sometimes unusual perspectives. Great approach and direction!

**Creative-Team: Frank Schneider**, Regie Filmstyler Pictures; **Björn Klimek**, Leiter Marketing & Creative Director RTL Mediengruppe RTL Deutschland

## **2. Prize**

### **RTL: Dance Dance Dance**

**Creative-Team:** **Ulli Schumacher**, Leitung Design & Creative Director Mediengruppe RTL Deutschland; **Björn Klimek**, Leitung Marketing & Creative Director RTL Mediengruppe RTL Deutschland; **Klaus Schwab**, Teamleitung On Air Design Mediengruppe RTL Deutschland; **Desirée van der Pas**, Creative Manager Mediengruppe RTL Deutschland; **Angela Rudert**, Marken Manager Mediengruppe RTL Deutschland; **Axel Bartling**, Projektmanagement Mediengruppe RTL Deutschland; **Patrick Laukemper**, VFX Design Mediengruppe RTL Deutschland; **Thomas Atzenbeck**, TV Design Mediengruppe RTL Deutschland; **Frederik Geisler**, Regie Mediengruppe RTL Deutschland

## **3. Prize**

### **RTL: Die Bachelorette**

**Creative-Team:** **Ulli Schumacher**, Leitung Design & Creative Director Mediengruppe RTL Deutschland; **Björn Klimek**, Leitung Marketing & Creative Director RTL Mediengruppe RTL Deutschland; **Frederik Geisler**, Producer Mediengruppe RTL Deutschland; **Desirée van der Pas**, Creative Manager Mediengruppe RTL Deutschland; **Angela Rudert**, Marken Manager Mediengruppe RTL Deutschland; **Petra Matuschek-Schuster**, Projektmanagement Mediengruppe RTL Deutschland

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

### **1. Prize**

#### **13th Street: Rebrand**

The heart of 13th Street's redesign was the development of an instantly recognisable brand identity – for crime fans in five countries around the world. This is reflected in the audio design, which is a perfect match for the thrill & crime channel. Exciting, attention-grabbing and high-quality, Hans Zimmer's audio completes the new design!

**Creative-Team:** **Lee Raftery**, Chief Marketing Officer NBCUniversal International; **Marco Giusti**, Senior Vice President Creative NBCUniversal International; **Radka Mincheva**, Production Manager NBCUniversal International; **Siobhan Mulhern**, Production Manager NBCUniversal International; **Sam Harvey**, Design Director Sam Harvey Creative; **Chloe Brooks**, Design Director Clomotion; **Red Bee Creative**; **Hans Zimmer**, Audio Design Bleeding Fingers

### **2. Prize**

#### **SRF: Blackout – Thementag**

**Creative-Team:** **Alex Hefter**, Creative Director SRF; **Patrick Arnecke**, Leiter Design & Promotion SRF; **Sven Volz**, Art Director SRF; **Carla Schilling**, Projektmanagerin SRF; **Janine Schärer**, On Air Design SRF; **Cyril Böhler**, Text & Komposition; **Katharina Busch**, Gesang

### **3. Prize**

#### **Super RTL: TOGGO Ostern 2017**

**Creative-Team:** **Uli Höppner**, Executive Designer RTL Disney Fernsehen; **Susanne Schildknecht**, Head of Marketing & Brand Management RTL Disney Fernsehen; **Mario Krzykowski**, Designer RTL Disney Fernsehen; **Alexandra Frost**, Senior Designerin RTL Disney Fernsehen; **Achim Fischer**, Komponist/ Audio-Designer Trevista audio design; **Toshi Trebess**, Komponist/Audio-Designer Trevista audio design

## **Category Digital**

### ***Best digital corporate presence***

#### **1. Prize**

##### **ZDF: Brandguide**

ZDF's digital brand guide provides quick and interactive answers to the most important questions on brand values and the corporate design of ZDF, ZDFinfo and ZDFneo. The complexity of the design is presented in a simple and reduced way on all levels of application. Intuitive user interfaces and short information paths create a particularly user-friendly digital presence. The perfect guide for all ZDF partners!

**Creative-Team:** **Thomas Grimm**, Leitung Marketing ZDF; **Horst Schick**, Leitung Corporate Design ZDF; **Stavros Amoutzias**, Projektleitung ZDF; **Tim Lindenblatt**, Projektmanager ZDFdigital; **Sebastian von**

**Nathusius**, Producer/Video Artist ZDFdigital; **Jan Breinbauer**, Creative Director KNSK Werbeagentur; **Katharina Herzog**, Account Director KNSK Werbeagentur; **Sarah Winkler**, Digital Architecture KNSK Werbeagentur; **Kim Schwaner**, Geschäftsführer Brand New Media

## **2. Prize**

### **AXN: Die Kalkofe Tutorials**

**Creative-Team:** **Lühr-Martin Lemkau**, Head of Brand & Product Development Sony Pictures Television Deutschland; **Marcel Leeb**, Projekt Management Sony Pictures Television Deutschland; **Oliver Kalkofe**, Host & Script Kalk TV; **Jana König**, Regie Fairmedia Studio Berlin Neukölln; **Jörg Strombach**, Produzent Fairmedia Studio Berlin Neukölln; **Steffen Hammerich**, Kamera; **Oli Thomas**, Animation & Schnitt; **Andreas Deyle**, Sounddesign; **Lasse Nolte**, Autor

## ***Best digital content presence***

### **1. Prize**

#### **ProSieben: Germany's next Topmodel**

**To promote this year's season of Germanys Next Top Model, ProSiebenSat.1 built its digital presence based on a broad user data analysis and presentet the girls in a stylish way. An absolute must for all fans!**

**Creative-Team:** **Michael Amann**, Creative Director Digital ProSiebenSat.1 TV Deutschland; **Karen Kujawa**, Vice President Digital ProSiebenSat.1 TV Deutschland; **Steven König**, Art Director ProSiebenSat.1 TV Deutschland; **Salome Huzel**, Social Media Texter/ Conceptioner ProSiebenSat.1 TV Deutschland; **Vinzenz Gebhardt**, Texter/Conceptioner ProSiebenSat.1 TV Deutschland; **Lisa Fickenscher**, Junior Art Director ProSiebenSat.1 TV Deutschland; **Benjamin Nitsch**, Designer Online ProSiebenSat.1 TV Deutschland; **Manuela Krause**, Junior Art Director Online ProSiebenSat.1 TV Deutschland; **Kristin Hesse**, Digital Content Writer ProSiebenSat.1 TV Deutschland

### **2. Prize**

#### **RTL: Winnetou**

**Creative-Team:** **Björn Klimek**, Leitung Marketing & Creative Director RTL Mediengruppe RTL Deutschland; **Michael Zschiesche**, Marken Manager Mediengruppe RTL Deutschland; **Christian Mirow**, Creative Manager Mediengruppe RTL Deutschland; **Susanne Jung**, Creative Manager Mediengruppe RTL Deutschland; **Heike Bosch**, AD Off-Air Design Mediengruppe RTL Deutschland; **Torsten Rabe**, CvD Unterhaltung RTL RTLinteractive; **Sabine Krimpmann**, Produktmanagerin RTL.de RTLinteractive; **Steffen Führes**, Teamleiter Development CBC; **Kristian Kerkhoff**, GF Demodern

### **3. Prize**

#### **ProSieben: Global Gladiators**

**Creative-Team:** **Richard Schweiger**, Senior Vice President ProSiebenSat.1 TV Deutschland; **Michael Amann**, Creative Director Digital ProSiebenSat.1 TV Deutschland; **Benjamin Nitsch**, Designer Online ProSiebenSat.1 TV Deutschland; **Elmina Medic**, Junior Project Manager ProSiebenSat.1 TV Deutschland; **Vinzenz Gebhardt**, Texter/Conceptioner ProSiebenSat.1 TV Deutschland; **Salome Huzel**, Texter/Conceptioner Social Media ProSiebenSat.1 TV Deutschland; **Walter Bierlmaier**, Senior Marketing Manager ProSiebenSat.1 TV Deutschland

## ***Beste online advertising***

### **1. Prize**

#### **National Geographic: Mars Campaign**

**The documentary series 'Mars' on National Geographic deals with the first manned mission to Mars, which is planned for 2033 and will serve to colonize the planet. So, the station placed a special ad on Immoscout 'Space Loft on Mars'. Innovative and eye-catching online advertising!**

**Creative-Team:** **Karin Zipperling**, Director Marketing & Creative Services FOX Networks Group Germany; **Rebecca Gauss**, Senior Marketing Manager FOX Networks Group Germany; **Tobias Walitschek**, Senior Marketing Manager Scout24; **Christiane Lehmann**, Senior Social Media Manager Scout24; **Janine Zimmermann**, Creative Director Scout24; **Marie Krüger**, Werkstudentin Scout24; **Vivien Müller**, Werkstudentin Scout24; **Tino Nitze**, Software Engineer ImmobilienScout24

## 2. Prize

### **RTL2: Game of Thrones – Mobile Interstitial**

**Creative-Team:** **Carlos Zamorano**, Direktor Marketing & Kommunikation RTL2; **Tina Wiesner**, Leiterin Marketing Kreation & Werbung RTL2

## 3. Prize

### **A+E: Awareness**

**Creative-Team:** **Sebastian Wilhelmi**, Director Marketing & Communications A+E Networks (Germany); **Nicola Fritz**, Head of Marketing A+E Networks (Germany); **Gunnar Stöckle**, Marketing Manager A+E Networks (Germany); **Caren Weeks**, Geschäftsführerin weeks; **Sebastian Ross**, Webdesign/Development weeks; **Seeda Ahmad**, Geschäftsleitung 1-2-social; **Ritchie Vogel**, International Sales Director Red pineapple

## **Best app**

### 1. Prize

#### **Red Bull TV: Hard Enduro VR**

With 'Hard Enduro Virtual Reality', Red Bull brings the world of off-road motorcycle racing to life for the user. The specially shot VR videos at the Erzberg race track combined with a world generated from computer graphics give the user a special kind of adventure: an all-round experience where it feels like you are in the middle of the race. A must-have app for all 'Hard Enduro' fans!

**Creative-Team:** **Michael Webersdorfer**, Creative Technologist Red Bull Media House; **Christian-Alexandru Rusitoru**, Motion Graphics Designer Red Bull Media House; **Martin Mueller**, Art Director Red Bull Media House; **Ulrike Mast**, Project Manager Red Bull Media House; **Stefan Reischl**, Digital Enhancements Project Manager Red Bull Media House; **Andreas Hoess**, Creative Director Red Bull Media House; **Sebastian Becher**, Sound Design Red Bull Media House; **Mirko Rasche**, Producer Red Bull Media House; **Neue Bewegung**, 3D Animation VR Intro

### 2. Prize

#### **Sat.1 Gold: Tierfinder**

**Creative-Team:** **Richard Schweiger**, Senior Vice President ProSiebenSat.1 TV Deutschland; **Michael Amann**, Creative Director Digital ProSiebenSat.1 TV Deutschland; **Karen Kujawa**, Vice President Digital ProSiebenSat.1 TV Deutschland; **Vinzenz Gebhardt**, Texter/Conceptioner ProSiebenSat.1 TV Deutschland; **Salome Huzel**, Texter/Conceptioner Social Media ProSiebenSat.1 TV Deutschland; **Simone Dzuba**, Senior Marketing Manager ProSiebenSat.1 TV Deutschland; **Christian Dueckmino**, Art Director aimstudio.de; **Werner Hoier**, Developer Elenium

## **Best viral**

### 1. Prize

#### **TV 2 Denmark: All that we share**

The clip 'All That We Share' – originally produced as a station campaign – promotes tolerance and acceptance without pointing fingers. The spot became a connecting factor in the digital world when viewers translated it into more than thirty languages. A spot has rarely been shared so many times – a viral hit!

