



Eyes&EarsEurope

CREATION, INNOVATION & EFFECTIVENESS – 17th International Eyes & Ears Awards 2015

Winners

Category Design

Best design in print or poster advertising

1st Prize

ProSieben MAXX: Tune In

The poster campaign "Tune in" aims to make you programme the channel ProSieben MAXX into your TV. The X-Angle from the station design was adapted for the print campaign. Two skewed images are fused together: The audience and the TV stars become one. True to the slogan "Tune in" we are completely submerged into the world of ProSieben MAXX and are ready to start the channel scan.

Creative team: Richard Schweiger, Senior Vice President Creative Solutions - ProSiebenSat.1 TV Deutschland; Verena Schuster, Vice President Advertising Creative Solutions - ProSiebenSat.1 TV Deutschland; Bernd Lutieschano, Head of Art Advertising Creative Solutions - ProSiebenSat.1 TV Deutschland; Teresa Huber, Art Director Creative Solutions - ProSiebenSat.1 TV Deutschland; Michael Prenner, Conceptioner Creative Solutions - ProSiebenSat.1 TV Deutschland; Claudia Ahammer, Project Manager Creative Solutions - ProSiebenSat.1 TV Deutschland; Kathrin Ziegelhöfer, Print Producer Advertising Creative Solutions - ProSiebenSat.1 TV Deutschland; Christina Leucht, Head of Marketing ProSieben MAXX Central Marketing - ProSiebenSat.1 TV Deutschland; David Hoffmann, Product Manager ProSieben MAXX Central Marketing - ProSiebenSat.1 TV Deutschland

2nd Prize

sixx: Sexy Beasts

Creative team: Richard Schweiger, Senior Vice President Creative Solutions - ProSiebenSat.1 TV Deutschland; Verena Schuster, Vice President Advertising Creative Solutions - ProSiebenSat.1 TV Deutschland; Pascal Wilfling, Art Director Advertising Creative Solutions - ProSiebenSat.1 TV Deutschland; Tina Mager, Art Director Advertising Creative Solutions - ProSiebenSat.1 TV Deutschland; Astarte Toomeh, Conceptioner Creative Solutions - ProSiebenSat.1 TV Deutschland; Michael Newell, Project Manager Creative Solutions - ProSiebenSat.1 TV Deutschland; Jessica Schimm, Print Poducer Advertising Creative Solutions - ProSiebenSat.1 TV Deutschland; Stefan Ladwig, Head of Marketing sixx Central Marketing - ProSiebenSat.1 TV Deutschland; Jolanda Elez куртaj, Brand Manager sixx Central Marketing - ProSiebenSat.1 TV Deutschland

3rd Prize

ProSieben: Gotham

Creative team: Richard Schweiger, Senior Vice President Creative Solutions - ProSiebenSat.1 TV Deutschland; Verena Schuster, Vice President Advertising Creative Solutions - ProSiebenSat.1 TV Deutschland; Bernd Lutieschano, Head of Art Advertising Creative Solutions - ProSiebenSat.1 TV Deutschland; Pascal Wilfling, Art Director Creative Solutions - ProSiebenSat.1 TV Deutschland; Ralph Aubele, Conceptioner Creative Solutions - ProSiebenSat.1 TV Deutschland; Janine Friese, Project Manager Creative Solutions - ProSiebenSat.1 TV Deutschland; Kathrin Ziegelhöfer, Print Producer Advertising Creative Solutions - ProSiebenSat.1 TV Deutschland; David Loy, Head of Marketing ProSieben Central Marketing - ProSiebenSat.1 TV Deutschland; David Hoffmann, Product Manager ProSieben MAXX Central Marketing - ProSiebenSat.1 TV Deutschland

Best bumper or station-ID package

1st Prize

VIMN Germany: Nick Jr – Crafty Creatures

Penguins made from yogurt cups, elephants out of corks and seals made from aluminium foil: the Crafty Creatures of Nick Jr. don't just draw in pre-schoolers. Animated lovingly and detailed in stop-motion, the little creatures crafted from recycled materials wreak havoc on their surroundings. The creative and target group-focused idents leave us wanting more and let us know exactly where we are – on Nick Jr.

Creative team: Bettina Vogel, VP Creative Content & Development VIMN Germany; **Stefan Schomerus**, Senior Producer Nickelodeon & Concept/Director/Designer/DOP/Editor/Animation VIMN Germany; **Richard Barry**, VP Creative Nickelodeon International; **Florian Schäfer**, Music/Sound Design Klangufer; **John Chambers**, Stories/Scripts; **Tine Kluth**, Animation

2nd Prize

Comedy Central North: Show Inspired

Creative team: Nicki Dreyer, Head of Promotion Creative Viacom International Media Networks; **Arjen Noordeman**, Creative Director/Brand Design Viacom International Media Networks; **Olaf Hovers**, VP Marketing & Interactive Viacom International Media Networks; **Csaba Molnár**, Motion Designer Idents Renderhell; **Sebastian Müller**, Sounddesigner Hofkapellmeister; **Philipp Brauer**, Sounddesigner Hofkapellmeister

3rd Prize

VOX: Queen Woche

Creative team: Jutta Hertel, Head of Promotion & Design VOX; **Torsten Lohrmann**, Regie VOX; **Jan Meisters**, Postproduction VOX; **Britta Mangold**, DOP VOX

Best seasonal or event-related design package

1st Prize

Dream On: France 3 – été

It has become a tradition: Each year, the France 3 summer idents feature humorously animated animals. 2015 was the year of the marmot: Whether as a mariachi band, hip-hopper or the Beatles – in summery surroundings the marmots groove to the beat of each music style. And when they smash their guitars as hard rockers or perform poolside as Daft Punk, we look forward to next summer even more!

Creative team: Anthony Sebaoun, Creative Director Design Dream On; **Hervé Prat**, Design Dream On; **Ivan Grangeon**, Design/Art Director/Director Dream On; **Juliette Clerc**, Production Dream On; **Camille Matinal**, Artistic Production Dream On; **Ulyssia Marchais**, Artistic Production Dream On; **Laurent Sauvage**, Artistic Director France 3; **Guillaume Ho Tsong Fang**, 3D-Postproduction/FX Mikros Image; **Guillaume Samot**, Sound Production Chez Jean

2nd Prize

ARTE: Weihnachten

Creative team: Cécile Chavepayre, Creative Direction ARTE; **Mikael Cuchard**, Graphik Animation ARTE; **Paul Biller**, Graphik Animation ARTE; **Arnaud Garrivier**, Musik ARTE; **Henri Ehrhard**, Koordination ARTE; **Sophie Deiss**, Art Direction Soandsau; **Jean-Christophe Saurel**, Art Direction Soandsau

