



## Call for Entries to the 23<sup>RD</sup> INTERNATIONAL EYES & EARS AWARDS

On Thursday, 25 November 2021, Eyes & Ears of Europe will present the best productions of the year for the 23rd 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 2021.

The International Eyes & Ears Awards recognise particularly creative, innovative and effective design, promotion and brand communication measures. The trophies are awarded in different categories in the areas of Design, Audio, Digital, Craft, Promotion & Cross-Media. Projects published for the first time between 1 July 2020 and 30 June 2021 can be submitted. Excluded from this are submissions in the category "Best promotion of election coverage".

Submit your projects from 22 April at <https://www.eeefe-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 "Best Cases in a Worst Case Crisis" category, which was introduced last year, was so well received that we will be continuing to offer it in 2021. In addition, the digital categories have been revised to reflect the growing digital market even more. The categories "Best promotion of election coverage" and "Best Innovative Idea" are new this year.

The highlight of the event will be the presentation of the **Eyes & Ears Inspiration Award**. Since 1998, this award has been presented for outstanding contributions to the design and reflection of audio-visual communication. Past winners of this honorary award for inspiration and creativity are Es Devlin, Falk Rosenthal, Erik Spiekermann, Dale Herigstad, Michael Conrad, Kyle Cooper, Nico Hofmann, Volker Weicker, Michel Comte, Florian Wieder, Yello – Dieter Meier und Boris Blank, Robert Wilson, Manfred Becker, Peter Weibel, Anton Corbijn, Peter Lamont, Hermann Vaske, Sky Du Mont, Martin Lambie-Nairn, Roman Kuhn und 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 media company 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 – e.g. 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 for on-air, online or streaming content (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</b>	Programme lead-in for news 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 digital presence</b>	Website, microsite, social media appearance or app of a media company or related to a content format	Measures filmed as video clip with description of impact, KPI's for digital performance & key figures from media reporting, max. 3 min.
<b>Best digital marketing spot</b>	Digital spots that were originally developed for use in digital channels. The spots are characterised by above-average potential in terms of digital distribution opportunities.	Measures filmed as video clip with description of impact, KPI's for digital performance & key figures from media reporting, max. 3 min.
<b>Best online advertising</b>	all standard, special and video formats of online advertising, e.g. DOOH & ambient activities, banners, rectangles, ads, sitebars, understitials	Measures filmed as video clip with description of impact, KPI's for digital performance & key figures from media reporting, max. 3 min.

<b>Best digital experience</b>	All measures of digital outdoor advertising, e.g. city lights, LED boards, digital screens at POS, installations, events	Measures filmed as video clip with description of impact, KPI's for digital performance & key figures from media reporting, max. 3 min.
<b>Best social media campaign</b>	Social media campaign tailored to the respective individual digital channel, such as Instagram, Facebook, TikTok, YouTube, etc., which supports the promotion of (media) companies/platforms or programs (stand-alone campaign, not cross-channel)	Measures filmed as video clip with description of impact, KPI's for digital performance & key figures from media reporting, max. 3 min.
<b>Best cross-social media storytelling</b>	Storytelling of a social media campaign on various coordinated digital channels such as Instagram, Facebook, TikTok, YouTube, etc, which supports the promotion of (media) companies/platforms or programmes (cross-channel)	Measures filmed as video clip with description of impact, KPI's for digital performance & key figures from media reporting, max. 3 min.
<b>Best digital marketing campaign for a station/platform</b>	All digital activities, via Instagram, Facebook, TikTok, YouTube, App, Voice Apps, DOOH, Smart TV etc., which represent the presence & networking of a digital (media) company or platform campaign. All elements (paid, owned, social) are allowed. Please represent the customer journey and touchpoints	Measures filmed as video clip with description of impact, KPI's for digital performance & key figures from media reporting, max. 3 min.
<b>Best digital marketing campaign for a programme</b>	All digital activities, via Instagram, Facebook, TikTok, YouTube, App, Voice Apps, DOOH, Smart TV, etc., that represent the presence & connection of a digital campaign for a programme. All elements (paid, owned, social) are allowed. Please represent the customer journey and touchpoints	Measures filmed as video clip with description of impact, KPI's for digital performance & key figures from media reporting, max. 3 min.
<b>Best influencer marketing</b>	All digitally provided content that was created in collaboration with a brand and integrates it as a matter of course. This can be, for example, posts, videos, podcasts or articles.	Measures filmed as video clip with description of impact, KPI's for digital performance & key figures from media reporting, max. 3 min..
<b>Crazy Hot Shit – Best digital innovation</b>	AR/VR apps, voice apps, smart TV, etc. - how do (media) companies/platforms make optimal use of digital technologies for themselves and their formats?	Measures filmed as video clip with description of impact, KPI's for digital performance & key figures from media reporting, max. 3 min.
<b>PROMOTION</b>		
<b>Best station spot</b>	Single spot that contributes to the image of its (media) company or platform	Element as single video clip, max. 3 min.
<b>Best programme spot</b>	Single programme spot promoting on-air, online or streaming content (see genre sub-categories)	
<b>Acquired fictional productions</b>	Programme spot for acquired fictional productions	Element as single video clip, max. 3 min.
<b>Local fictional productions</b>	Programme spot for local fictional productions	Element as single video clip, max. 3 min.
<b>Sports</b>	Programme spot for sports formats	Element as single video clip, max. 3 min.
<b>News</b>	Programme spot for news formats	Element as single video clip, max. 3 min.
<b>Kids</b>	Programme spot for kids formats	Element as single video clip, max. 3 min.
<b>Comedy</b>	Programme spot for comedy formats	Element as single video clip, max. 3 min.