**Creative-Team:** **Lotte Køhler Lindegaard**, Channel Controller TV 2 Denmark; **Jacob Weinreich**, Chief Marketing Officer TV 2 Denmark; **Vicky Wassmann Dahi**, Chief Brand Officer TV 2 Denmark; **Christopher Witzke**, Campaign Manager TV 2 Denmark; **Robert Cerkez**, Creative Director &Co. / NoA; **Johan Køhler**, Copywriter &Co. / NoA; **Rune Petersen**, Art Director &Co. / NoA; **Anne Højby**, Account Director&Co. / NoA; **Asger Leth**, Director Moland Film Company

### 2. Prize

#### **TELE 5: 50 Jahre Star Trek**

**Creative-Team:** **Anna Batorowski**, Creative Director TELE 5; **Karoline Bartmeyer**, Creative TELE 5; **Sabrina Irotschek**, Creative TELE 5

### **3. Prize**

#### **DW: Fahrradi**

**Creative-Team:** **Patricia Szilagyi**, Autorin Webvideo Deutsche Welle; **Gerhard Sonnleitner**, Autor Originalbeitrag Deutsche Welle; **Maren Bekker**, Redakteurin vom Dienst Deutsche Welle; **Stefanie Suren**, Leitung Abteilung Lebensart Deutsche Welle; **Rolf Rische**, Leitung Hauptabteilung Kultur & Leben Deutsche Welle

## ***Best interaction spot***

### **1. Prize**

#### **HISTORY: Der HISTORY-Award 2017: Gleichberechtigung – Wie gleich ist gleich?**

This year, the HISTORY Award focused on equality. HISTORY managed to portray the complexity of the subject in a short, animated spot suitable for children and young people: the bear doesn't care about apparent differences between people – he snatches them all. A funny interaction spot, which was well received by the target group!

**Creative-Team:** **Sebastian Wilhelmi**, Director Marketing & Communications A+E Networks (Germany); **Florian Kemeter**, Marketing Manager A+E Networks (Germany); **Dana Hickfang**, Trainee Marketing A+E Networks (Germany); **Holger Geisler**, Kreativdirektion/Geschäftsführung Alpenblick; **Isabell Musiol**, Projektmanagerin Alpenblick

### **2. Prize**

#### **DW: Hotelspot**

**Creative-Team:** **Maren Wintersberg**, Head of Operations Deutsche Welle; **Stephan Riebel**, Head of Promotion Deutsche Welle; **Patricia Fehlberg**, Executive Producer Deutsche Welle; **Sabrina Winand**, Head of Travel Distribution Deutsche Welle; **Mark Wegner**, Sound-Designer Deutsche Welle; **Nina Freifrau von dem Bussche**, Creative Director Then we take berlin; **Datenstrudel**, Direction & Editing; **Martin Gasch**, Director of Photography

## ***Best interaction campaign***

### **1. Prize**

#### **ProSieben: SchoolsOn**

Creative Solutions developed a campaign for the school competition 'SchoolsOn', which calls on students to produce a contribution for 'taff', 'Galileo' or 'Newstime'. But how do we reach the young people today and get them to submit their applications? Simple: Creative Solutions had the young hacker group ON\_Society take over ProSieben. Tailored to the target group, implemented in a youth-oriented way!

**Creative-Team:** **Richard Schweiger**, Senior Vice President ProSiebenSat.1 TV Deutschland; **Michael Amann**, Creative Director Digital ProSiebenSat.1 TV Deutschland; **Steven König**, Art Director ProSiebenSat.1 TV Deutschland; **Lisa Fickenscher**, Junior Art Director ProSiebenSat.1 TV Deutschland; **Vinzenz Gebhardt**, Texter/Conceptioner ProSiebenSat.1 TV Deutschland; **Salome Huzel**, Texter/Conceptioner Social Media ProSiebenSat.1 TV Deutschland; **Manuela Krause**, Junior Art Director Online ProSiebenSat.1 TV Deutschland; **Karen Kujawa**, Vice President Digital ProSiebenSat.1 TV Deutschland

### **2. Prize**

#### **RTL: Let's Dance**

**Creative-Team:** **Björn Klimek**, Leitung Marketing & Creative Director RTL Mediengruppe RTL Deutschland; **Michael Zschiesche**, Marken Manager Mediengruppe RTL Deutschland; **Mirjam Pézsa**, Creative Manager Mediengruppe RTL Deutschland; **Petra Matuschek-Schuster**, Projektmanagement Mediengruppe RTL Deutschland; **Thorsten Kaufmann**, Producer Mediengruppe RTL Deutschland; **Julian Kneidl**, Producer Mediengruppe RTL Deutschland; **Anna Dahmen**, Digitalmarketing Mediengruppe RTL Deutschland; **Dinah Hildebrand**, Produktmanagement RTLinteractive

## ***Best digital marketing spot***

### **1. Prize**

#### **TV 2 Denmark: All that we share**

The spot was intended to communicate the new channel strategy 'All That We Share' for Danish TV2 in-house and externally. It reminds us to focus on similarities rather than differences. This emotional message was well received at a time when xenophobia and hatred of people with different mindsets were boiling up again and again: the spot was shared by millions of viewers around the world – it perfectly communicated TV2 Denmark's strategy and thus positioned the broadcaster with great precision!

**Creative-Team:** Lotte Køhler Lindegaard, Channel Controller TV 2 Denmark; **Jacob Weinreich**, Chief Marketing Officer TV 2 Denmark; **Vicky Wassmann** Dahi, Chief Brand Officer TV 2 Denmark; **Christopher Witzke**, Campaign Manager TV 2 Denmark; **Robert Cerkez**, Creative Director &Co. / NoA; **Johan Køhler**, Copywriter &Co. / NoA; **Rune Petersen**, Art Director &Co. / NoA; **Anne Højby**, Account Director&Co. / NoA; **Asger Leth**, Director Moland Film Company

### **2. Prize**

#### **ZDF: Mediathek Relaunch**

**Creative-Team:** Thomas Grimm, Leitung Marketing ZDF; **Astrid Kämmerer**, Leitung Programm-Marketing 1 ZDF; **Sandra Hebel**, Projektleitung ZDF; **Alexandra Schulte**, Redakteurin On Air Promotion ZDF; **Facundo V. Scalerandi**, Regie btf; **Jakob Beurle**, Kamera btf; **Matthias Murmann**, Creative Producer btf; **Hanna Käßbohrer**, Executive Producer btf

### **3. Prize**

#### **DW: Documentary**

**Creative-Team:** Maren Wintersberg, Head of Operations Deutsche Welle; **Stephan Riebel**, Head of Promotion Deutsche Welle; **Patricia Fehlberg**, Executive Producer Deutsche Welle; **Kirsten Hass**, Producer Deutsche Welle; **Martin Reinhold**, Cutter Deutsche Welle; **Ute Schmidt**, Sound-Designer Deutsche Welle

## ***Best digital marketing campaign***

### **1. Prize**

#### **ZDF: Mediathek Relaunch**

ZDF accompanied the relaunch of the ZDFmediathek with an extensive digital marketing campaign. Under the motto "Everything in your time", digital spots and measures focused on the advantages of non-linear television in a striking and humorous way. And Böhmermann and his squeaky duck in the Loriot sketch 'Herren im Bad' rounded off the campaign wonderfully! One of the most interactive days on ZDF's Facebook page.

**Creative-Team:** Thomas Grimm, Leitung Marketing ZDF; **Astrid Kämmerer**, Leitung Programm-Marketing 1 ZDF; **Sandra Hebel**, Projektleitung ZDF; **Alexandra Schulte**, Redakteurin On Air Promotion ZDF; **Facundo V. Scalerandi**, Regie btf; **Jakob Beurle**, Kamera btf; **Matthias Murmann**, Creative Producer btf; **Hanna Käßbohrer**, Executive Producer btf

### **2. Prize**

#### **n-tv: Pack Dir Dein eigenes Newspaket**

**Creative-Team:** Cornelia Dienstbach, Leitung Marketing n-tv & Verticals/Diversifikation Mediengruppe RTL Deutschland; **Sabrina Engel**, Marken-Managerin n-tv Mediengruppe RTL Deutschland; **Lisa Dukowski**, Marken-Managerin n-tv Mediengruppe RTL Deutschland; **Alessandro Taschetta**, Senior Promotion Producer Mediengruppe RTL Deutschland; **Panajiota Walko**, Promotion Producer Mediengruppe RTL Deutschland; **Harald Jäger**, Director Client Services Havas Düsseldorf; **Jennifer Faltin**, Account Manager Havas Düsseldorf; **Martin Breuer**, Creative Director Havas Düsseldorf

### **3. Prize**

#### **RTL: Ninja Warrior Germany**

**Creative-Team:** Björn Klimek, Leitung Marketing & Creative Director RTL Mediengruppe RTL Deutschland; **Oliver Bittner**, Creative Manager Mediengruppe RTL Deutschland; **Angela Rudert**, Marken Manager Mediengruppe RTL Deutschland; **Susanne Jung**, Creative Manager Mediengruppe RTL Deutschland; **Hamid Behbudi**, Producer Mediengruppe RTL Deutschland; **Anna Dahmen**, Digitalmarketing Mediengruppe RTL Deutschland; **Dagmar Wurzer**, Digitalmarketing Mediengruppe RTL

Deutschland; **Stefanie Hartinger**, TV Designer Mediengruppe RTL Deutschland; **Solène Reichelt**, Projektmanagement Mediengruppe RTL Deutschland

## ***Best digital content marketing campaign***

### **1. Prize**

#### **pilot Hamburg: Garmin #BeatYesterday**

True to the slogan of the global image campaign #BeatYesterday, Garmin motivates fitness-junkies and couch potatoes alike to lead an active lifestyle: the heart of the extensive content marketing measures is the online magazine BeatYesterday.org, which was conceived and implemented by pilot. Within the categories Lifestyle, Health, Running, Fit & Active and Bike, users are offered content that makes the Garmin brand tangible: viral videos, events and nutrition tips, fitness trends, expert interviews and portraits of athletes and celebrities.

**Creative-Team:** **Jürgen Irlbacher**, Creative Director Content pilot Hamburg; **Sabine Muder**, Chefredakteurin Content Marketing pilot Hamburg; **Daniel Lantelme**, Creative Producer Content Marketing pilot Hamburg; **Ingo Simon**, Online-Redakteur pilot Hamburg; **Sebastian Bischert**, Senior Production Manager pilot Hamburg; **Daniel Stadtmann**, Manager Marketing D A CH Garmin Deutschland; **Christian Plötner**, Digital Marketing Manager D A CH Garmin Deutschland; **Alexander Balow**, Redaktion/Social Media D A CH Garmin Deutschland; **Daniela Spölgen**, Web Content Specialist D A CH Garmin Deutschland

### **2. Prize**

#### **RTL: Let's Dance Backstage**

**Creative-Team:** **Björn Klimek**, Leitung Marketing & Creative Director RTL Mediengruppe RTL Deutschland; **Michael Zschiesche**, Marken Manager Mediengruppe RTL Deutschland; **Mirjam Pézsa**, Creative Manager Mediengruppe RTL Deutschland; **Petra Matuschek-Schuster**, Projektmanagement Mediengruppe RTL Deutschland; **Martin Tietjen**, Moderation & Realisation Dock 1309; **Catharina Glowa**, Kamera & Schnitt Dock 1309

### **3. Prize**

#### **World of VR: Zentralverband Deutsches Kraftfahrzeuggewerbe**

**Creative-Team:** **Claudia Weiler**, Referentin PR Zentralverband Deutsches Kraftfahrzeuggewerbe; **Jens Epe**, CTO World of VR; **Amir Soltanian**, Mediendesigner World of VR; **Dora Gulyas**, Regie Cittadino

## ***Best digital influencer campaign***

### **1. Prize**

#### **ZDF: 37 Grad**

For this campaign, ZDF selected three influencers who, based on their personal experience, had a connection to the respective topic of the '37 Grad' documentary series. The aim was to raise awareness about the programme and increase interaction and discussion on the Internet. Organic posts on Facebook and Twitter, as well as ads on Facebook and Instagram, pushed the brand '37 Grad' over a period of just under three weeks. The result is just right: new fans, higher ratings!

