



## Call for Entries to the 21<sup>ST</sup> INTERNATIONAL EYES & EARS AWARDS 2019

On Monday, 18 November 2019, Eyes & Ears of Europe will present the best productions of the year for the 21st time and award the creative teams with the International Eyes & Ears Awards. The show offers a unique opportunity to gain an impression of current trends, innovations and new perspectives. The award ceremony will take place as part of EYES & EARS 2019.

### EYES & EARS AWARDS SHOW

Monday, 18 November 2019

7 PM to 10 PM

Munich

The International Eyes & Ears Awards recognise particularly creative, innovative and effective design, promotion and brand communication measures. The trophies are awarded in several categories: Design, Audio, Digital, Craft, Promotion & Cross-Media. Projects published for the first time between 1 July 2018 and 30 June 2019 can be submitted.

Submit your projects now at <https://www.eefe-awards.org>

Eyes & Ears of Europe awards the **Eyes & Ears special prizes** for exceptionally impressive overall achievements. In addition, **Universal Production Music** donates a prize for the category 'Best Use of Music'.

The highlight of the event will be the presentation of the Eyes & Ears Excellence Award. Since 1998, this award has been presented for outstanding contributions to the design and reflection of audiovisual communication. Past winners of this honorary award are Falk Rosenthal, Erik Spiekermann, Dale Herigstad, Michael Conrad, Kyle Cooper, Nico Hofmann, Volker Weicker, Michel Comte, Florian Wieder, Yello - Dieter Meier and Boris Blank, Robert Wilson, Peter Weibel, Anton Corbijn, Peter Lamont, Hermann Vaske, Sky Du Mont, Martin Lambie-Nairn and Oliviero Toscani.

Category	What can be submitted?	Requirements
<b>DESIGN</b>		
<b>Best design in print or poster advertising</b>	Static print or poster motif - single or campaign; <b>NO</b> moving posters (see category Special Marketing)	Element(s) as single video clip, with audio, max. 3 min.
<b>Best new design package of a channel or platform</b>	Corporate design package of a station, a media network or a platform	Elements as single video clip, max. 3 min.
<b>Best bumper or station-IDs</b>	Bumpers or station-Ids	At least 3 elements as single video clip, max. 3 min.
<b>Best seasonal design package</b>	Seasonal design package – eg for carnival, mother's day, Christmas, Easter etc. (for sporting events see category sports design)	At least 3 elements as single video clip, max. 3 min.
<b>Best lead-in</b>	Programme lead-in (see genre sub-categories)	
<b>Fiction</b>	Programme lead-in for fictional formats	Element as single video clip, max. 3 min.
<b>Sports</b>	Programme lead-in for sport formats	Element as single video clip, max. 3 min.
<b>News &amp; Information</b>	Programme lead-in for news & information formats	Element as single video clip, max. 3 min.
<b>Kids</b>	Programme lead-in for kids formats	Element as single video clip, max. 3 min.
<b>Show, Entertainment &amp; Comedy</b>	Programme lead-in for show, entertainment & comedy formats	Element as single video clip, max. 3 min.
<b>Culture &amp; Documentary</b>	Programme lead-in for culture & documentary formats	Element as single video clip, max. 3 min.
<b>Best information or news design</b>	Info graphics, graphical representations of information and other design elements such as logo, studio, tables, lower thirds etc.	Elements as single video clip, max. 3 min.
<b>Best sports design</b>	Sports graphics, graphical representations of information and other design elements such as logo, studio, tables, lower thirds etc.	Elements as single video clip, max. 3 min.
<b>Best programme-related design package</b>	various elements such as lead-in, studio, equipment, lower thirds, closer etc	At least 3 elements as single video clip, max. 3 min.
<b>DIGITAL</b>		
<b>Best online presence</b>	Website, microsite, social media appearance or app of a media company or related to a content format	Measures filmed as single video clip with key figures on the effectiveness and/or networking effects/case study, max. 3 min.
<b>Best use of social media</b>	Use of social media (organic or paid) that supports the promotion of channels or programs	Measures filmed as video clip with key figures for effectiveness/case study, max. 3 min.
<b>Best digital marketing spot</b>	Video used exclusively on digital platforms & channels	Measures filmed as video clip with key figures for effectiveness/case study, max. 3 min.