<b>Show &amp; Entertainment</b>	Programme spot for show & entertainment formats	Element as single video clip, max. 3 min.
<b>Factual Entertainment</b>	Programme spot for factual entertainment or docutainment formats	
<b>Culture &amp; Documentary</b>	Programme spot for culture & documentary formats	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 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 special marketing</b>	Marketing measures such as guerilla, ambient, etc. as well as other innovative marketing measures (digital activities: see Best digital live experience)	Marketing measures summarized in single video clip, max. 3 minutes.
<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 station campaign</b>	Video campaigns that play to the image of a (media) company or platform	At least 3 spots, elements as single video clip, max. 3 min.
<b>Best on-air programme campaign</b>	Video campaigns promoting on-air, online or streaming programme formats (see genre subcategories)	
<b>Acquired fictional productions</b>	Programme campaign for acquired fictional productions	At least 3 spots, elements as single video clip, max. 3 min.
<b>Local fictional productions</b>	Programme campaign for local fictional productions	At least 3 spots, elements as single video clip, max. 3 min.
<b>Sports</b>	Programme campaign for sports formats	At least 3 spots, elements as single video clip, max. 3 min.
<b>News</b>	Programme campaign for news formats	At least 3 spots, elements as single video clip, max. 3 min.
<b>Kids</b>	Programme campaign for kids formats	At least 3 spots, elements as single video clip, max. 3 min.
<b>Comedy</b>	Programme campaign for comedy formats	At least 3 spots, elements as single video clip, max. 3 min.
<b>Show &amp; Entertainment</b>	Programme campaign for show & entertainment formats	At least 3 spots, elements as single video clip, max. 3 min.
<b>Culture &amp; Documentary</b>	Programme campaign for culture & documentary formats	At least 3 spots, elements as single video clip, max. 3 min.
<b>Factual Entertainment</b>	Programme campaign for factual entertainment or docutainment formats	
<b>Best promotion campaign for special programming</b>	Programme 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 cases in a worst case crisis</b>	All communication measures in times of crisis (on topics such as social distancing, unity & solidarity etc.)	Element(s) as single video clip, max. 3 min.
<b>Best promotion of election coverage</b>	Lead-in spots, election studios, graphic presentations, spots (no election commercials from parties!) on regional, national and European elections	Element(s) as single video clip, max. 3 min.
<b>Best live or B2B event</b>	Event for a (media) company/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 that combines at least 3 traditional and digital channels	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 that combines at least 3 traditional and digital channels (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.
<b>Best innovative idea</b>	Innovative concepts or ideas independent of the distribution channel	Element(s) as single video clip, max. 3 min.
<b>CRAFT</b>		
<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 typography</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

Unless stated otherwise, every submission is eligible to participate regardless of the medium (on-air, online, streaming or other) as long as it promotes content or the content provider.

### First broadcast date

- The entry must have been broadcast for the first time on a radio station, on a VOD platform, streaming 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 2020 to 30 June 2021**.

Excluded from this are submissions in the category "**Best promotion of election coverage**". Here: Please enter the **planned (!) first broadcast date**. All submissions for this category must have been publicly broadcast by **September 16, 2021**.

- 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. The same campaign may not be submitted in consecutive years.

### 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 PDF upload.**

### Language & Subtitles

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

### Video Specifications

- The portal accepts videos with the endings mp4, ogg, avi, mov, wmv, flv, ogv, webm, mpeg, mpg and a file size of maximum 1 GB.
- To maintain a certain quality standard, we can recommend the following two video specifications:
  - **Middle Quality Video:** Quick Time (.mov), H264, data rate: 15 MBit/s, 1920x1080, Color Level: 601/709, Upper Field First, Audio: Linear PCM, 48,000 kHz, 24 Bit
  - **Low Quality: Video:** Quick Time (.mov), H264, Data rate: 6 MBit/s, 1280x720, Color Level: 601/709, Upper Field First, Audio: Linear PCM, 48.000 kHz, 24 Bit

### 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, giveaways 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 2021 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 22 until August 2, 2021 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 2021. After activation by Eyes & Ears of Europe you will receive an email.

## FEES & FREE ENTRIES

	Eyes & Ears-Members	Non-Members
Early Bird until 17 May 2021	€ 350,-	€ 400,-
Standard until 19 July 2021	€ 400,-	€ 450,-
Late Bird until 26 July 2021	€ 450,-	€ 500,-
Last Chance until 2 August 2021	€ 550,-	€ 650,-

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

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