**Creative-Team:** **Thomas Grimm**, Leitung Marketing ZDF; **Astrid Kämmerer**, Leitung Programm-Marketing 1 ZDF; **Sandra Hebel**, Projektleitung ZDF; **Alexandra Schulte**, Redakteurin On Air Promotion ZDF; **Sonja von Struve**, Leitung Social Media ZDF; **Uschi Hansen**, Community Management 37 Grad ZDF; **Meike Srowig**, Redaktionsleitung Crossmedia ZDF Digital; **Magdalena Dickescheid**, Social Media-Redakteurin ZDF Digital; **Marina Schakarian**, Social Media-Redakteurin ZDF Digital

### **2. Prize**

#### **VOX: geschickt eingefädelt**

**Creative-Team:** **Jutta Hertel**, Leitung Markenteam VOX Mediengruppe RTL Deutschland; **Serhat Mansuroglu**, Markenteam VOX Mediengruppe RTL Deutschland; **Tina Reinhardt**, Digitalmarketing Mediengruppe RTL Deutschland; **Katrin Bauer**, Digitalmarketing Mediengruppe RTL Deutschland; **Nicole Treutler**, Digitalmarketing Mediengruppe RTL Deutschland; **Malte Eckstein**, Producing Mediengruppe RTL Deutschland; **Franziska Keul**, Media Mediengruppe RTL Deutschland

### 3. Prize

**A+E: Leah Remini – Ein Leben nach Scientology**

**Creative-Team:** Sandra Redlich, Marketing Manager A+E Networks (Germany); Tatjana von Hochberg, Trainee Marketing A+E Networks (Germany)

## ***Best digital innovation***

### 1. Prize

**RTL2: The Walking Dead – Apocalypse Live**

Shortly before the start of the 6th season on RTL2 and the 7th season on Fox, the two channels used unprecedented mechanics and largely untried technology to let fans of 'The Walking Dead' become part of the action: two YouTube stars are put into a zombie scenario as part of a two-part Facebook Live broadcast. The community is there to direct the actions of the players directly. For the first time, the Facebook reaction buttons are used as interactive navigation tools and user comments are included directly. No other series has ever been promoted with such originality and creativity. The results surpass all expectations: several million live views, almost 100,000 live engagements, over 100 million overall reach – and coverage of online media with a reach of 86 million!

**Creative-Team:** Carlos Zamorano, Direktor Marketing & Kommunikation RTL2; Tina Wiesner, Leiterin Marketing Kreation & Werbung RTL2; Karin Zipperling, Director Marketing & Creative Services FOX Networks Group Germany; Katrin Kilianski, Social Media Director achtung!

### 2. Prize

**WDR: Der Kölner Dom – wie ihr ihn noch nicht erlebt habt**

**Creative-Team:** Stefan Moll, Leiter Programmbereich Internet WDR; Thomas Hallet, Innovation Lab WDR; Lisa Weitemeier, Redakteurin Wissenschaft WDR; Stefan Domke, Journalist WDR; Heinz Greuling, Autor/Journalist WDR; David Ohrndorf, Journalist WDR

### 3. Prize

**Red Bull TV: Urbex – Enter At Your Own Risk**

**Creative-Team:** Ulrike Mast, Project Manager Red Bull Media House; Sergio Martinez da la Varga, Art Director Red Bull Media House; Christian-Alexandru Rusitoru, Motion Graphics Design Red Bull Media House; Andreas Hoess, Creative Director Red Bull Media House; Stefan Reischl, Digital Enhancements Project Manager Red Bull Media House; Mirko Rasche, Producer Red Bull Media House; Sebastian Becher, Sound Design Red Bull Media House; Uber Eck, 3D Animation VR Intro

## **Category Promotion**

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

#### 1. Prize

**TV 2 Denmark: All that we share**

A station-spot that turns into a viral hit: Strategically, "All that we share" refers to what connects people and thus works against stereotyping. A presenter asks the Danes various questions, so that they come together in ever new and unexpected constellations. Makes you think and gives you goose bumps! The spot manages to win the hearts of viewers for TV2 Denmark!

**Creative-Team:** Lotte Køhler Lindegaard, Channel Controller TV 2 Denmark; Jacob Weinreich, Chief Marketing Officer TV 2 Denmark; Vicky Wassmann Dahi, Chief Brand Officer TV 2 Denmark; Christopher Witzke, Campaign Manager TV 2 Denmark; Robert Cerkez, Creative Director &Co. / NoA; Johan Køhler, Copywriter &Co. / NoA; Rune Petersen, Art Director &Co. / NoA; Anne Højby, Account Director&Co. / NoA; Asger Leth, Director Moland Film Company

#### 2. Prize

**Bond Street Film: C More – autumn 2016**

**Creative-Team:** Eoin Conroy, AD Bond Street Film; Attis Gabrielsson, Producer Bond Street Film



### 3. Prize

#### **SRF: Service Public Manifesto**

**Creative-Team:** Alex Heffer, Creative Director SRF; **Carla Schilling**, Projektleitung SRF; **Cuong Vu**, Leiter Marketing SRF; **Gabi Benz**, Producer WirzFraefelPaal Productions; **Stephan Usteri**, Regie WirzFraefelPaal Productions; **Stefan Fraefel**, Executive Producer WirzFraefelPaal Productions; **Nina Wirth**, Producer WirzFraefelPaal Productions; **Dennis Lück**, CCO Jung von Matt; **Alain Eicher**, Text/Konzept Jung von Matt

### ***Best on air programme spot: Acquired fictional productions***

#### 1. Prize

##### **Syfy: Sharknado Silvester**

There are shark snacks on Syfy for New Year's Eve. And in the style of various appetizers, the science fiction and horror station presents short clips from Sharknado 1 to 4: Simple idea, brilliantly implemented and attention-grabbing: Dinner is served!

**Creative-Team:** Elmar Krick, Brand Director NBCUniversal International Networks; **Sebastian Geller**, Senior Producer NBCUniversal International Networks; **Fabian Schneider**, Producer NBCUniversal International Networks; **Raphael Brunner**, Sound Designer NBCUniversal International Networks; **Kerstin Weckert**, On Air Manager NBCUniversal International Networks

#### 2. Prize

##### **TELE 5: Mittwoch Highlight**

**Creative-Team:** Tina Lohmann, Creative Director TELE 5; **Sabrina Irotschek**, Creative TELE 5; **Stefanie Paul**, Creative TELE 5; **Stella Breitsprecher**, Creative Producer OPIUM effect

#### 3. Prize

##### **DMAX: Queen of the South**

**Creative-Team:** Jan Leitz, Manager On Air Promotion Discovery Communications Deutschland; **Philipp Mahla**, On Air Promotion Executive Discovery Communications Deutschland; **Nermin Gladers**, Produktion Seeblick Media; **Nikolaus Ophoff**, Produktion Seeblick Media; **Robin Seiser**, Production Management Seeblick Media; **Hanne Wiesener**, Copywriter Seeblick Media; **Thomas Schmelzle**, Editing Seeblick Media; **Benjamin Stern**, Art Direction Graphik & 3D Seeblick Media; **Alexander Oberrader**, Creative Mix Wavefront Studios

### ***Best on air programme spot: Local fictional productions***

#### 1. Prize

##### **RTL: Winnetou**

A little boy reads a book, children play Cowboys & Indians around a tepee and a family watches Winnetou with Pierre Brice – under the slogan "Every generation has its own Winnetou", the spot leads the viewer emotionally into the RTL remake. Winnetou and Old Shatterhand ride again – to familiar but newly produced sounds!

**Creative-Team:** Björn Klimek, Leitung Marketing & Creative Director RTL Mediengruppe RTL Deutschland; **Christian Mirow**, Creative Manager & Producer Mediengruppe RTL Deutschland; **Eva Deutinger**, Marken Manager Mediengruppe RTL Deutschland; **Susanne Jung**, Creative Manager Mediengruppe RTL Deutschland; **Desirée van der Pas**, Regie Mediengruppe RTL Deutschland; **Michael Becker**, VFX Design Mediengruppe RTL Deutschland; **Arne Thomas**, Sound-Design Mediengruppe RTL Deutschland

#### 2. Prize

##### **TNT Serie: 4 Blocks**

**Creative-Team:** Raf Gasak, Creative Director Turner Broadcasting System Deutschland; **René Grossian**, Senior Creative Producer Turner Broadcasting System Deutschland; **Simone Braunsteffer**, Production Coordinator Turner Broadcasting System Deutschland; **Kathrein Gest**, Marketing Coordinator Turner Broadcasting System Deutschland; **Sebastian Weber**, Senior Marketing & PR Manager Turner Broadcasting System Deutschland; **Oliver Schwamb**, Creative Producer Grabow & Bartetzko Filmproduktion

### **3. Prize**

#### **Screenworks: RTL – Magda macht das schon**

**Creative-Team:** Julian Küffler, Motion Design Screenworks; Peter Hirdes, Konzept/Head Producer Screenworks; Lars Truhn, Brand Manager RTL; Christian Weckerle, Design RTL; Petra Hengge, Editorial RTL; Petra Matuschek, Projektmanagement RTL

### ***Best on air programme spot: Sports***

#### **1. Prize**

#### **Filmstyler: RTL – Marco Huck vs. Dmytro Kucher**

To promote his boxing match, Filmstyler follows Marco Huck in his everyday life: sparring, meeting with fans and talking to neighbours. The RTL spot is rounded off by the fitting lines of the song 'Kampfgeist' by rapper Kontra K "We show heart, win with pride, lose with respect, but never give up".

**Creative-Team:** Frank Schneider, Regie Filmstyler Pictures; Björn Klimek, Leiter Marketing & Creative Director RTL Mediengruppe RTL Deutschland

#### **2. Prize**

#### **SRF: ESAF**

**Creative-Team:** Mike Ferrara, Director SRF; Philippe Schnyder, Director of Photography SRF; Oliver Tremli, Teamleiter Crossmedia Promotion SRF; Patrick Arnecke, Leiter Design & Promotion SRF; Alex Hefter, Creative Director SRF; Cuong Vu, Leiter Marketing SRF

#### **3. Prize**

#### **DW: The Bundesliga**

**Creative-Team:** Maren Wintersberg, Head of Operations Deutsche Welle; Stephan Riebel, Head of Promotion Deutsche Welle; Patricia Fehlberg, Executive Producer Deutsche Welle; Andreas Börner, Producer Deutsche Welle; Marc Friedrich, Author Deutsche Welle; Marcus Waibel, Sound-Designer Deutsche Welle

### ***Best on air programme spot: News & Information***

#### **1. Prize**

#### **ZDF: US-Wahl 2016**

Hillary Clinton and Donald Trump gambling for control over the White House. This is how the ZDF promotes the coverage of the US elections in 2016, and the spot shows viewers where they can get an insight into everything important about the election!

**Creative-Team:** Thomas Grimm, Leitung Marketing ZDF; Tino Windisch, Leitung Programm-Marketing 2 ZDF; Sabine Ramseger-Kurz, Projektleitung ZDF; Felix Weitekamp, Projektleitung ZDF; Volker Haak, Director Superama Film; Holger Frick, Head of Producing Superama Film; Matthias Link, Producing Superama Film; Urs Franzen, VFX Superama Film; Sven Rossenbach, Ton/Sound Design Superama Film

#### **2. Prize**

#### **DW: Das Interview**

**Creative-Team:** Maren Wintersberg, Head of Operations Deutsche Welle; Stephan Riebel, Head of Promotion Deutsche Welle; Patricia Fehlberg, Executive Producer Deutsche Welle; Patrick Ruch, Producer Deutsche Welle; Martin Reinhold, Cutter Deutsche Welle; Ute Schmidt, Sound-Designer Deutsche Welle; Marek Neumann-Schönwetter, Director of Photography Deutsche Welle;

### ***Best on air programme spot: Kids***

#### **1. Prize**

#### **Disney Channel: Schnabeltier Tag**

The Disney Channel used the viral hit 'Pineapple-Pen' by Japanese comedian Pikotaro to promote the 'Schnabeltier Tag' with Phineas and Ferb – and, of course, Perry the Platypus. As an alternative to the original song, the Disney characters danced through the programme around the Platypus Day. Child-friendly, funny and exciting!