3rd Prize

kabel eins: Wir rocken den Winter

Creative team: Richard Schweiger, Senior Vice President Creative Solutions - ProSiebenSat.1 TV Deutschland; **Oliver Rojschl**, Head of Promotion kabel eins Creative Solutions - ProSiebenSat.1 TV Deutschland; **Dominik Schütz**, Senior Writer/Producer Creative Solutions - ProSiebenSat.1 TV Deutschland; **Florian Winter**, Writer/Producer Creative Solutions - ProSiebenSat.1 TV Deutschland; **Veronika Mücher**, Writer/Producer Creative Solutions - ProSiebenSat.1 TV Deutschland; **Paul Taylor**, Head of Audiodesign Creative Solutions - ProSiebenSat.1 TV Deutschland; **Gerald Gutberlet**, Compositing Artist Creative Solutions - ProSiebenSat.1 TV Deutschland; **Michael Newell**, Senior Project Manager Creative Solutions - ProSiebenSat.1 TV Deutschland; **Sandra Assadi**, Head of Marketing kabel eins Central Marketing - ProSiebenSat.1 TV Deutschland

Best new corporate design package

1st Prize

ProSieben: Redesign

The challenge was to create a new contemporary corporate design for ProSieben while maintaining the existing station DNA. A seamless media and brand experience across all platforms was the goal. The result is a brand-specific design system based on the current use of screens that can be adapted to all media. The previously dominant silver-grey was replaced by a sinister colouration in black and red. They love to entertain us!

Creative team: Richard Schweiger, Senior Vice President Creative Solutions - ProSiebenSat.1 TV Deutschland; Christian Threimer, Vice President Design & Digital Creative Solutions - ProSiebenSat.1 TV Deutschland; Markus Goles, Art Director Design Creative Solutions - ProSiebenSat.1 TV Deutschland; Florian Hausberger, Head of Design Creative Solutions - ProSiebenSat.1 TV Deutschland; Anne-Jacqueline Wenisch, Account Executive ProSieben Creative Solutions - ProSiebenSat.1 TV Deutschland; Denise Pumberger, Designer Creative Solutions - ProSiebenSat.1 TV Deutschland; Bernd Lutieschano, Head of Art Creative Solutions - ProSiebenSat.1 TV Deutschland; Patrick März, Writer/Producer Creative Solutions - ProSiebenSat.1 TV Deutschland; Paul Taylor, Head of Audiodesign Creative Solutions - ProSiebenSat.1 TV Deutschland

2nd Prize

VIMN Germany: Nicknight

Creative team: Bettina Vogel, VP Creative Content & Development VIMN Germany; Simone Schreiner, Art Direction & Design VIMN Germany; Ignaas van den Poel, Art Direction & Design VIMN Germany; Peter Forner, Programm Planning VIMN Germany; Niels Klamroth, Produktionsleiter Markenfilm Crossing; Lisa Hadeler, Agentur Producer Markenfilm Crossing; Sebastian Müller, Sounddesign Hofkapellmeister; dyrdee media, Motion Design; Benjamin Brettschneider, Director

3rd Prize

Comedy Central North: Brand Refresh Design

Creative team: Nicki Dreyer, Head of Promotion Creative Viacom International Media Networks; Arjen Noordeman, Creative Director/Brand Design Viacom International Media Networks; Jorge Fröberg, Motion Designer/Editor Viacom International Media Networks; Olaf Hovers, VP Marketing & Interactive Viacom International Media Networks; Csaba Molnár, Motion Designer Idents Renderhell

Best lead-in: Fiction

1st Prize

Screenworks: ZDF – The Team

Blood runs across the skin, hands are cleaned of traces, a spider sits in its web. Three portraits of protagonists linked to the skyline of their respective European city – colours so extremely reduced they seem almost oppressive. The lead-in for the crime series 'The Team' symbolizes both the cooperation of the European investigative teams from Berlin, Copenhagen and Antwerp as well as the cross-linked crimes they fight. Screenworks creates an atmosphere that hints towards unforeseen developments, suspenseful twists and profound destinies.

Creative team: Peter Hirdes, Creative Direction Screenworks; Aaron Rositzka, Art Direction/Visual Design Screenworks; Christian Müskes, Compositing Screenworks; Wolfgang Feindt, Redaktion ZDF; Andi Wecker, Head Producer Network Movie Köln; Frank Paul Husmann, DOP

2nd Prize

RTL: Block B

Creative team: Ulli Schumacher, Creative Directorin Design RTL Creation; Frederik Geisler, TV Design Producer RTL Creation; Catrin Mackowski, TV Designerin RTL Creation; Patrick Laukemper, VFX Designer RTL Creation; Annett Krause, Projektmanagerin RTL Creation; Petra Hengge, Redaktion Fiction RTL Television

3rd Prize

RTL: Deutschland 83

Creative team: Ulli Schumacher, Creative Directorin Design RTL Creation; Ilona Hellmiss, Design Producerin RTL Creation; Markus Döpfer, VFX Designer RTL Creation; Majon Burger, TV Designerin RTL Creation; Catrin Mackowski, TV Designerin RTL Creation; Annett Krause, Projektmanagerin RTL

Creation; **Gregor Wagner**, Sound Designer RTL Creation; **Jan Poerschke**, Sound Designer RTL Creation; **Sven Lützenkirchen**, Kamera

Best lead-in: Sports

1st Prize

SRF: Leichtathletik EM

In the lead-in for the European Athletics Championships 2014 in Zurich, the SRF focuses on typical disciplines: Sprinters, javelin throwers and relay racers compete for the Gold. The deciding moments are captured in slow motion: the thrilling finish of the sprinter, the throwing of the javelin or handing over the baton. In the usual high-quality, the lead-in arouses the audience's passion for the competitions: We're in!

Creative team: **Alex Hefter**, Creative Director SRF; **Cordula Gieriet**, Art Director SRF; **Patrick Arnecke**, Leiter Design & Promotion SRF; **Tiny Bernhard**, Senior Designer SRF; **Jürg Dummermuth**, Senior Designer SRF; **Simone Nucci**, Senior Designer SRF; **Simon Renter**, Senior Designer SRF; **Antonio Nocco**, Producer tpc; **Marco Barberi**, DoP

Best lead-in: Information

1st Prize

Dream On: France 5 – Avis de Sortie

'Avis de Sortie' is a weekly show on France 5, where new films are presented. Dream on created a lead-in which made it possible to present the entire spectrum of movie genres in the show. In a modern and artistic look created from neon lights, different genres and icons are flickering away. The visual atmosphere – created by the interplay of neon lights and darkness – makes us feel like we're sitting in the cinema: Start the movie!