<b>Best digital marketing campaign for a station or platform</b>	All videos & measures that represent the presence & networking of a digital channel or platform campaign. All elements (paid, owned, social) are allowed. Please display the customer journey and touchpoints.	Elements as video clip with key figures for effectiveness/case study, max. 3 min.
<b>Best digital marketing campaign for a programme</b>	All videos and measures that represent the presence & networking of a digital programme campaign. All elements paid, owned, social) are allowed. Please display the customer journey and touchpoints.	Elements as video clip with key figures for effectiveness/case study, max. 3 min.
<b>Best influencer marketing</b>	All videos & measures which specifically use influencers/celebrities with a wide-reaching online community for marketing & communication purposes.	Elements as video clip with key figures for effectiveness/case study, max. 3 min.
<b>Best digital innovation</b>	Innovative digital marketing measures: VR/AR/Location based/Trailer-Bytes etc.	Elements as video clip with key figures for effectiveness/case study, max. 3 min.
<b>PROMOTION</b>		
<b>Best station spot</b>	Single on-air spot investing in the station's image	Element as single video clip, max. 3 min.
<b>Best on air programme spot</b>	Single on-air spot (see genre sub-categories)	
<b>Acquired fictional productions</b>	On-air spot for acquired fictional productions	Element as single video clip, max. 3 min.
<b>Local fictional productions</b>	On-air spot for local fictional productions	Element as single video clip, max. 3 min.
<b>Sports</b>	On-air spot for sports formats	Element as single video clip, max. 3 min.
<b>News &amp; Information</b>	On-air spot for news & information formats	Element as single video clip, max. 3 min.
<b>Kids</b>	On-air spot for kids formats	Element as single video clip, max. 3 min.
<b>Comedy</b>	On-air spot for comedy formats	Element as single video clip, max. 3 min.
<b>Show &amp; Entertainment</b>	On-air spot for show & entertainment formats	Element as single video clip, max. 3 min.
<b>Culture &amp; Documentary</b>	On-air spot for culture & documentary formats	Element as single video clip, max. 3 min.
<b>Best B2B spot</b>	Trailers for B2B presentations such as roadshows, programme presentations, screenings	Element as single video clip, max. 3 min.
<b>Best special advertising</b>	Special ads (split screens, product placement, sponsored content etc.)	Element as single video clip, max. 3 min.
<b>Best promotion spot for special programming</b>	Single spot promoting special programming ("TV event") like a series marathon or similar	Element as single video clip, max. 3 min.
<b>Best radio spot</b>	Radio commercials advertising a TV station or a programme on the radio, as well as radio commercials for radio programmes or radio advertising commercials.	Element as video clip; if only sound: supported with pictures, max. 3 min.

<b>Best on-air station campaign</b>	On-air campaigns that contribute to the station's image	At least 3 spots, elements as single video clip, max. 3 min.
<b>Best on-air programme campaign</b>	On-air campaigns promoting programme formats (see genre subcategories)	
<b>Acquired fictional productions</b>	On-air campaign for acquired fictional productions	At least 3 spots, elements as single video clip, max. 3 min.
<b>Local fictional productions</b>	On-air campaign for local fictional productions	At least 3 spots, elements as single video clip, max. 3 min.
<b>Sports</b>	On-air campaign for sports formats	At least 3 spots, elements as single video clip, max. 3 min.
<b>News &amp; Information</b>	On-air campaign for news & information formats	At least 3 spots, elements as single video clip, max. 3 min.
<b>Kids</b>	On-air campaign for kids formats	At least 3 spots, elements as single video clip, max. 3 min.
<b>Comedy</b>	On-air campaign for comedy formats	At least 3 spots, elements as single video clip, max. 3 min.
<b>Show &amp; Entertainment</b>	On-air campaign for show & entertainment formats	At least 3 spots, elements as single video clip, max. 3 min.
<b>Culture &amp; Documentary</b>	On-air campaign for culture & documentary formats	At least 3 spots, elements as single video clip, max. 3 min.
<b>Best promotion campaign for special programming</b>	On-air campaign promoting special programming ("TV event") like a series marathon or similar	At least 3 spots, elements as single video clip, max. 3 min.
<b>Best social spot(s) – non-profit</b>	Public service announcements and social engagement campaigns	Element(s) as single video clip, max. 3 min.
<b>SPECIALS &amp; CROSS-MEDIA</b>		
<b>Best special marketing</b>	Marketing measures such as guerilla, ambient, digital out-of-home etc. as well as other innovative marketing measures	Marketing measures summarized in single video clip, max. 3 minutes.
<b>Best live or B2B event</b>	Event for a channel/platform/programme or a campaign promoting the event (festivals, conferences, awards ceremonies, meetings, fan mile campaigns etc.)	At least 3 different media as single video clip with indicators for effectiveness/case study, max. 5 min.
<b>Best integrated campaign for a channel or platform</b>	360° channel campaign	At least 3 different media as single video clip with indicators for effectiveness/case study, max. 5 min.
<b>Best integrated campaign for a programme</b>	360° programme campaign (see genre subcategories)	
<b>Fiction</b>	360° programme campaign for fictional programmes	At least 3 different media as single video clip with indicators for effectiveness/case study, max. 5 min.
<b>Nonfiction</b>	360° programme campaign for non-fictional programmes	At least 3 different media as single video clip with indicators for effectiveness/case study, max. 5 min.