**Creative-Team:** **Ole Türck**, Leitung Creative Services The Walt Disney Company Germany; **Berns Huebl**, Senior Writer/Producer The Walt Disney Company Germany; **Marco Zaroni**, Schnitt The Walt Disney Company Germany; **Bernd Mayershofer**, Grafik The Walt Disney Company Germany; **Andreas Wein**, Sound Mix The Walt Disney Company Germany

## 2. Prize

### **Sat.1: The Voice Kids**

**Creative-Team:** **Richard Schweiger**, Senior Vice President ProSiebenSat.1 TV Deutschland; **Sebastian Schwarzer**, Vice President Promotion ProSiebenSat.1 TV Deutschland; **Niels Müller**, Head of Promotion SAT.1/Creative Director ProSiebenSat.1 TV Deutschland; **Josephine Döll**, Project Manager ProSiebenSat.1 TV Deutschland; **Gerald Kubiczek**, Senior Writer/Producer ProSiebenSat.1 TV Deutschland; **Alexander Salzedo**, Writer/Producer ProSiebenSat.1 TV Deutschland; **Paul Taylor**, Head of Audio ProSiebenSat.1 TV Deutschland; **Sylvia Zimmermann**, Senior Marketing Manager ProSiebenSat.1 TV Deutschland

## 3. Prize

### **Disney Channel: Preschool Adult Sell**

**Creative-Team:** **Ole Türck**, Leitung Creative Services The Walt Disney Company Germany; **Christian Gandl**, Senior Writer/Producer The Walt Disney Company Germany; **Wolfgang Schned**, Schnitt The Walt Disney Company Germany; **BDA**, Graphic Design; **Gunnar Graewert**, Komposition young&loud

## ***Best on air programme spot: Comedy***

### 1. Prize

#### **ICTV: Dize! Show – The Gods**

Disguised as gods, the actors of the Ukrainian comedy show 'The Dize! Show' fly over the country and greet their characters. In anticipation, the farmer's wife trips in the cabbage field, the fisherman falls into the lake and the sick man jumps out of the wheelchair. And everyone mumbles the word Friday – because then you can see them again on ICTV. Humorous and likeable!

**Creative-Team:** ICTV, Team

### 2. Prize

#### **TNT Comedy: Couchpotato – Two and a half Men**

**Creative-Team:** **Raf Gasak**, Creative Director Turner Broadcasting System Deutschland; **Simone Braunsteffer**, Production Coordinator Turner Broadcasting System Deutschland; **Benjamin Linke**, Senior Graphic Designer Turner Broadcasting System Deutschland; **Elena Tarasz**, Creative Producer Turner Broadcasting System Deutschland

### 3. Prize

#### **RTL: Ich bin ein Star – Holt mich hier raus!**

**Creative-Team:** **Björn Klimek**, Leitung Marketing & Creative Director RTL Mediengruppe RTL Deutschland; **Mirjam Pézsa**, Creative Managerin Mediengruppe RTL Deutschland; **Michael Zschiesche**, Marken Manager Mediengruppe RTL Deutschland; **Petra Matuschek-Schuster**, Projektmanagerin Mediengruppe RTL Deutschland; **Volker Hundertmark**, Producer Mediengruppe RTL Deutschland; **Hamish Hutchinson**, VFX Design Mediengruppe RTL Deutschland; **Andreas Ortmann**, Produktionsmanagement Mediengruppe RTL Deutschland; **Gregor Wagner**, Sound-Design Mediengruppe RTL Deutschland; **Frank Paul Husmann**, Kamera Mediengruppe RTL Deutschland

## ***Best on air programme spot: Show & Entertainment***

### 1. Prize

#### **Sat.1: The Taste**

A carefully arranged spoon – the candidate has only this one chance to convince the professional chefs of his talent. It is the flavour experience composed on this spoon that counts. After the taste: A firework of pictures of moments of happiness is ignited. A feast for the palate!

**Creative-Team:** **Niels Müller**, Head of Promotion SAT.1/Creative Director ProSiebenSat.1 TV Deutschland; **Alexander Molnar**, Project Manager ProSiebenSat.1 TV Deutschland; **Gerald Kubiczek**, Senior Writer/Producer ProSiebenSat.1 TV Deutschland; **Matthias Piskernik**, Senior Texter/

Konzeptioner ProSiebenSat.1 TV Deutschland; **Reinhard Keller**, Audio Designer ProSiebenSat.1 TV Deutschland; **Christian Dorn**, Senior Designer ProSiebenSat.1 TV Deutschland; **Ute Deutschmann**, Executive Producer ProSiebenSat.1 TV Deutschland; **Bettina Prieler**, Texterin/Konzeptioner ProSiebenSat.1 TV Deutschland; **Gilles Wolff**, Writer/Producer ProSiebenSat.1 TV Deutschland; **Sylvia Zimmermann**, Senior Marketing Manager ProSiebenSat.1 TV Deutschland

## **2. Prize**

### **MTV: Ridiculousness Denmark – Host Spot**

**Creative-Team:** **Dung Nguyen**, Head of Creative VIMN Nordic AB; **Sara Overödder**, Senior Creative VIMN Nordic AB; **Björn Johansson**, Creative Director Brikk Animation och Film AB; **Sofia Bohman**, Executive Producer Brikk Animation och Film AB; **Manuela Naumann**, Project Manager Audio Mixing Hofkapellmeister; **Jonatan Wallenberg**, Music composer; **Daniel Kurba**, Music composer

## **3. Prize**

### **RTL: Adam sucht Eva**

**Creative-Team:** **Björn Klimek**, Leiter Marketing & Creative Director RTL Mediengruppe RTL Deutschland; **Lars Truhn**, Creative Manager Mediengruppe RTL Deutschland; **Michael Zschiesche**, Marken Manager Mediengruppe RTL Deutschland; **Thorsten Kaufmann**, Regie & Producer Mediengruppe RTL Deutschland; **Knut Adass**, Kamera Mediengruppe RTL Deutschland; **Patrick Laukemper**, VFX Design Mediengruppe RTL Deutschland; **Markus Döpfer**, VFX Design Mediengruppe RTL Deutschland; **Michael Halein**, Ausstattung Mediengruppe RTL Deutschland; **Thomas Jeuck**, Produktionsmanagement Mediengruppe RTL Deutschland

## ***Best on air programme spot: Culture & Documentary***

### **1. Prize**

#### **Red Bull TV: Music Creators**

**Red Bull's promotion spot allows musicians of any style to get their say on 'Music Creators'. What they have in common is their love for music – something that is evident in every word and picture. They dance enthusiastically, talk about their musical passion and ideas. You can feel it immediately, in this programme every music-lover will find their format!**

**Creative-Team:** **Rüdiger Schrattenecker**, Executive Creative Producer Red Bull Media House; **Tina Siglreithmayr**, Senior Project Manager Red Bull Media House; **Hans-Jörg Weidenholzer**, Senior Editor Red Bull Media House; **Johann Steiner**, Senior Audio Engineer Red Bull Media House

### **2. Prize**

#### **n-tv: Aufstand der Barbaren**

**Creative-Team:** **Cornelia Dienstbach**, Leitung Marketing n-tv & Verticals/Diversifikation Mediengruppe RTL Deutschland; **Sabrina Engel**, Marken-Managerin n-tv Mediengruppe RTL Deutschland; **Lisa Dukowski**, Marken-Managerin n-tv Mediengruppe RTL Deutschland; **Alessandro Taschetta**, Senior Promotion Producer Mediengruppe RTL Deutschland; **Panajiota Walko**, Promotion Producer Mediengruppe RTL Deutschland; **Alex Krumm**, Art Director Mediengruppe RTL Deutschland; **Julia Sann**, TV-Designer Mediengruppe RTL Deutschland

### **3. Prize**

#### **TLC CRIME: Let's Stalk**

**Creative-Team:** **Jan Leitz**, Manager On Air Promotion Discovery Communications Deutschland; **Natalie Neugebauer**, On Air Promotion Executive Discovery Communications Deutschland; **Nermin Gladens**, Produktion Seeblick Media; **Nikolaus Ophoff**, Produktion Seeblick Media; **Horst Czenskowski**, Regie Seeblick Media; **Florian Langanke**, Kamera Seeblick Media; **Thomas Schmelzle**, Creative Editing Seeblick Media; **Robin Seiser**, Produktionsleitung Seeblick Media; **Alexander Oberrader**, Creative Mix Wavefront Studios

## ***Best B2B spot***

### **1. Prize**

#### **TELE 5: Mein Herz macht "bum bum" für mein Publikum**

Fast-paced footage edited to the Peter Fox line "The world has to turn and nothing can stay the same" and frequently incorporated: design elements and well-known station faces. This is the current B2B commercial of TELE 5. Fitting the claim 'Anders ist besser', there are no numbers and percentages, but weird, surprising and humorous pictures. In keeping with this, the concluding sentence of the commercial reads as follows: "Just book us, and you won't get such stupid presenters." Message received!

**Creative-Team:** Markus Jarre, Leitung Verkaufsmarketing TELE 5; Rebekka Fusseder, Product Manager TELE 5; Joerg Zuber, Directeur Artistique OPIUM effect; Flo Seeber, Motion Artist OPIUM effect; Georg Dehghan, Producer OPIUM effect; Hanne Wiesener, Texterin; Jens Barzen, Creative Producer

### **2. Prize**

#### **RTL2: Zeig mir mehr**

**Creative-Team:** Carlos Zamorano, Direktor Marketing & Kommunikation RTL2; Tina Wiesner, Leiterin Marketing Kreation & Werbung RTL2; Hannah Rackwitz, Projektmanagerin Marketing Kreation & Werbung RTL2; Klaus Schäfer, Geschäftsführer mehappy

### **3. Prize**

#### **RTL: Junescreening**

**Creative-Team:** Björn Klimek, Leitung Marketing & Creative Director RTL Mediengruppe RTL Deutschland; Eva Deutinger, Marken Managerin Mediengruppe RTL Deutschland; Dustin Zöller, Producer Mediengruppe RTL Deutschland; Alexander Marchet, Teamleiter Producing Team 2 Mediengruppe RTL Deutschland; Solène Reichelt, Projektmanagement Mediengruppe RTL Deutschland; Biggi Reuscher, Art Director Mediengruppe RTL Deutschland; Andreas Schuster, VFX Design Mediengruppe RTL Deutschland; Andres Stephan, Sound Design Mediengruppe RTL Deutschland; Gregor Wagner, Sound Design Mediengruppe RTL Deutschland

## ***Best special advertising***

### **1. Prize**

#### **SevenOne AdFactory: LiveOnSet Commercial – Circus HalliGalli**

At short notice, ProSieben cancelled the advertising block during 'Circus HalliGalli'. Instead, Joko and Klaas took charge of the product presentation themselves. Be it mouthwash, vegetarian salami or cruise ships – the two hosts advertise all products unprofessionally. But: goal achieved, because the audience flow was maintained and the audience enjoyed the entertaining alternative to the classic commercial break. Maximum attention and authenticity due to the presentation – a plus for advertising customers and ProSieben!