Creative team: **Anthony Sebaoun**, Creative Director Design Dream On; **Gabrielle Mimram**, Artistic Director Dream On; **Jean-Philippe Vendran**, 3D Operator Dream On; **Raphaëlle Collette**, Production Dream On; **Eric Rinalidi**, Creative Director France 5; **Hit'N'Run**, Sound Production & Music

2nd Prize

Filmstyler Pictures: Sat.1 – Spiegel TV Zugang

Creative team: **Frank Schneider**, Regie Filmstyler Pictures; **Knut Adass**, Kamera Filmstyler Pictures; **Dionys Frei**, Octocopter Operator Filmstyler Pictures; **Dirk Farin**, Editor Filmstyler Pictures

3rd Prize

Filmstyler Pictures: WDR – Menschen hautnah

Creative team: **Frank Schneider**, Regie Filmstyler Pictures; **Daniel Lang**, Online-Artist Filmstyler Pictures; **Heiko Leitsch**, Online-Artist Filmstyler Pictures

Best lead-in: Show & Entertainment

1st Prize

RTL: Henssler hinter Gittern

Prison, chef jacket, barbed wire, gas flame – with these images the viewers are led into the show "Henssler Behind Bars". It couldn't be more appropriate for the format, since TV chef Steffen Henssler wants to teach prisoners at the JVA Bremen-Oslebshausen how to cook. Whether the inmates turn into star chefs remains to be seen. In any case, three stars for RTL!

Creative team: **Ulli Schumacher**, Creative Directorin Design RTL Creation; **Frederik Geisler**, TV Design Producer RTL Creation; **Petra Matuschek-Schuster**, Projektmanagerin RTL Creation; **Catrin Mackowski**, TV Designerin RTL Creation; **Hamish Hutchison**, VFX Designer RTL Creation; **Rüdiger Hennecke**, Redaktion Unterhaltung, Show & Daytime RTL Television

2nd Prize

RTL: I like the 80's

Creative team: **Ulli Schumacher**, Creative Directorin Design RTL Creation; **Christian Weckerle**, TV Design Producer RTL Creation; **Annett Krause**, Projektmanagerin RTL Creation; **Gregor Wagner**,

Sound Designer RTL Creation; **Jochen Mast**, Redaktion Comedy/Real Life RTL Television; **Sven Lützenkirchen**, Kamera

3rd Prize

RTL: Die Bachelorette

Creative team: **Ulli Schumacher**, Creative Directorin Design RTL Creation; **Frederik Geisler**, TV Design Producer RTL Creation; **Petra Matuschek-Schuster**, Projektmanagerin RTL Creation; **Catrin Mackowski**, TV Designerin RTL Creation; **Patrick Laukemper**, VFX Designer RTL Creation; **Kirsten Petersen**, Redaktion Comedy/Real Life RTL Television

Best lead-in: Culture

1st Prize

SRF: Barock

Lush decorative elements, gold leaf and tendrils – attracting attention, seducing and surprising. Hardly any other epoch relies so much on effects and stirs emotions. The lead-in for the topic 'Baroque' on Swiss television is designed accordingly. Geometrically designed gardens, fencing duels between gallants and tables overloaded with food show typical characteristics of the age. All the images are projected in sophisticated fashion onto a woman's body. Sensual and opulent!

Creative team: **Alex Hefter**, Creative Director SRF; **Patrick Arnecke**, Leiter Design SRF; **David Angehrn**, Leiter Strategie & Planung SRF; **Sven Volz**, Art Director SRF; **Simona Knuchel**, Designer SRF; **Philipp Böhlen**, Senior Designer SRF

1st Prize

Dream On: France 5 – Avis de Sortie

'Avis de Sortie' is a weekly show in France 5 which provides information on the latest cinematic releases. For this, Dream on created a lead-in that reflects the full range of film genres. In a modern and artistic look created from neon lights, different genres and icons flicker away. The informative nature of the movie show is clearly emphasized.

Creative team: **Anthony Sebaoun**, Creative Director Design Dream On; **Gabrielle Mimram**, Artistic Director Dream On; **Jean-Philippe Vendran**, 3D Operator Dream On; **Raphaëlle Collette**, Production Dream On; **Eric Rinalidi**, Creative Director France 5; **Hit'N'Run**, Sound Production & Music

Best studio design/set design/scenography

1st Prize

WDR: Quarks & Co

The new studio of the WDR science magazine impresses with its functionality. Rear projection screens, floating stele monitors and a data hub allow even greater focus on the content. The stele monitors are versatile. With the data hub, presenter Ranga Yogeshwar can show full screen images or info graphics and even add his own drawn explanations to interact with the viewers. True to the motto: "Decoration was yesterday, the content itself serves as scenery".

Creative team: **Wolfgang Lemme**, Redaktion WDR; **Michael Freiwald**, Gestaltungskonzept WDR; **Michael Worringen**, Gestaltungskonzept WDR; **Bernd Jünger**, Szenenbild Umsetzung WDR; **André Raaff**, On-Air-Design WDR; **Nicole Marx**, On-Air-Design WDR; **Harald Spieß**, Regie WDR; **André Müller**, Regie WDR

2nd Prize

Studio Bode: ProSieben – Mein bester Feind: Joko & Klaas

Creative team: **Bode Brodmüller**, Creative Direction Set Studio BODE; **Thomas Schmidt**, Creative Producer Florida TV; **Stephan Kauertz**, Producer Florida TV; **Claudia Schöltzel**, Redaktionsleitung Florida TV; **Sabine Settkorn**, Studiobau Studio Hamburg; **Christin Schneider**, Production Management Endemol; **Manuel DeCosta**, Licht-Design Regie Department; **Mark Achterberg**, Regie Regie Department

3rd Prize

SRF: Glanz & Gloria

Creative team: **Alex Hefter**, Creative Director SRF; **Severine Waibel**, Art Director SRF; **Livia Bigler**, Project Manager SRF; **David Angehrn**, Leiter Strategie & Planung SRF; **Esther Della Pietra**,

Entwicklungsregie SRF; **Martin Wälchli**, Entwicklungsregie SRF; **René Jauch**, Set Design René Jauch Design

Best information or news design

1st Prize

ZDF: heute+

The interactive news magazine heute+ aims to reach young viewers and is therefore "online first". Especially on Twitter and Facebook, the show is active around the clock. Accordingly, the audiovisual communication is more emotional and dynamic and distinguishes itself from the ZDF heute family. Essential features of the graphic content are the pointer boxes, which ensure recognisability across all channels. Audiovisual consistency for platforms and audience!

Creative team: **Thomas Grimm**, Leiter Marketing ZDF; **Tino Windisch**, Bereichsleitung Programm-Marketing 2 ZDF; **Olaf Repovs**, Projektleitung Marketing ZDF; **Peter Borig**, Produktionsmanagement Marketing ZDF; **Markus Hermann**, Vizrt-Designer/Virtuelles Set ZDF; **Marco-Paul de Jeu**, Strategy Director Cape Rock Amsterdam; **Dann Smit**, Creative Director Cape Rock Amsterdam; **Chris Petri**, Animation Director/Graphic Video finally.