## CRAFT

<b>Best studio design/set design</b>	Studio & set design (real & virtual studio); Design from concept to finished studio / set can be shown	Element(s) as single video clip/case study, max. 3 min.
<b>Best 2D/3D animation</b>	Productions such as spots, opening credits, explanatory pieces, seasonal IDs, labels etc. with a focus on 2D / 3D animation	Element(s) as single video clip, max. 3 min.
<b>Best typographical design</b>	Productions with a focus on typography	Element(s) as single video clip, max. 3 min.
<b>Best text design or use of language and voice</b>	Spots with specially created texts, special voices or creative language use	Element(s) as single video clip, max. 3 min.
<b>Best sound design</b>	Audio design of design or promotion elements	Element(s) as single video clip, max. 3 min.
<b>Best musical composition</b>	Musical composition of design or promotion elements	Element(s) as single video clip, max. 3 min.
<b>Best use of music</b>	Promotion spots where an existing song is the main focus, heavily supports the moving image or significantly strengthens the content	Element(s) as single video clip, max. 3 min.
<b>Best editing</b>	Productions focusing on editing	Element(s) as single video clip, max. 3 min.
<b>Best camera</b>	Productions focusing on camera work	Element(s) as single video clip, max. 3 min.
<b>Best direction</b>	Productions focusing on direction	Element(s) as single video clip, max. 3 min.

## CRITERIA FOR ALL CATEGORIES

### First broadcast date

- The entry must have been broadcast for the first time on a radio station, on a VOD platform, in cinemas, on the Internet or as part of an event, or have been made available to the public in any other way in the period from **1 July 2018 to 30 June 2019**
- For campaigns with several spots or elements, at least one of the spots or elements must have been broadcast or gone online for the first time during the specified period or must have been made publicly accessible in some other way.

### What would you like to tell the jury:

Please provide relevant information on the key points 'Innovation, Creation, Efficiency, Context, and Usage'. **We recommend that you use the new PDF upload.**

### Language & Subtitles

Submissions not produced in German or English must be subtitled in one of these two languages.

### Audio

- All submissions must comply with the broadcast-standard volume level R128.
- Please use only the original music and sounds.

### Video clips, black screens, panels

- Each entry must be submitted as a separate clip.
- If you would like to submit the same entry into several categories, you must do separate entries.
- More than one entry for the same or a different category in one clip will not be accepted.
- Assessment will only be made for what can be seen and heard on the tape: Please note that all elements of your entry – including all print or poster motifs, give-aways and other merchandise, radio commercials and/or websites, e.g. in the case of an integrated campaign – must be seen or heard in your submitted clip.
- **Black screens** should be no longer than 2 seconds.
- Please **DO NOT** use any panels with the title or the category of the submission.

### Digital categories

Please note that websites, social media, mobile applications etc. must be accessible permanently until the end of 2019 in Germany and Switzerland. Please create guest log-ins if necessary and supply them with your submission.

## SUBMISSION PORTAL

You may submit your contributions from April 15 until July 1, 2019 at the latest via the Internet portal <https://www.eeefe-awards.org>. Please register via the registration form on the internet portal to submit your entries for the Eyes & Ears Awards 2019. After activation by Eyes & Ears of Europe you will receive an email.

## FEES & FREE ENTRIES

### NON-MEMBERS

- 1 Entry € 450,-

### EYES & EARS MEMBERS

- Early Bird entries until 2 weeks before the official deadline (up to and including 17 June 2019) € 350,-
- Standard entries from 2 weeks before the official deadline (from 18 June up to and including 1 July 2019) € 400,-

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

Personal Membership*	1 free entry
University/Institutional Membership	1 free entry
Start-Up Membership	4 free entries
Corporate Membership 1	2 free entries
Corporate Membership 2	4 free entries
Corporate Membership 3	6 free entries
Corporate Membership 4	12 free entries
Corporate Membership 5	18 free entries
Corporate Membership 6	36 free entries

\* except for Memberships for Pensioners, Job Seekers, Students/Trainees, as well as Honorary Members

## YOUR CONTACT

Ina Braun, +49 (221) 6060 57 10, [ina.braun@eeofe.org](mailto:ina.braun@eeofe.org)

Marion Snyders, +49 (221) 6060 57 17, [marion.snyders@eeofe.org](mailto:marion.snyders@eeofe.org)