**Creative-Team:** Tom Schwarz, Geschäftsführung SevenOne AdFactory; Vanessa Götz, Project Manager SevenOne AdFactory; Sven-Olaf Planert, Director Productmanagement & Operations SevenOne AdFactory; Klaas Heufer-Umlauf, Moderator/Entertainer F.I.o.r.i.d.a TV; Benedikt Nordmann, Head of Light Entertainment & Comedy ProSiebenSat.1 TV Deutschland; Sebastian Heinlein, Programm Manager ProSiebenSat.1 TV Deutschland; Jeannine Stuibler, Chief Operating Office ProSiebenSat.1 TV Deutschland; Esther Jansen, Vice President Programm Planning Operations ProSiebenSat.1 TV Deutschland; Christian Eppensteiner, Head of TV Advertising Operations SevenOne Media

### **2. Prize**

#### **SevenOne AdFactory: Opel ADAM 360° Musik Video & GNTM**

**Creative-Team:** Tom Schwarz, Geschäftsführung SevenOne AdFactory; Stephan Beyschlag, Senior Production Consultant SevenOne AdFactory; Bianca Stephan, Senior Manager Business Development SevenOne AdFactory; Kerstin Bensch, Senior Product Manager/Content Marketing SevenOne AdFactory; Michael K. Theis, Leiter Markenkommunikation & Sponsoring Adam Opel; Astrid Frank, Account Director SevenOne Media; Paul-Christian Brenndoerfer, Planner/Conceptioner MRM // McCann; Karen Dixon, Producer RedSeven; Uwe Flade, Regisseur/Director Digital Creative

### **3. Prize**

#### **SevenOne AdFactory: Aldi & TVOG – einfach ist mehr!**

**Creative-Team:** **Tom Schwarz**, Geschäftsführung SevenOne AdFactory; **Sara Haid**, Director Creation & Conception SevenOne AdFactory; **Stephan Beyschlag**, Senior Production Consultant SevenOne AdFactory; **Lisa Messerschmidt**, Projekt Manager SevenOne AdFactory; **Marten Altenkamp**, Senior Conceptioner SevenOne AdFactory; **Florian Führer**, Head of Campaign Management Conception & Intern. Business SevenOne Media; **Natalie Zizler**, Programm Manager/Show ProSiebenSat.1 TV Deutschland; **Katrin Langenkämper**, Team Lead Artist Manager SAM-Starwatch Artist Management; **Carina Glück**, Account Director Ogilvy & Mather Düsseldorf

### ***Best special marketing***

#### **1. Prize**

##### **RTL: Alarm für Cobra 11**

The stars from 'Cobra 11' went on holiday in Rügen for the start of the season. And the fans could secure one of the limited postcards from Semir and Paul. RTL combined the call-to-action trailers with pictures from the new season and created a high level of fan involvement. Within 14 days, the fans had retrieved all 12,000 postcards on the fan page. Great campaign with effective results!

**Creative-Team:** **Björn Klimek**, Leitung Marketing & Creative Director RTL Mediengruppe RTL Deutschland; **Lars Truhn**, Creative Manager Mediengruppe RTL Deutschland; **Michael Zschiesche**, Marken Manager Mediengruppe RTL Deutschland; **Anja Pelzer**, Projektmanagement Mediengruppe RTL Deutschland; **Alexandra Felgendreher**, Producer Mediengruppe RTL Deutschland; **Sonja Lang**, Mediaplanung Mediengruppe RTL Deutschland; **Anna Dahmen**, Digitalmarketing Mediengruppe RTL Deutschland; **Doris Mertens**, Art Director Mediengruppe RTL Deutschland; **Philipp Pauls**, Texter Mediengruppe RTL Deutschland

#### **2. Prize**

##### **ProSieben: This Is Us**

**Creative-Team:** **Richard Schweiger**, Senior Vice President ProSiebenSat.1 TV Deutschland; **Verena Schuster**, Vice President Advertising ProSiebenSat.1 TV Deutschland; **Bernd Lutieschano**, Head of Art/Senior Art Director ProSiebenSat.1 TV Deutschland; **Teresa von Wyschetzki**, Art Director ProSiebenSat.1 TV Deutschland; **Ralph Aubele**, Senior Texter/ Konzeptioner ProSiebenSat.1 TV Deutschland; **Melanie Kufner**, Project Manager ProSiebenSat.1 TV Deutschland; **Jessica Schimm**, Producer Print ProSiebenSat.1 TV Deutschland; **Kathrin Ziegelhöfer**, Producer Print ProSiebenSat.1 TV Deutschland; **Walter Bierlmaier**, Senior Marketing Manager ProSiebenSat.1 TV Deutschland

#### **3. Prize**

##### **RTL2: PR-Mailing – Prison Break**

**Creative-Team:** **Carlos Zamorano**, Direktor Marketing & Kommunikation RTL2; **Tina Wiesner**, Leiterin Marketing Kreation & Werbung RTL2; **Christian Rother**, Geschäftsführer Büro Alba

### ***Best promotion spot for an event***

#### **1. Prize**

##### **BR: Der BR auf dem Filmfest München**

With emotional and gripping pictures, this trailer refers to the new BR (co)productions, which will be presented at the Munich Film Festival for the first time. The focus is on women crossing borders, children who go their own way and men on the search for something. Roll the film!

**Creative-Team:** **Volker Jungbäck**, Leitung Programm-Promotion BR Fernsehen; **Christina von Sprei**, Redakteurin Programm-Promotion BR Fernsehen; **Matthias Spin**, Producer Programm-Promotion BR Fernsehen

## ***Best promotion spot for special programming***

### **1. Prize**

**ARTE: Madame Butterfly**

In this commercial for the live broadcast of the opera 'Madame Butterfly', ARTE shows the butterfly motif as a Rohrschach test – and tells the entire opera using only these images. The viewer recognises motifs such as the geisha's kimono, a uterus, death... or just a beautiful picture composition. Simply masterful!

**Creative-Team: Cécile Chavepayre**, Creative Director ARTE; **Sylvia Tournerie**, Graphic Design ARTE; **Isabelle Girardin**, Production ARTE

### **2. Prize**

**Syfy: Sharknado Silvester**

**Creative-Team: Elmar Krick**, Brand Director NBCUniversal International Networks; **Fabian Schneider**, Producer NBCUniversal International Networks; **Raphael Brunner**, Sound Designer NBCUniversal International Networks; **Kerstin Weckert**, On Air Manager NBCUniversal International Networks

### **3. Prize**

**NDR: Tag der Pressefreiheit**

**Creative-Team: Thomas Vöcks**, Autor NDR Fernsehen; **Christina Gribbe**, Redakteurin NDR Fernsehen; **Matthias Fening**, Redaktionsleiter NDR Fernsehen

## ***Best radio spot***

### **1. Prize**

**Sat.1: Die Ketzerbraut**

In the Sat.1 in-house production 'Die Ketzerbraut', a young woman opposes the rigid and duplicitous moral concepts of the Catholic Church during that time and has nevertheless preserved her strong faith. This radio commercial tells the story using Gregorian choral singing. A tongue-in-cheek promotion!

**Creative-Team: Richard Schweiger**, Senior Vice President ProSiebenSat.1 TV Deutschland; **Sebastian Schwarzer**, Vice President Promotion ProSiebenSat.1 TV Deutschland; **Niels Müller**, Head of Promotion SAT.1/Creative Director ProSiebenSat.1 TV Deutschland; **Arne Wegener**, Senior Project Manager ProSiebenSat.1 TV Deutschland; **Gerald Kubiczek**, Senior Writer/Producer ProSiebenSat.1 TV Deutschland; **Boris Breitenreicher**, Audio Designer ProSiebenSat.1 TV Deutschland; **Matthias Piskernik**, Senior Texter/Konzeptioner ProSiebenSat.1 TV Deutschland; **Manuela Liebel**, Senior Marketing Manager/stv. Marketingleitung Sat.1 ProSiebenSat.1 TV Deutschland

### **2. Prize**

**VOX: Die Höhle der Löwen**

**Creative-Team: Jutta Hertel**, Leitung Markenteam VOX Mediengruppe RTL Deutschland; **Serhat Mansuroglu**, Markenteam VOX Mediengruppe RTL Deutschland; **Rolf Amann**, Sounddesign Mediengruppe RTL Deutschland; **Heiko Fischer**, Producing Mediengruppe RTL Deutschland; **Florian Grünwald**, Text Mediengruppe RTL Deutschland; **Franziska Keul**, Media Mediengruppe RTL Deutschland

### **3. Prize**

**BDA Creative: Amazon Video – Freitag-Filmeabend: Rache genommen**

**Creative-Team: Marc Strotmann**, Executive Creative Director BDA Creative; **Philipp Wundt**, Project Lead BDA Creative; **Britta Luebbert**, Amazon Integrated Marketing Amazon Instant Video Germany; **Petar Scekic**, Amazon Video Marketing Manager Amazon Instant Video Germany; **Anne Fritsch-Liermann**, Amazon Video Head of Acquisition Amazon Instant Video Germany

## ***Best text design or use of language and voice***

### **1. Prize**

#### **Bond Street Film: C More – autumn 2016**

In this spot, Bond Street lets the viewer speak for himself, lets him dive into films and become the protagonist: With appropriate text excerpts from the films or series and rewritten voice-over sequences, C More presents its autumn programme. Emotional, gripping and very close to the audience!

**Creative-Team:** Eoin Conroy, AD Bond Street Film; **Attis Gabrielsson**, Producer Bond Street Film

### **2. Prize**

#### **ProSieben: Die Simpsons**

**Creative-Team:** **Richard Schweiger**, Senior Vice President ProSiebenSat.1 TV Deutschland; **Markus Baier**, Head of Promotion OnAir/Creative Director ProSiebenSat.1 TV Deutschland; **Christian Giegerich**, Senior Writer/Producer ProSiebenSat.1 TV Deutschland; **Melanie Kufner**, Senior Project Manager ProSiebenSat.1 TV Deutschland; **Gesa Malin Gemba**, Project Manager ProSiebenSat.1 TV Deutschland; **Sebastian Dennstedt**, Designer ProSiebenSat.1 TV Deutschland; **Reinhard Keller**, Audio Designer ProSiebenSat.1 TV Deutschland; **Alexander Wagner**, Vice President Marketing ProSieben ProSiebenSat.1 TV Deutschland; **David Hoffmann**, Marketing Manager ProSiebenSat.1 TV Deutschland

### **3. Prize**

#### **SRF: Service Public Manifesto**

**Creative-Team:** **Alex Hefter**, Creative Director SRF; **Carla Schilling**, Projektleitung SRF; **Cuong Vu**, Leiter Marketing SRF; **Gabi Benz**, Producer WirzFraefelPaal Productions; **Stephan Usteri**, Regie WirzFraefelPaal Productions; **Stefan Fraefel**, Executive Producer WirzFraefelPaal Productions; **Nina Wirth**, Producer WirzFraefelPaal Productions; **Dennis Lück**, CCO Jung von Matt; **Alain Eicher**, Text/Konzept Jung von Matt

## ***Best on air station campaign***

### **1. Prize**

#### **TV 2 Denmark: All that we share**

The spots in this campaign show different groups of Danes: the rich, the poor, the young, the old. Each group enters the studio separately and both the setting and the soundtrack create a feeling of separate groups. Then the director interrupts and asks questions like, "Who was the class clown?" and "Who's lonely?" All those who answer yes, step forward. In this way, new and unexpected groups are formed in the various clips. For one question, everybody steps forward: "And then there's all of us, who just love Denmark." The IDs continue the idea: different people with something in common. An integrative campaign in times of separation!

**Creative-Team:** **Lotte Køhler Lindegaard**, Channel Controller TV 2 Denmark; **Jacob Weinreich**, Chief Marketing Officer TV 2 Denmark; **Vicky Wassmann** Dahi, Chief Brand Officer TV 2 Denmark; **Christopher Witzke**, Campaign Manager TV 2 Denmark; **Robert Cerkez**, Creative Director &Co. / NoA; **Johan Køhler**, Copywriter &Co. / NoA; **Rune Petersen**, Art Director &Co. / NoA; **Anne Højby**, Account Director&Co. / NoA; **Asger Leth**, Director Moland Film Company

### **2. Prize**

#### **ARTE: Next**

**Creative-Team:** **Cécile Chavepayre**, Creative Director ARTE; **Samuel Bernardeau**, Director & Concept ARTE; **Ines Roscher**, Redaktion ARTE; **Anne Seymour**, Production ARTE; **Monty Arnold**, Speaker ARTE; **Henri Ehrhard**, Head of Promotion ARTE

### **3. Prize**

#### **DW: Where I come from**

**Creative-Team:** **Maren Wintersberg**, Head of Operations Deutsche Welle; **Stephan Riebel**, Head of Promotion Deutsche Welle; **Patricia Fehlberg**, Executive Producer Deutsche Welle; **Andreas Börner**, Producer Deutsche Welle; **Sarah Weber**, Cutter Deutsche Welle; **Mark Wegner**, Sound Designer Deutsche Welle; **Jörg Holtkamp**, Creative Director Deutsche Welle; **Johannes Löbner**, Brand Manager Deutsche Welle; **Clint Wadell**, Concept and Text Deutsche Welle



## ***Best on air programme campaign: Acquired fictional productions***

### **1. Prize**

#### **ICTV: Triple movie**

Three weekends with three movies each – that's the triple movie on ICTV. The Ukrainian station wrote their own songs for 'The Hobbit', 'Men in Black' and 'Transformers' and literally gave the blockbusters a new sound. Extremely catchy!