2nd Prize

VOX: 1945 – 12 Städte, 12 Schicksale

Creative team: **Jutta Hertel**, Head of Promotion & Design VOX; **Nina Gless**, Art Direction VOX; **Rolf Amann**, Leiter Sounddesign VOX

3rd Prize

ProSieben: Newstime

Creative team: **Richard Schweiger**, Senior Vice President Creative Solutions - ProSiebenSat.1 TV Deutschland; **André Otto**, Senior Art Director Creative Solutions - ProSiebenSat.1 TV Deutschland; **Malik Al-Badri**, Head of Audio Creative Solutions - ProSiebenSat.1 TV Deutschland; **Anne-Jacqueline Wenisch**, Account Executive ProSieben Creative Solutions - ProSiebenSat.1 TV Deutschland; **Ellen Koch**, Channel Manager Central Marketing - ProSiebenSat.1 TV Deutschland; **Annkatrijn Tojek**, Brand Manager Central Marketing - ProSiebenSat.1 TV Deutschland

Best sports design

1st Prize

BDA Creative: Red Bull TV – Cliff Diving

Cliff Diving is one of the most dangerous sports in the world in the world: 27 meters from jump to immersion at speeds of up to 100 km/h and a perfect combination of athletics and aesthetics. For the Red Bull Cliff Diving World Series, BDA designed an extremely reduced graphics package that presents all relevant information clearly. The more exciting the sport, the more restrained the design. A perfect Ten!

Creative team: **Tim Finnermore**, Creative Director BDA Creative; **Stefan Heckl**, Senior Designer BDA Creative; **Markus Eckl**, Head of Operation BDA Creative; **Benjamin Kerneck**, Managing Director BDA Creative; **Julia Krespelka**, Supervisor Project Manager Red Bull Media House

2nd Prize

GÉDÉON: Playsport – It's all about Emotions!

Creative team: **Emmanuelle Lacaze**, Producer Agency GÉDÉON; **Charlotte Vande Vyvre**, Production Manager Agency GÉDÉON; **Nicolas Famery**, Art Director Agency GÉDÉON; **Stéphane Gibert**, Motion Director Agency GÉDÉON; **Gaël Lucien**, Motion Director Agency GÉDÉON; **La Plage Records**, Music & Sound Design

3rd Prize

SRF: Sport Rebranding

Creative team: **Alex Hefter**, Creative Director SRF; **Patrick Arnecke**, Leiter Design & Promotion SRF; **Cordula Gieriet**, Art Director SRF; **Tiny Bernhard**, Senior Designer SRF; **Jürg Dummermuth**, Senior Designer SRF; **Simone Nucci**, Senior Designer SRF; **Simon Renfer**, Senior Designer SRF; **Antonio Nocco**, Producer tpc; **Marco Barberi**, DoP

Best programme-related design package

1st Prize

Studio Bode: ProSieben – Mein bester Feind: Joko & Klaas

Based on the set design of the game show 'My Best Enemy: Joko & Klaas' the design package for the show is a consistent development of the overall look. The white-bluish neon lights impress with their effects. It is reflected in the many elements and gives a cool impression that exactly matches the idiosyncratic stars of the show. Reduced, as well as eye-catching!

Creative team: Bode Brodmüller, Creative Direction Studio BODE; Etienne Heinrich, Art Direction/Motion Design/Brand Development Buero Etienne Heinrich; Benjamin Zurek, Art Direction/Motion Design/3D-Animation Error One; Sebastian von Wurmb-Seibel, Producer/Production Management Cinephant; Muli Multhoff, DoP Animal Kingdom Film; Thomas Schmidt, Creative Producer Florida TV; Stephan Kauertz, Producer Florida TV; Claudia Schöltzel, Redaktionsleitung Florida TV

2nd Prize

Red Bull: BC One 2014

Creative team: Andreas Höss, Creative Director Red Bull Media House; Martin Müller, Art Director Red Bull Media House; Hans-Peter Hochwarter, Motion Graphics Designer Red Bull Media House; Christoph Papitsch, Motion Graphics Designer Red Bull Media House; Allegra Hell, Project Manager Red Bull Media House; Björn Miniers, Creative Producer Red Bull Media House

3rd Prize

VOX: Liebe und andere Dramen

Creative team: Jutta Hertel, Head of Promotion & Design VOX; Juliane Richter, Art Director VOX; Torsten Lohrmann, Senior Art Director VOX; Lenny Grade, Motion Designer VOX; Rolf Amann, Leiter Sound Design VOX

Best 2D/3D animation

1st Prize

ZHdK: Was ist Cast / Audiovisuelle Medien?

What do you expect from a short clip to introduce the course 'Cast/Audiovisual Media' at the Zurich University of the Arts? This entertaining audiovisual animation experience surprises. Both visually and aurally the entire scope of the programme is presented. And even after repeated viewing you still find new, lovingly animated and witty allusion details. Summa cum laude!

Creative team: Reto Hüttenmoser, Art Direction Herr Fuchs; Gina Pigagnelli, Art Direction Herr Fuchs; Prof. Dr. Martin Zimmer, Leiter Cast/Audiovisuelle Medien ZHdK; Eric Andreae, Projektverantwortlicher Leiter Cast/Audiovisuelle Medien ZHdK

2nd Prize

SRF: ECO Spezialsendung

Creative team: Alex Hefter, Creative Director SRF; Patrick Arnecke, Leiter Design & Promotion SRF; Severine Waibel, Art Director SRF; Eva Göth, stv. Leiterin Design & Promotion SRF; Fadi Nemr, Senior Designer SRF; Reto Gerber, Redaktionsleiter Wirtschaft SRF

3rd Prize

Syfy: Jurassic Park Marathon

Creative team: Elmar Krick, Marketing & Creative Director NBCUniversal International Networks; Sebastian Geller, Senior Producer NBCUniversal International Networks; Daniel Saini, Producer NBCUniversal International Networks; Fabian Schneider, Producer NBCUniversal International Networks; Nico Krappweis, Produzent Bummfilm; Tommy Krappweis, Autor & Produzent Bummfilm; Erik Haffner, Autor & Regisseur Bummfilm; Benedikt Laubenthal, VFX Supervisor BigHugFX München

Best design-related musical composition

1st Prize

Dream On: France 5 – Avis de Sortie

'Avis de Sortie' is a weekly show on France 5, in which new movie releases are presented. Here, the various genres such as romance, western and horror are flashing in neon lights. The

especially composed music supports the pictorial atmosphere excellently: Dream on gives the lead-in a holistic audiovisual identity.