**Creative-Team:** ICTV, Team

### **2. Prize**

#### **ProSieben: This Is Us**

**Creative-Team:** **Richard Schweiger**, Senior Vice President ProSiebenSat.1 TV Deutschland; **Markus Baier**, Head of Promotion OnAir/Creative Director ProSiebenSat.1 TV Deutschland; **Christian Giegerich**, Senior Writer/Producer ProSiebenSat.1 TV Deutschland; **Andrea Hartl**, Writer/Producer ProSiebenSat.1 TV Deutschland; **Katrin Maier**, Junior Designer ProSiebenSat.1 TV Deutschland; **Melanie Kufner**, Senior Project Manager ProSiebenSat.1 TV Deutschland; **Boris Breitenreicher**, Audio Designer ProSiebenSat.1 TV Deutschland; **Alexander Wagner**, Vice President Marketing ProSieben ProSiebenSat.1 TV Deutschland; **David Hoffmann**, Marketing Manager ProSiebenSat.1 TV Deutschland

### **3. Prize**

#### **spotville: Super RTL – TOGGO & TOGGO Plus Funmachine**

**Creative-Team:** **Marco Kuschner**, Geschäftsführung spotville; **Sven Braun**, Geschäftsführung spotville; **Marc Menzel**, Senior Creative Producer spotville; **Markus Seisenbacher**, Motion Design spotville; **Stella Hofmann**, Motion Design spotville; **Marc Hupperich**, Motion Design spotville; **Mara L'Assainato**, Leiterin On-Air Promotion RTL Disney Fernsehen; **Roger Petit**, Senior On-Air Promotion Manager RTL Disney Fernsehen; **Arnold Kaup**, Geschäftsführung & Sound Design sounds fresh

## ***Best on air programme campaign: Local fictional productions***

### **1. Prize**

#### **RTL: Winnetou**

"The legend lives" – that's the claim of the RTL film 'Winnetou'. And this is exactly what the promotion of the television event shows: Winnetou and Old Shatterhand ride again, love, hate, honour and passion are the focus of attention and Mario Adorf as Santer the villain is also back. The campaign is rounded off with quotes from the actors and the composer, who re-recorded the world-famous 'Winnetou' melody. Masterful television!

**Creative-Team:** **Björn Klimek**, Leitung Marketing & Creative Director RTL Mediengruppe RTL Deutschland; **Christian Mirow**, Creative Manager & Producer Mediengruppe RTL Deutschland; **Eva Deutinger**, Marken Manager Mediengruppe RTL Deutschland; **Susanne Jung**, Creative Manager Mediengruppe RTL Deutschland; **Andreas Schuster**, VFX Design Mediengruppe RTL Deutschland; **Markus Döpper**, VFX Design Mediengruppe RTL Deutschland; **Andreas Stephan**, Sound Design Mediengruppe RTL Deutschland; **Christian Steuler**, TV Design Mediengruppe RTL Deutschland; **Margit Sonntag**, AD Design Mediengruppe RTL Deutschland

### **2. Prize**

#### **VOX: Club der roten Bänder**

**Creative-Team:** **Jutta Hertel**, Leitung Markenteam VOX Mediengruppe RTL Deutschland; **Nina Gless**, Markenteam VOX Mediengruppe RTL Deutschland; **Rolf Amann**, Sounddesign Mediengruppe RTL Deutschland; **Thomas Siepe**, Producing Mediengruppe RTL Deutschland; **Malte Eckstein**, Producing Mediengruppe RTL Deutschland; **Florian Grünwald**, Text Mediengruppe RTL Deutschland

### **3. Prize**

#### **BR: Hindafing**

**Creative-Team:** **Volker Jungbäck**, Leiter Programm-Promotion BR Fernsehen; **Nicola Bienert**, Redakteurin Programm-Promotion BR Fernsehen; **Stefan Scholz**, Producer Programm-Promotion BR Fernsehen

## ***Best on air programme campaign: Sports***

### **1. Prize**

#### **ZDF: Wintersport**

The task: to promote various winter sporting events on ZDF. The result: funny spots in which the commentators and experts themselves practise their sports like sledding, biathlon or ski jumping. "Prepared, presenting and commenting is easier." Self-deprecating and humorous!

**Creative-Team:** Thomas Grimm, Leitung Marketing ZDF; Tino Windisch, Leitung Programm-Marketing 2 ZDF; Michael Maack, Projektleitung ZDF; Jürgen Krause, CEO/Executive Producer Film Deluxe; Katharina Strauß, Executive Producer Film Deluxe; Verena Soltiz, Director Film Deluxe

### **2. Prize**

#### **RTL & Filmstyler: Boxen**

**Creative-Team:** Björn Klimek, Leiter Marketing & Creative Director RTL Mediengruppe RTL Deutschland; Marc Rhiem, Producer Mediengruppe RTL Deutschland; Petra Matuschek-Schuster, Projektmanagement Mediengruppe RTL Deutschland; Frank Schneider, Regie Filmstyler Pictures

## ***Best on air programme campaign: News & Information***

### **1. Prize**

#### **DW: Breaking World News App**

Refugee crisis, fighting the IS and war in Eastern Ukraine – these are just a few of the topics that have dominated the news broadcasts on a daily basis for months. True to the motto "Global news that matters", Deutsche Welle is promoting its news app with various themed spots. Up-to-date, informative and global!

**Creative-Team:** Maren Wintersberg, Head of Operations Deutsche Welle; Stephan Riebel, Head of Promotion Deutsche Welle; Patricia Fehlberg, Executive Producer Deutsche Welle; Silvia Lippok, Producer Deutsche Welle; Martin Reinhold, Cutter Deutsche Welle; Mark Wegner, Sound-Designer Deutsche Welle

### **2. Prize**

#### **RTL: Das Jenke-Experiment**

**Creative-Team:** Björn Klimek, Leitung Marketing & Creative Director RTL Mediengruppe RTL Deutschland; Mirjam Pézsa, Creative Manager Mediengruppe RTL Deutschland; Rüdiger Braun, Konzept & Produktion Mediengruppe RTL Deutschland; Susanne Jung, Creative Manager Mediengruppe RTL Deutschland; Sven Lützenkirchen, Kamera Mediengruppe RTL Deutschland; Andreas Stephan, Sound Design Mediengruppe RTL Deutschland; Stephan Hoffmann, Grafik Design Mediengruppe RTL Deutschland

## ***Best on air programme campaign: Kids***

### **1. Prize**

#### **Disney Channel: Schlümpfe Tag**

A whole Saturday in the smurf village – even the Disney logo is smurfing and there's a new time: "20 smurf 15". The Disney Channel advertises the children's programme with a funny on-air campaign that focuses on the little blue creatures. Did you know what a Smurf without a cap looks like or what colour the Smurf tongue is? If not, quickly switch on Disney Channel!

**Creative-Team:** Ole Türck, Leitung Creative Services The Walt Disney Company Germany; Berns Huebl, Senior Writer/Producer The Walt Disney Company Germany; Olaf Neumann, Grafik The Walt Disney Company Germany; Bernd Mayershofer, Grafik The Walt Disney Company Germany; Andreas Wein, Sound Mix The Walt Disney Company Germany

### **2. Prize**

#### **spotville: Super RTL – TOGGO & TOGGO Plus Funmachine**

**Creative-Team:** Marco Kuschner, Geschäftsführung spotville; Sven Braun, Geschäftsführung spotville; Marc Menzel, Senior Creative Producer spotville; Markus Seisenbacher, Motion Design spotville; Stella Hofmann, Motion Design spotville; Marc Hupperich, Motion Design spotville; Mara L'Assainato, Leiterin On-Air Promotion RTL Disney Fernsehen; Roger Petit, Senior On-Air Promotion Manager RTL Disney Fernsehen; Arnold Kaup, Geschäftsführung & Sound Design sounds fresh

### 3. Prize

#### **ZDF: Die Welt, wie sie euch gefällt**

**Creative-Team:** Astrid Kämmerer, Leitung Programm-Marketing 1 ZDF; Irena Pavor, Projektleitung Marketing ZDF; Nadja Kronemeyer, Redakteurin On Air ZDF; Michael Habermehl, Kamera ZDF; Christian Herold, Schnitt ZDF; Jochen Schmidt, Ton/Sound Design ZDF; Jana Geisler, Creative Direction Alpenblick; Jochen Rall, Motion Designer Alpenblick; Isabelle Favez, Motion Designer Alpenblick

## ***Best on air programme campaign: Comedy***

### 1. Prize

#### **RTL: Die Puppenstars**

'Power to the puppets', 'Viva la Puppulation' and 'Fluffy attack'. The puppet stars are in town and will be joining RTL in January. They are already demanding their rights everywhere in the station, they surprise the receptionist and simply take over offices. Suddenly, even the RTL logo is made of all these fuzzy creatures. Funny puppet invasion that no one can get past!

**Creative-Team:** Björn Klimek, Leitung Marketing & Creative Director RTL Mediengruppe RTL Deutschland; Desirée van der Pas, Creative Manager Mediengruppe RTL Deutschland; Eva Deutinger, Marken Manager Mediengruppe RTL Deutschland; Eva Frings, Projektmanagement Mediengruppe RTL Deutschland; Stephan Hoffmann, SFX Design Mediengruppe RTL Deutschland; Sven Lützenkirchen, Kamera Mediengruppe RTL Deutschland; Frank Schlieder, Produktionsmanagement Mediengruppe RTL Deutschland

### 2. Prize

#### **BR: SchleichFernsehen**

**Creative-Team:** Volker Jungbäck, Leitung Programm-Promotion BR Fernsehen; Helge Rösinger, Redaktion Unterhaltung: Kabarett/Satire BR Fernsehen; Stefan Scholz, Producer Programm-Promotion BR Fernsehen; Nicola Bienert, Redakteurin Programm-Promotion BR Fernsehen

### 2. Prize

#### **TNT Comedy: Couchpotato Wochenende**

**Creative-Team:** Raf Gasak, Creative Director Turner Broadcasting System Deutschland; Simone Braunsteffer, Production Coordinator Turner Broadcasting System Deutschland; Benjamin Linke, Senior Graphic Designer Turner Broadcasting System Deutschland; Elena Tarasz, Creative Producer Turner Broadcasting System Deutschland

## ***Best on air programme campaign: Show & Entertainment***

### 1. Prize

#### **NDR: Der Deutsche Radiopreis 2016**

How do you advertise an award ceremony without having to use the usual show pictures? The NDR shows us: national and international stars of the music scene tell us about the greatest radio moments of their lives in front of the camera. The broadcaster gives the medium of radio and the German Radio Prize a special emotionality. Great idea, perfect implementation!