Creative team: Anthony Sebaoun, Creative Director Design Dream On; **Gabrielle Mimram**, Artistic Director Dream On; **Jean-Philippe Vendran**, 3D Operator Dream On; **Raphaëlle Collette**, Production Dream On; **Eric Rinalidi**, Creative Director France 5; **Hit'N'Run**, Sound Production & Music

2nd Prize

ZDF: heute+

Creative team: **Thomas Grimm**, Leitung Marketing ZDF; **Tino Windisch**, Bereichsleitung Programm-Marketing 2 ZDF; **Olaf Repovs**, Projektleitung Marketing ZDF; **Peter Borig**, Produktionsmanagement Marketing ZDF; **Marco-Paul de Jeu**, Strategy Director Cape Rock Amsterdam; **Dann Smit**, Creative Director Cape Rock Amsterdam; **Martijn Wolff**, Partner/Head of Production CabodaRoca Amsterdam in cooperation with Menalon

3rd Prize

ARD-Das Erste: Weihnachts- & Winterkampagne 2014/15

Creative team: **Henriette von Hoessle**, CD ARD-Programmdirektion, Design und Präsentation; **Sylvia Kreuzer**, PM ARD-Programmdirektion, Design und Präsentation; **Martin Kett**, Beratung Kreation Perfect Accident Creative Services; **Iris Engler**, Creative Director Perfect Accident Creative Services; **Elisa Krenz**, Art Director Perfect Accident Creative Services; **Kathrin Hagenbach**, PM/Kundenberatung Perfect Accident Creative Services; **Old Yellow Berlin**, Typografie/Illustration; **Amazonas Studios**, Mischung/Mastering; **Dominik Griesriegl**, Musik/Komposition

Best typographical design

1st Prize

Filmakademie Baden-Württemberg: The Correct Insult

How do I insult correctly? Here, elegant definitions explain the crude words. Backed by typographic elements 'The Correct Insult' depicts when each word is appropriate. With the playful use of letters, terms from A for Asshole to W for Wanker are interpreted in a funny and humorous way!

Creative team: **Janis Aschberger**, Regie/Animation/Art Direktion Filmakademie Baden-Württemberg; **Felix Faißt**, Produktion Filmakademie Baden-Württemberg; **Paul Kusmaul**, Animation Filmakademie Baden-Württemberg; **Marvin H. Keil**, Sounddesign Filmakademie Baden-Württemberg; **Fabian Friedrich**, Additional Animation Filmakademie Baden-Württemberg; **Julian C. Steiner**, Kamera Filmakademie Baden-Württemberg; **Manuel Mayer**, Musik Filmakademie Baden-Württemberg; **Andrew Golder**, Erzähler Filmakademie Baden-Württemberg; **Michael Epp**, Darsteller Filmakademie Baden-Württemberg

2nd Prize

ARD-Das Erste: Weihnachts- & Winterkampagne 2014/15

Creative team: **Henriette von Hoessle**, CD ARD-Programmdirektion, Design und Präsentation; **Sylvia Kreuzer**, PM ARD-Programmdirektion, Design und Präsentation; **Martin Kett**, Beratung Kreation Perfect Accident Creative Services; **Iris Engler**, Creative Director Perfect Accident Creative Services; **Elisa Krenz**, Art Director Perfect Accident Creative Services; **Kathrin Hagenbach**, PM/Kundenberatung Perfect Accident Creative Services; **Old Yellow Berlin**, Typografie/Illustration; **Andreas Achmann**, Fotograf; **Dominik Griesriegl**, Musik/Komposition

3rd Prize

Dream On: France 5 – Avis de Sortie

Creative team: Anthony Sebaoun, Creative Director Design Dream On; **Gabrielle Mimram**, Artistic Director Dream On; **Jean-Philippe Vendran**, 3D Operator Dream On; **Raphaëlle Collette**, Production Dream On; **Eric Rinalidi**, Creative Director France 5; **Hit'N'Run**, Sound Production & Music

Category Interactive

Best corporate website

1st Prize

ProSieben MAXX: Tune In

In today's media world it is important to ensure that every viewer is informed about where and how a television channel can be received. This is especially true for a young channel like ProSieben MAXX. Creative Solutions designed a clear microsite in the look and feel of the channel design. Using the scroll-down function, each user is given a clear and understandable step-by-step guide on how to get ProSieben MAXX. Creative and informative!

Creative team: Richard Schweiger, Senior Vice President Creative Solutions - ProSiebenSat.1 TV Deutschland; Michael Amann, Senior Art Director Creative Solutions - ProSiebenSat.1 TV Deutschland; Michael Prenner, Conceptioner Creative Solutions - ProSiebenSat.1 TV Deutschland; Sebastian von Wyschetzki, Senior Art Director Creative Solutions - ProSiebenSat.1 TV Deutschland; Teresa Huber, Art Director Creative Solutions - ProSiebenSat.1 TV Deutschland; Matthias von Wyschetzki, Senior Designer Creative Solutions - ProSiebenSat.1 TV Deutschland; Christina Leucht, Head of Marketing ProSieben MAXX Central Marketing - ProSiebenSat.1 TV Deutschland

2nd Prize

TRBC "UKRAINE": Channel Website

Creative team: Yaroslava Antipina, Head of New Media Division TRBC "Ukraine"; Olga Shevchenko, Marketing Director TRBC "Ukraine"; Maria Zhdanova, New Media Project Manager TRBC "Ukraine"; Dmytro Galyko, Head of Web Editors Service TRBC "Ukraine"; Oleksandr Salizhenko, Website Editor TRBC "Ukraine"; Oleksandr Kravchuk, Art Director Digital Screens; Nikolay Nazarov, Technical Director Digital Screens

Best content-related website

1st Prize

ProSieben: Germany's Next Topmodel

Every year ProSieben honours Germany's Next Top Model. Before the launch there is always great interest in the candidates. Creative Solutions used this attention and created a website to introduce the girls. The shooting concept was 'Selfies' and results in online sedcards for all candidates. Using a mechanism inspired by 'Tinder' the users can choose their favourites and create an online ranking. A great way to catch the audience even before launch!