**Creative-Team:** Daniela Raskito, Autorin/Regisseurin NDR Fernsehen; Matthias Fening, Redaktionsleiter NDR Fernsehen

### 2. Prize

#### **RTL2: Naked Attraction**

**Creative-Team:** Carlos Zamorano, Direktor Marketing & Kommunikation RTL2; Tina Wiesner, Leiterin Marketing Kreation & Werbung RTL2

### 3. Prize

#### **RTL: Ninja Warrior Germany**

**Creative-Team:** Björn Klimek, Leitung Marketing & Creative Director RTL Mediengruppe RTL Deutschland; Oliver Bittner, Creative Manager Mediengruppe RTL Deutschland; Hamid Behbudi, Producer Mediengruppe RTL Deutschland; Patrick Gericke, Regie Mediengruppe RTL Deutschland; Markus Weigl, Art Director Mediengruppe RTL Deutschland; Markus Döpfer, VFX Design Mediengruppe RTL Deutschland; Stefan Hoffmann, VFX Design Mediengruppe RTL Deutschland; Dirk

**Jurick**, VFX Design Mediengruppe RTL Deutschland; **Solène Reichelt**, Projektmanagement Mediengruppe RTL Deutschland

## ***Best on air programme campaign: Culture & Documentary***

### **1. Prize**

**n-tv: Geschichte der Aufklärung**

To promote a documentary about sex education, n-tv lets an elegantly dressed lady in her 60s tell stories from her life: 'My husband and I had wonderful sex, just not with each other' – these spots are serious and witty at the same time and create curiosity for the history of sex education!

**Creative-Team:** **Cornelia Dienstbach**, Leitung Marketing n-tv & Verticals/Diversifikation Mediengruppe RTL Deutschland; **Sabrina Engel**, Marken-Managerin n-tv Mediengruppe RTL Deutschland; **Lisa Dukowski**, Marken-Managerin n-tv Mediengruppe RTL Deutschland; **Alessandro Taschetta**, Senior Promotion Producer Mediengruppe RTL Deutschland; **Panajiota Walko**, Promotion Producer Mediengruppe RTL Deutschland; **Harald Jäger**, Director Client Services Havas Düsseldorf; **Jennifer Faltin**, Account Manager Havas Düsseldorf; **Andreas Henke**, Chief Creative Officer Havas Düsseldorf

### **2. Prize**

**DW: Gier**

**Creative-Team:** **Maren Wintersberg**, Head of Operations Deutsche Welle; **Stephan Riebel**, Head of Promotion Deutsche Welle; **Patricia Fehlberg**, Executive Producer Deutsche Welle; **Peter Meffert**, Producer Deutsche Welle; **Martin Reinhold**, Cutter Deutsche Welle; **Max Spona**, Sound-Designer Deutsche Welle

### **3. Prize**

**TLC: CRIME**

**Creative-Team:** **Jan Leitz**, Manager On Air Promotion Discovery Communications Deutschland; **Natalie Neugebauer**, On Air Promotion Executive Discovery Communications Deutschland; **Nermin Gladens**, Produktion Seeblick Media; **Nikolaus Ophoff**, Produktion Seeblick Media; **Horst Czenskowski**, Regie Seeblick Media; **Florian Langanke**, Kamera Seeblick Media; **Thomas Schmelzle**, Creative Editing Seeblick Media; **Robin Seiser**, Produktionsleitung Seeblick Media; **Alexander Oberrader**, Creative Mix Wavefront Studios

## ***Best promotion campaign for special programming***

### **1. Prize**

**DMAX: 10 Jahre**

For its 10th birthday, DMAX thanked the men with a campaign – with witty and ironic puns: "Thank you #policeman, #toosickman, #ex-man, #carpenterman and #ohman". Typical for the men's channel, very DMAX!

**Creative-Team:** **Jan Leitz**, Manager On Air Promotion Discovery Communications Deutschland; **Philipp Mahla**, On Air Promotion Executive Discovery Communications Deutschland; **Sebastian Pforr**, Konzeption/Creative Director ZWEI FREUNDE; **Jasmin Kasap**, Konzeption/Schnitt ZWEI FREUNDE; **Lukas Keller**, Schnitt ZWEI FREUNDE; **Robert Schober**, Motion Design ZWEI FREUNDE; **Ines Fritsch**, Projektmanagement ZWEI FREUNDE; **Katja Wessling**, Projektmanagement ZWEI FREUNDE; **Aitor Benavent Cabañas**, Motion Design ZWEI FREUNDE

### **2. Prize**

**WDR: Tatort im Westen – Unsere Besten**

**Creative-Team:** **Michael Worringen**, Redaktion WDR; **Claudia Kynast**, Redaktion WDR; **Heinz Peter Brück**, Konzept, Producing WDR; **Michael Fröhlich**, Grafik WDR; **Malte Vogt**, Konzept/Producing act Videoproduktion; **Andreas Lebeda**, Senior-Producer act Videoproduktion; **Jukka Schmidt**, Schnitt act Videoproduktion; **Frank Balzer**, Ton act Videoproduktion; **Matthias Paeper**, Grafik Black and Code

### **3. Prize**

**ICTV: Oscars 18+**

**Creative-Team:** ICTV, Team

## ***Best editing***

### **1. Prize**

#### **NBC Universal: Sales Reel 2017**

"The right channel for every target group" – that's how NBC Universal advertises its channels' programme: a fast-moving flood of images with a wide variety of programme content and the right sound. Information for advertising customers is integrated into footage without being obtrusive. Exciting, emotional and informative!

**Creative-Team:** Daniel Loers, Director Sales NBC Universal Global Networks Deutschland; Elmar Krick, Brand Director NBC Universal Global Networks Deutschland; Fabian Schneider, Producer NBC Universal Global Networks Deutschland; Raphael Brunner, Sound Designer NBCUniversal International Networks; Kerstin Weckert, On Air Manager NBCUniversal International Networks

### **2. Prize**

#### **Syfy: Sharknado Silvester**

**Creative-Team:** Elmar Krick, Brand Director NBCUniversal International Networks; Fabian Schneider, Producer NBCUniversal International Networks; Raphael Brunner, Sound Designer NBCUniversal International Networks; Kerstin Weckert, On Air Manager NBCUniversal International Networks

### **3. Prize**

#### **AXN: Image 2017**

**Creative-Team:** Fabio Ardemagni, Head of Creative Sony Pictures Television; Rebekka Bincliffe, Senior Producer Sony Pictures Television; Sabine Krauthäuser, Producer Sony Pictures Television; Lühr-Martin Lemkau, Head of Brand & Product Development Sony Pictures Television; Darren Stokes, Freelance Producer/Creative Dazs8Creative; Ruth Rainey, Audio Engineer We Are Audio; Ben Mason, Audio Engineer & Composer We Are Audio; Matt Prior, Composer

## ***Best promotion-related audio design***

### **1. Prize**

#### **Red Bull TV: Music Creators**

In the programme 'Music Creators', every music lover will find his format: "It's all about the sound, it's all about the beat." The love for music is reflected in the audio design. Red Bull finds the right tone and sound effects for all musical aspects and puts sound in the spotlight!

**Creative-Team:** Rüdiger Schrattenecker, Executive Creative Producer Red Bull Media House; Tina Siglreithmayr, Senior Project Manager Red Bull Media House; Hans-Jörg Weidenholzer, Senior Editor Red Bull Media House; Johann Steiner, Senior Audio Engineer Red Bull Media House

### **2. Prize**

#### **n-tv: Jahres-Doku Highlight-Trailer**

**Creative-Team:** Cornelia Dienstbach, Leitung Marketing n-tv & Verticals/Diversifikation Mediengruppe RTL Deutschland; Sabrina Engel, Marken-Managerin n-tv Mediengruppe RTL Deutschland; Lisa Dukowski, Marken-Managerin n-tv Mediengruppe RTL Deutschland; Alessandro Taschetta, Senior Promotion Producer Mediengruppe RTL Deutschland; Panajiota Walko, Promotion Producer Mediengruppe RTL Deutschland; Alex Krumm, Art Director Mediengruppe RTL Deutschland; Julia Sann, TV-Designer Mediengruppe RTL Deutschland; Andreas Stephan, Sounddesigner Mediengruppe RTL Deutschland

### **3. Prize**

#### **TLC: Haunted – Seelen ohne Frieden II**

**Creative-Team:** Jan Leitz, Manager On Air Promotion Discovery Communications Deutschland; Lisa Michel, On Air Promotion Executive Discovery Communications Deutschland; Bernd Mutscheller, CD DMC; Bina Biemann, Senior Project Manager DMC; Sandra Kappler, Junior Project Manager DMC; Tristan Fischer, Designer DMC; Christian Takacs, Promo Producer DMC; Tilo Fischer, Geschäftsführung DMC

## ***Best promotion-related musical composition***

### **1. Prize**

#### **ICTV: Transformers**

For a film weekend with four parts of 'Transformers', the ICTV team combined and recorded a new rap. Accompanied by fast-paced and gripping film moments, an exciting spot was created. Great composition!

**Creative-Team:** ICTV, Team

### **2. Prize**

#### **RTL2: Zeig mir mehr**

**Creative-Team:** **Carlos Zamorano**, Direktor Marketing & Kommunikation RTL2; **Tina Wiesner**, Leiterin Marketing Kreation & Werbung RTL2; **Hannah Rackwitz**, Projektmanagerin Marketing Kreation & Werbung RTL2; **Klaus Schäfer**, Geschäftsführer mehappy

### **2. Prize**

#### **Disney Channel: Monstober**

**Creative-Team:** **Ole Türck**, Leitung Creative Services The Walt Disney Company Germany; **Thorben Osthus**, Senior Writer/Producer The Walt Disney Company Germany; **Gunnar Graewert**, young&loud – Komposition The Walt Disney Company Germany; **Ania Jools**, Gesang The Walt Disney Company Germany; **Thomas Schmelzle**, Schnitt The Walt Disney Company Germany; **Dani Fuchs**, GFX The Walt Disney Company Germany; **Nikola Krivokuca**, Kamera The Walt Disney Company Germany; **Oliver Frank**, Produktion The Walt Disney Company Germany

## ***Best use of music***

### **1. Prize**

#### **Universal Channel: Chicago Fire Heldenchor**

Goosebumps! For the 100th episode of the US series 'Chicago Fire' Universal Channel called on fire brigades all over Germany to shoot videos for the song 'We didn't start the fire' by Billy Joel. The channel edited these videos together into one big fire brigade choir – the 'Chicago Fire Hero Choir!' The series cast was so touched that they responded with a similarly brilliant video. Great idea – music can't be used more effectively!

**Creative-Team:** **Elmar Krick**, Brand Director NBCUniversal International Networks; **Henning Roch**, Marketing Director NBCUniversal International Networks; **Marco Utzen**, Marketing Manager NBCUniversal International Networks; **Heye**, Kreativagentur; **Sebastian Fery**, Director, Editor, Producer Crushed Eyes; **Mona Davis Beat**, Arrangement und Musikproduktion

### **2. Prize**

#### **Deutscher Filmpreis: Minifilm 2017**

**Creative-Team:** **Arnd von Rabenau**, Creative Director The Screeners; **Sascha Crone**, Senior Writer Producer The Screeners; **Stephan Piez**, Audio Designer Tonfabrik; **Bernadette Marquart**, Motion Designer

### **3. Prize**

#### **Syfy: Chefboss**

**Creative-Team:** **Elmar Krick**, Brand Director NBCUniversal International Networks; **Sebastian Geller**, Senior Producer NBCUniversal International Networks; **Monika Sersea-Bratic**, Marketing Manager NBCUniversal International Networks; **Kerstin Weckert**, On Air Manager NBCUniversal International Networks

## ***Best social spot or campaign***

### **1. Prize**

#### **VOX: Kooperation Club der roten Bänder & DKMS**

The Dramey series 'Club der roten Bänder' tells the story of the everyday life of sick young people in hospitals. One of the protagonists – Finn – has leukaemia and is waiting for a stem cell donation. The spot from VOX and DKMS is a perfect match: The real patient Rinah talks about her medical history and her recovery thanks to a stem cell donation. Great cooperation for a sensitive topic!