Creative team: Richard Schweiger, Senior Vice President Creative Solutions - ProSiebenSat.1 TV Deutschland; Andreas Buono, Senior Art Director Creative Solutions - ProSiebenSat.1 TV Deutschland; Michael Amann, Senior Art Director Creative Solutions - ProSiebenSat.1 TV Deutschland; Karen Kujawa, Head of Digital Creative Solutions - ProSiebenSat.1 TV Deutschland; Elmina Medic, Project Manager Creative Solutions - ProSiebenSat.1 TV Deutschland; Ute Deutschmann, Executive Producer Creative Solutions - ProSiebenSat.1 TV Deutschland; Melissa Reinecker, Design Digital Creative Solutions - ProSiebenSat.1 TV Deutschland; Martha Pawlas, Product Manager Central Marketing - ProSiebenSat.1 TV Deutschland

2nd Prize

DFL Digital Sports: Spielplan-Veröffentlichung 2015/16

Creative team: Christian Pfennig, Mitglied der Geschäftsleitung/Direktor Unternehmens- & Markenkommunikation DFL Deutsche Fußball Liga; Susanne Timosci, Direktorin Interaktive Medien DFL Deutsche Fußball Liga; Maximilian Türck, Manager Public Relations DFL Deutsche Fußball Liga; Eduard Razum, Manager Digital Media & Partnerships DFL Deutsche Fußball Liga; Andreas Heyden, Geschäftsführer DFL Digital Sports; Thomas Markert, Direktor Visual Design DFL Digital Sports; Rolando Ramirez Duarte, Art Director DFL Digital Sports; Dirk Jaschok, Leiter Digital/Social Media DFL Digital Sports; Mathias Hermann, Geschäftsführer comwrap

3rd Prize

TV Plus: The Forecaster Interactive

Creative team: Addick Addicks, Projektleitung/Konzept/Redaktion TV Plus; Christiane Enders, Projektkoordination TV Plus; Vivian Wang, Projektassistenz TV Plus; Nico Roicke, Realisation/Konzept;

David Rogaczewski, Programmierung; **Susanne Marcus**, Redaktion (deutsch); **Powen Shiah**, Redaktion (englisch)

Best app

1st Prize

Cellular: ZDF Second Screen App

ZDF reacts to the current needs of the audience with a second screen app created by Cellular, where the TV programme can be accessed using smartphones or tablets. Shows like Magazin Royale, WISO and the Champions League even offer an extended live second screen programme. The viewer has the opportunity to interact with the programme. New features include flash polls, chats and highlights from social networks. Take a look!

Creative team: **Gunnar Hamm**, Creative Director Cellular; **Stefan Weinert**, Account Manager Cellular; **Holger Meier**, Entwicklung & Strategie Online ZDF; **Annette Koch**, Hauptredaktion Neue Medien ZDF

2nd Prize

Cellular: TV Spielfilm Live TV

Creative team: **Thorsten Jonas**, Head of Concept Cellular; **Gunnar Hamm**, Creative Director Cellular; **Britta König**, Account Manager Cellular; **Manuel Kallen**, Director of Operations Cellular; **Sebastian Spang**, Leiter für Mobile & Digitale Projekte BurdaNews

Best online advertising

1st Prize

ProSieben: The Band

Online advertising for the casting show 'The Band'? Nothing comes more naturally than the implementation of Creative Solutions: Banner ads where the mouse can be moved over the strings of a guitar to play it. A photo of the host Samu Haber and the time of the broadcast round out the ad. A simple idea, but absolutely fitting to the format!

Creative team: **Richard Schweiger**, Senior Vice President Creative Solutions - ProSiebenSat.1 TV Deutschland; **Karen Kujawa**, Head of Digital Creative Solutions - ProSiebenSat.1 TV Deutschland; **Michael Amann**, Senior Art Director Creative Solutions - ProSiebenSat.1 TV Deutschland; **Fite Kiemann**, Programmierung Creative Solutions - ProSiebenSat.1 TV Deutschland; **Daniel Ernle**, Programmierung Creative Solutions - ProSiebenSat.1 TV Deutschland

2nd Prize

n-tv: Smartwatch App

Creative team: **Cornelia Dienstbach**, Bereichsleitung Sales & Marketing n-tv; **Sabrina Engel**, Projektleitung Marketing B2C n-tv; **Lisa Dukowski**, Trainee Marketing & Sales n-tv; **Elke Lobeck**, Art Director n-tv; **Alessandro Taschetta**, Senior Producer n-tv; **Panajiota Walko**, Producer n-tv; **Harald Jäger**, Client Service Director Havas Worldwide Düsseldorf; **Felix Glauner**, Geschäftsführung Creation Havas Worldwide Düsseldorf; **Martin Breuer**, Creative Director Havas Worldwide Düsseldorf

3rd Prize

Sat.1: The Voice Kids 2015

Creative team: **Richard Schweiger**, Senior Vice President Creative Solutions - ProSiebenSat.1 TV Deutschland; **Karen Kujawa**, Head of Digital Creative Solutions - ProSiebenSat.1 TV Deutschland; **Michael Amann**, Senior Art Director Creative Solutions - ProSiebenSat.1 TV Deutschland; **Fite Kiemann**, Programmierung Creative Solutions - ProSiebenSat.1 TV Deutschland; **Daniel Ernle**, Programmierung Creative Solutions - ProSiebenSat.1 TV Deutschland; **Dominik Dippner**, Praktikant Online Creative Solutions - ProSiebenSat.1 TV Deutschland

Best viral

1st Prize

FOX & Sky Österreich: The Walking Dead Scary Shelter

Unsuspecting pedestrians at a busy tram stop in Vienna. Suddenly, scary horror creatures approach. The people's reactions vary: Some run away, while others go directly into a defensive

position. No one knows what to expect next – Reality or illusion? This ingenious idea by FOX was made into a viral video which rapidly spread through the web!

Creative team: Karin Zipperling, Director Marketing & Creative Services FOX International Channels Germany; **Stephanie Bösch**, Trade Marketing Manager FOX International Channels Germany; **Walter Fink**, Director Marketing Sky Österreich; **Barbara Hamza**, Senior Marketing Manager Sky Österreich; **Michael Wimmer-Lamquet**, Managing Director move 21 Werbeagentur; **Carola Kremppler**, Client Service Director move 21 Werbeagentur; **Martina Flock**, Client Service Manager MediaCom - die Kommunikationsagentur; **Teresa Klicpera**, Creative Media Consultant MediaCom - die Kommunikationsagentur; **Markus Jungreithmayer**, Geschäftsführer Lala Filmproduktion

2nd Prize

Sky Deutschland: Fußball im Herzen

Creative team: Benno Unterforsthuber, Creative Direction/Skript Sky Deutschland; **Florian Gengnagel**, Producer/Casting Fireapple; **Oliver Würffell**, Regie Fireapple; **Florian Decker**, Post/Visual Effects Scanwerk

3rd Prize

HISTORY: Das Wiedersehen

Creative team: Emanuel Rotstein, Director Local Production The History Channel (Germany); **Julia Teufel**, Senior Production Manager The History Channel (Germany); **Sebastian Wilhelmi**, Director Marketing & Communications The History Channel (Germany); **Isabell Musiol**, Senior Marketing Manager The History Channel (Germany); **Dirk Heuer**, Kameramann

Best interaction spot on air

1st Prize

RTL: Rising Star

In the casting show 'Rising Star', viewers had the opportunity to vote during the live performances using an app. The goal of the spot was to animate the audience to download the app, as well as to explain the interactive show. RTL Creation managed both in an entertaining way: "A new music show? OMG! Not again!" With young language and descriptive explanatory graphic elements, the target group was addressed directly. A working interaction with Generation Y!

Creative team: Björn Klimek, Creative Director RTL Creation; **Lars Truhn**, Producer RTL Creation; **Marcus Döpfer**, VFX Designer RTL Creation

2nd Prize

ZDF: Mediathek

Creative team: Thomas Grimm, Leiter Marketing ZDF; **Astrid Kämmerer**, Bereichsleitung Programm-Marketing 1 ZDF; **Tino Windisch**, Bereichsleitung Programm-Marketing 2 ZDF; **Laura Ohletz**, Projektleitung Programm Marketing 1 ZDF; **Michael Maack**, Projektleitung Programm Marketing 2 ZDF; **Carlos Gonzalo**, Produktion ZDF; **Volker Haak**, Regie Superama; **Matthias Link**, Executive Producer Superama; **Holger Frick**, Produzent Superama

3rd Prize

SevenOne AdFactory: ProSieben – #miniblockbuster

Creative team: Sabine Eckhardt, Geschäftsführerin SevenOne AdFactory; **Oliver Dietrich**, Director Creative & Conception SevenOne AdFactory; **Jeannine Denise Stuibler**, Unit Director TV Conception SevenOne AdFactory; **Sara Haid**, Unit Director Digital Conception SevenOne AdFactory; **Robert Stötzer**, Conception Manager Digital Conception SevenOne AdFactory; **Matthias Mehner**, Head of Social Media ProSiebenSat.1 Digital; **Lennart Harendza**, Account Director TV Sales SevenOne Media; **Florian Baumeister**, Leiter Markenkommunikation, Event Marketing Mini; **Matthias Reißl**, Unitleiter Mediaplus

Best interaction campaign

1st Prize

ProSieben MAXX: #Find Jack

The task: to create mega hype for the start of the ninth and final season of '24'. The idea: an online game with a three-week long search for the main protagonist Jack Bauer. The challenge: Getting

the users on the website and exciting them about the game. The solution: Several spots show Jack's kidnapping and his escape to different places. Jack's voice provides mysterious hints so that the users can locate him using drones on findjack.de. The result: a high online response and record ratings for the start of the show on ProSieben MAXX.

Creative team: Richard Schweiger, Senior Vice President Creative Solutions - ProSiebenSat.1 TV Deutschland; Michael Prenner, Conceptioner Creative Solutions - ProSiebenSat.1 TV Deutschland; Michael Amann, Senior Art Director Creative Solutions - ProSiebenSat.1 TV Deutschland; Stefanie Lenz, Project Manager Creative Solutions - ProSiebenSat.1 TV Deutschland; Alexander Wagner, Head of Marketing ProSieben MAXX Central Marketing - ProSiebenSat.1 TV Deutschland; Thomas Gerlach, Schnitt PixelSchickeria

2nd Prize

13TH Street, Syfy & Universal Channel: Mira Aufrufe

Creative team: Elmar Krick, Marketing & Creative Director NBCUniversal International Networks; Dinko Lacic, Creative Direction DMC; Tilo Fischer, Head of Production DMC; Aitor Benavent Cabanas, Art Direction DMC; Bernd Mutscheller, Art Direction DMC; Javier Collantes Rodriguez, Editing DMC; Anna Eisenhauer, Make up Artist DMC

Best social media campaign

1st Prize

RTL: Jenke

Jenke von Willmsdorf wants to attract 100,000 new potential organ donors within three months. For every 10,000 new organ donors he therefore puts on a monkey costume and shows up wherever a lot of people can be reached – such as football games or concerts. To effectively advertise for the stunt, RTL Creation created a social media campaign, which staged the difficult topic in a serious way and led to the desired success: over 100,000 downloads of the donor card and a high number of social media contacts.

Creative team: Björn Klimek, Creative Director RTL Creation; Lars Truhn, Producer RTL Creation; Susanne Mikulski, Texterin RTL Creation; Oliver Bittner, Kreativ Verantwortlicher RTL Creation; Thomas Jeuck, Projektmanager RTL Creation; Stefanie Hartinger, Grafikerin RTL Creation; Sabine Krimpmann, Verantwortliche RTL.de RTL INTERACTIVE; Aristotelis Zervos, Onlinebetreuung RTL INTERACTIVE

2nd Prize

sixx: Horror Tattoos

Creative team: Richard Schweiger, Senior Vice President Creative Solutions - ProSiebenSat.1 TV Deutschland; Michael Amann, Senior Art Director Creative Solutions - ProSiebenSat.1 TV Deutschland; Verena Schuster, Vice President Advertising Creative Solutions - ProSiebenSat.1 TV Deutschland; Niels Müller, Head of Promotion sixx Creative Solutions - ProSiebenSat.1 TV Deutschland; Tina Mager, Art Director Creative Solutions - ProSiebenSat.1 TV Deutschland; Michael Newell, Senior Project Manager Creative Solutions - ProSiebenSat.1 TV Deutschland; Karen Kujawa, Head of Digital Creative Solutions - ProSiebenSat.1 TV Deutschland; Manuela Krause, Junior Art Director Creative Solutions - ProSiebenSat.1 TV Deutschland

3rd Prize

TRBC "UKRAINE": Crush the violet

Creative team: Roman Dovgich, Director TRBC "UKRAINE"; Yaroslava Antipina, Head of New Media Division TRBC "UKRAINE"; Maryna Yermakova, Head of Brand Development Division TRBC "UKRAINE"; Artem Ostrivniy, Chief of Television Promo Service of Marketing Division of Telev TRBC "UKRAINE"; Nikita Podorozhnyi, Project Manager TRBC "UKRAINE"; Dmytro Galyko, Head of Web Editors Service TRBC "UKRAINE"; Danyil Khmelnitskiy, Website Editor TRBC "UKRAINE"; Roman Syzchenko, Cameraman TRBC "UKRAINE"; Oleksandr Alexandrov, Social Media Manager TRBC "UKRAINE"

Best digital marketing campaign

1st Prize

ProSieben: Got to Dance

Two oversized frames stand at the centre of the digital marketing campaign for 'Got to Dance'. The idea: the frames serve as a portal. People from the street, professional dancers and jury members jump through the first frame, dance their hearts out and jump out through the second frame. On the campaign website users were able to mix the different dancers and create their own never-ending dance video. And of course the "Dance Gate" was also promoted on Facebook.