**Creative-Team:** **Jutta Hertel**, Leitung Markenteam VOX Mediengruppe RTL Deutschland; **Nina Gless**, Markenteam VOX Mediengruppe RTL Deutschland; **Rolf Amann**, Sounddesign Mediengruppe RTL Deutschland; **Florian Grünewald**, Text Mediengruppe RTL Deutschland; **Rüdiger Braun**, Regie & Producing Mediengruppe RTL Deutschland; **Stephan Hoffmann**, Grafik Mediengruppe RTL Deutschland; **Sven Lützenkirchen**, Kamera

## 2. Prize

### **Sat.1: Augen auf gegen Cybermobbing**

**Creative-Team:** **Niels Müller**, Head of Promotion SAT.1/Creative Director ProSiebenSat.1 TV Deutschland; **Arne Wegener**, Senior Project Manager ProSiebenSat.1 TV Deutschland; **André Otto**, Head of Design/Senior Art Director ProSiebenSat.1 TV Deutschland; **Gerald Kabcizek**, Senior Writer/Producer ProSiebenSat.1 TV Deutschland; **Ute Deutschmann**, Executive Producer ProSiebenSat.1 TV Deutschland; **Andi Gleichmann**, Audio Designer ProSiebenSat.1 TV Deutschland; **Isabell Heuer**, Writer/Producer ProSiebenSat.1 TV Deutschland; **Sabrina Ghotra**, Editor ProSiebenSat.1 TV Deutschland; **Manuela Liebel**, Senior Marketing Manager/ stv. Marketingleitung Sat.1 ProSiebenSat.1 TV Deutschland

## 2. Prize

### **Disney Channel Benelux: Earth Day**

**Creative-Team:** **Nancy Theunissen**, Senior Manager On Air, Production & Media Planning The Walt Disney Company Benelux; **Femke Reijn**, Creative Manager The Walt Disney Company Benelux; **Farrell Nugroho**, Senior Promo Producer The Walt Disney Company Benelux; **Victoria Lechevalier**, Senior Producer Mr. Frank

## **Category Cross-Media-Campaigns**

### **Best cross-media station campaign**

#### 1. Prize

##### **DMAX: 10 Jahre**

**#THANKSMAN** to all the men of the world, said DMAX on its 10th birthday. With the word "man", the men's channel created many funny word games – and translated them into a comprehensive channel campaign for all areas such as marketing, digital, social media and consumer products. Great idea, man!

**Creative-Team:** **Jan Leitz**, Manager On Air Promotion Discovery Communications Deutschland; **Philipp Mahla**, On Air Promotion Executive Discovery Communications Deutschland; **Johanna Bickel**, Marketing Executive Discovery Communications Deutschland; **Eike Immisch**, Director Marketing Discovery Communications Deutschland; **Jasmin Kasap**, Konzeption/Schnitt ZWEI FREUNDE; **Lukas Keller**, Schnitt ZWEI FREUNDE; **Ines Fritsch**, Projektmanagement ZWEI FREUNDE; **Katja Wessling**, Projektmanagement ZWEI FREUNDE

#### 2. Prize

##### **A&E: Awareness**

**Creative-Team:** **Sebastian Wilhelmi**, Director Marketing & Communications A+E Networks (Germany); **Nicola Fritz**, Head of Marketing A+E Networks (Germany); **Gunnar Stöckle**, Marketing Manager A+E Networks (Germany); **Caren Weeks**, Geschäftsführerin weeks; **Sebastian Ross**, Webdesign/Development weeks; **Seeda Ahmad**, Geschäftsleitung 1-2-social; **Ritchie Vogel**, International Sales Director Red pineapple

#### 3. Prize

##### **Super RTL: TOGGO läuft**

**Creative-Team:** **Susanne Schildknecht**, Head of Marketing & Brand Management RTL Disney Fernsehen; **Mara L'Assainato**, Leiterin On-Air Promotion RTL Disney Fernsehen; **Roger Petit**, Senior On-Air Promotion Manager RTL Disney Fernsehen; **Jonas Ritzel**, Online Redakteur RTL Disney Fernsehen; **Lukas Keller**, Geschäftsführer PBL Milk; **Carmen Schlüter**, Kundenberaterin PBL Milk; **Michael Tobinsky**, Geschäftsführer tof pictures; **Alexander Gerdas**, Creative Director tof pictures

## ***Best cross-media programme campaign***

### **1. Prize**

#### **National Geographic: Mars Campaign**

The 'Mars' series was National Geographic's first programme to combine fictional and factual content. For this reason, the channel developed a cross-media promotion campaign that focused on the relevance of the topic rather than the entertainment aspect. In doing so, FOX took a different approach: In a cooperation with the European Space Agency ESA, web spots were created with astronauts who reported on the topics 'Dangers and procedures of space travel' and 'Mars and its colonisation'. In the Mall of Berlin, an interactive Mars experience was set up where visitors could train like an astronaut and pose for a photo. And on Immoscout, a special ad was placed for an apartment on Mars that could be viewed interactively. Informative and entertaining!

**Creative-Team:** Karin Zipperling, Director Marketing & Creative Services FOX Networks Group Germany; Rebecca Gauss, Senior Marketing Manager FOX Networks Group Germany; Nicholas Economides, Creative Manager FOX Networks Group Germany; Stefan Wenhart, Digital Marketing Manager FOX Networks Group Germany; Sarina Baumann, Trade Marketing Coordinator FOX Networks Group Germany; Mirko Preugschat, Senior Project Manager Flimmer; Anne Rüttger, Editor Filmwerk; Axel Jäger, Cinematographer Filmwerk; Christian Peters, Editor Schnittwerk

### **1. Prize**

#### **DMAX: Queen of the South**

Fiction on DMAX is new – so far, the channel has mainly been showing male-oriented documentaries and series. With the US series 'Queen of the South', a woman took over as boss of the men's channel for the first time. The series about the rise of the Mexican drug queen Teresa Mendoza was advertised with a cross-media campaign that propelled viewers into the middle of the drug mafia: trailers and teasers with a unique look, Mexican-inspired graphics and a new tonality. These marketing measures were rounded off with numerous out-of-home activities, an online presence, cinema and radio commercials as well as print advertisements. Clearly, the Queen is now the boss!

**Creative-Team:** Jan Leitz, Manager On Air Promotion Discovery Communications Deutschland; Philipp Mahla, On Air Promotion Executive Discovery Communications Deutschland; Johanna Bickel, Marketing Executive Discovery Communications Deutschland; Eike Immisch, Director Marketing Discovery Communications Deutschland; Nermin Gladers, Produktion Seeblick Media; Nikolaus Ophoff, Produktion Seeblick Media; Robin Seiser, Production Management Seeblick Media; Jasmin Seitel, Etat Direktorin Heye Tobias Bundt, Creative Director Text Heye

### **2. Prize**

#### **RTL: Winnetou**

**Creative-Team:** Björn Klimek, Leitung Marketing & Creative Director RTL Mediengruppe RTL Deutschland; Christian Mirow, Creative Manager & Producer Mediengruppe RTL Deutschland; Eva Deutinger, Marken Manager Mediengruppe RTL Deutschland; Susanne Jung, Creative Manager Mediengruppe RTL Deutschland; Michael Zschiesche, Marken Manager Mediengruppe RTL Deutschland; Dagmar Wurzer, Digitalmarketing Mediengruppe RTL Deutschland; Simone Krost, Marketing Managerin Media Mediengruppe RTL Deutschland; Heike Bosch, AD Off-Air Design Mediengruppe RTL Deutschland; Heiko Theuerkauf, Teamleiter Off-Air Design Mediengruppe RTL Deutschland;

## ***Best cross-media event campaign***

### **1. Prize**

#### **ZDF: re:publica 2017**

At the re:publica 2017, ZDF invited viewers to look at concepts such as fake news, filter bubbles, social bots, and clickbait in the super-election year: oversized filter bubbles showed how easy it is to hide information. An installation printed tweets with the hashtag #ZDFroll and shredded them immediately. In the campaign 'Fact or Fake?' anyone could put his personal instinct for fake news to the test. '360° in a completely different way' invited the visitors to a virtual view from a skyscraper, to show the difference between real and fake. Visually surprising, colourful and interactive.



**Creative-Team:** Thomas Grimm, Leitung Marketing ZDF; Horst Schick, Leitung Corporate Design ZDF; Elke Duckgeischel, Projektleitung ZDF; Sonja von Struve, Leitung Social Media ZDF; Ute Halupczok, Grafik-Designerin Uniplan; Peter Röhrig, Architektur Uniplan; Frederik Nimmesgern, Konzeption Uniplan; Sara Öcal, Projektleitung Uniplan; Andreas Borger, Projektleitung Uniplan

## 2. Prize

### **SevenOne AdFactory: Live@McDONALD's #mcdlive**

**Creative-Team:** Tom Schwarz, Geschäftsführung SevenOne AdFactory; Michaela Ahsbar, Concept Sales SevenOne AdFactory; Suzan Weber, Project Manager SevenOne AdFactory; Marten Altenkamp, Senior Conceptioner SevenOne AdFactory; Constanze Mayer, Senior Account Director SevenOne Media; Fabian Wichmann, Leitender Redakteur RedSeven Entertainment; Julian Nissenbaum, Executive Producer RedSeven Entertainment; Romeo Cesari, 1. Aufnahmeleiter RedSeven Entertainment; Eva Rössler, Senior Manager Corporate Affairs McDonald's Deutschland

## **Eyes & Ears Special Prize 2017**

### **TV 2 Denmark: All that we share**

This campaign is a strategic masterpiece. It was produced to communicate the channel strategy "All That We Share" for the Danish TV station TV2 in-house and externally. The spots are about finding similarities rather than differences between people. They emphasise what connects people and thus works against stereotypes – inclusive instead of separating. This emotional message was well received in times when xenophobia and hatred of people with different views boiled up again and again: The Viral has been shared millions of times around the world and became a connecting factor in the digital world when viewers translated it into more than thirty languages. People like Richard Branson, Justin Trudeau and Ellen DeGeneres shared the spot and made it one of the most fascinating and most shared clips of all time. The figures speak for themselves: +8 million interactions, +284 million unpaid insights and an estimated PR value of +95 million dollars. Above all, however, the belief in the message "We have more in common than what separates us" has risen by 27 percent. Emotional and thought-provoking with a global impact!

**Creative-Team:** Lotte Køhler Lindegaard, Channel Controller TV 2 Denmark; Jacob Weinreich, Chief Marketing Officer TV 2 Denmark; Vicky Wassmann Dahi, Chief Brand Officer TV 2 Denmark; Christopher Witzke, Campaign Manager TV 2 Denmark; Robert Cerkez, Creative Director &Co. / NoA; Johan Køhler, Copywriter &Co. / NoA; Rune Petersen, Art Director &Co. / NoA; Anne Højby, Account Director&Co. / NoA; Asger Leth, Director Moland Film Company

## **Eyes & Ears Excellence Award 2017**

### **Prof. Dr.h.c. Erik Spiekermann, Berlin**

"I've always had typomania, an incurable but not fatal disease." This sentence by Erik Spiekermann describes his magical fascination and his great passion for fonts with pinpoint accuracy. Spiekermann founded the design agency MetaDesign in 1979 and worked primarily for companies in the graphic arts industry. In 1989 Fontshop AG was founded, one of the first mail order companies for computer typefaces, followed by founding FSI FontShop International together with Neville Brody in 1990. It is Erik Spiekermann's achievement to have made the classics among fonts fit for digital use - even more importantly - to design future classics directly for computer typesetting. With Meta and Officina, Spiekermann has designed two fonts that are now used globally. They have transformed the traditional ideals of typography into a new media age. Spiekermann left MetaDesign in 2000. He took over the redesign for The Economist and founded the branding and design agency United Designers Network (today: EdenSpiekermann). Spiekermann is far more than just a "press man", above all, he is a unique graphic designer who has worked for clients such as ZDF, WDR, Nokia and Deutsche Bahn. His work is visible to almost every visitor in Berlin when he looks at the public transport network's route map. In America, the advertising campaign for Barack Obama used one of the fonts of the German designer and

**typographer for the slogan "Yes, we can". Erik Spiekermann receives this year's Eyes & Ears Excellence Award for his work in typography and his lifetime achievement."**

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