Conclusion: "You Move Your Show".

Creative team: Richard Schweiger, Senior Vice President Creative Solutions - ProSiebenSat.1 TV Deutschland; Michael Amann, Senior Art Director/Concept Creative Solutions - ProSiebenSat.1 TV Deutschland; Michael Prenner, Copy Writer Creative Solutions - ProSiebenSat.1 TV Deutschland; Sebastian Schwarzer, Vice President Promotion/Concept Creative Solutions - ProSiebenSat.1 TV Deutschland; Andrea Hartl, Writer/Producer Creative Solutions - ProSiebenSat.1 TV Deutschland; Janina Galle, Project Manager Creative Solutions - ProSiebenSat.1 TV Deutschland; Maria Golling, Product Manager Central Marketing - ProSiebenSat.1 TV Deutschland

2nd Prize

ProSieben MAXX: #Find Jack

Creative team: Richard Schweiger, Senior Vice President Creative Solutions - ProSiebenSat.1 TV Deutschland; Michael Prenner, Conceptioner Creative Solutions - ProSiebenSat.1 TV Deutschland; Michael Amann, Senior Art Director Creative Solutions - ProSiebenSat.1 TV Deutschland; Stefanie Lenz, Project Manager Creative Solutions - ProSiebenSat.1 TV Deutschland; Dennis Usbeck, Senior Writer/Producer Creative Solutions - ProSiebenSat.1 TV Deutschland; Teresa Huber, Art Director Creative Solutions - ProSiebenSat.1 TV Deutschland; Alexander Wagner, Head of Marketing ProSieben MAXX Central Marketing - ProSiebenSat.1 TV Deutschland; Thomas Gerlach, Schnitt PixelSchickeria

3rd Prize

FOX: The Walking Dead Digital Campaign

Creative team: Karin Zipperling, Director Marketing & Creative Services FOX International Channels Germany; Karoline Henschel, Marketing Manager FOX International Channels Germany; Stephanie Böschel, Trade Marketing Manager FOX International Channels Germany; Marcus Veigel, Geschäftsführer Cynopsis Interactive; Walter Fink, Director Marketing Sky Österreich; Barbara Hamza, Senior Marketing Manager Sky Österreich; Michael Wimmer-Lamquet, Managing Director move 21 Werbeagentur; Carola Krempler, Client Service Director move 21 Werbeagentur; Martina Flock, Client Service Manager MediaCom - die Kommunikationsagentur

Category Promotion

Best station spot

1st Prize

Syfy: Boy meets Girl

Syfy stands for great storytelling. This image spot tells the well-known 'boy meets girl' love story – but with an adventurous, magical and fantastical twist. Just like it should be on a science-fiction and horror channel: "Imagine Greater" on Syfy!

Creative team: Lee Raftery, EVP Marketing & Communications NBCUniversal International Networks; Marco Giusti, SVP Global Creative NBCUniversal International Networks; Rafti Nizam, Global Creative Director NBCUniversal International Networks; Sophie Bretherton-Jones, Global Production Manager NBCUniversal International Networks; Eloise Smith, Executive Creative Director Lowe Profero; Murray Gordon, Business Director Lowe Profero; Margaret Campbell, Producer Lowe Profero; Jim Weedon, Director Bare Films; Kelly Doyle, Producer Bare Films

2nd Prize

Red Bull TV: Global

Creative team: Rüdiger Schrattenecker, Konzept & Executive Producer Red Bull Media House; Hans-Jörg Weidenholzer, Konzept/Schnitt Red Bull Media House; Johanna Steppan, Producer Red Bull Media House; Tina Siglreithmayr, Project Manager Red Bull Media House; Alexander Haslinger, Audio Red Bull Media House; Pavi Lustig, Audio Red Bull Media House

3rd Prize

3sat: 30 Jahre

Creative team: **Anna Saup**, Redakteurin/Producerin/Konzept ZDF/3sat; **Ulrich Dankemeyer**, Redakteur Text/Konzept ZDF/3sat; **Marietta Pauli**, Grafikerin ZDF/3sat; **Andrea Baguhl**, Cutterin ZDF/3sat; **Andrea Simon**, Sound-Designerin ZDF/3sat

Best on air programme spot: Fiction

1st Prize

Canal+: Game of Thrones – Story of Knights

"Please, please, another story!" Who hasn't heard this wish from a young child? The father talks about fighting knights, gracious virgins and fire-breathing dragons. Highly detailed and vividly, he depicts his favourite horror scenes from the fantasy series 'Game of Thrones'. The son is left terror-stricken and can look forward to a "good night". It never gets boring on Canal+!

Creative team: **Thierry Guerin**, On Air Promotion Manager Canal+; **Olivier Schaack**, Creative Director Canal+; **Stéphane Bourgoïn**, Production Director STUDIO BAGEL; **Pierre Zandrowicz**, Director STUDIO BAGEL; **Maud Mathery**, Director STUDIO BAGEL

2nd Prize

WDR: Der Mann aus Laramie

Creative team: **Michael Worrington**, Redaktion WDR; **Alexandra Kravtsova**, Producer/Realisation/Schnitt WDR; **Michael Fröhlich**, On-Air-Design WDR; **Frank Balzer**, Ton Actvideo Productions

3rd Prize

Syfy: Jurassic Park Marathon - Flughafen

Creative team: **Elmar Krick**, Marketing & Creative Director NBCUniversal International Networks; **Sebastian Geller**, Senior Producer NBCUniversal International Networks; **Daniel Saini**, Producer NBCUniversal International Networks; **Fabian Schneider**, Producer NBCUniversal International Networks; **Nico Krappweis**, Produzent Bummfilm; **Tommy Krappweis**, Autor & Produzent Bummfilm **Erik Haffner**, Autor & Regisseur Bummfilm; **Benedikt Laubenthal**, VFX Supervisor BigHugFX München

Best on air programme spot: Sport

1st Prize

Dream On: Canal+ - Coupe du Monde de Rugby

We would love to have this remote: As soon as the viewer turns on Rugby on Canal+, he is transported into the changing rooms of the team. Another click and he is back in his living room. What was that? The next time he clicks he is surrounded by English fans who enthusiastically sing their anthem. The man becomes more and more confused. And one more click: He is in the middle of the field and is tackled by a New Zealand player. Exhausted, he falls back onto his own couch. Dream on shows how live on Canal+ really feels.

Creative team: **Juliette Clerc**, Production Dream On; **Olivier Schaack**, Artistic Director Canal+; **Thierry Guerin**, Assistant Artistic Director Canal+; **Matthieu Granveaud**, Design Canal+; **Lobna Diab**, Production Canal+; **Jean-Luc Bergeron**, Executive Producer Henry; **Jérôme Anglade**, Director Henry; **Digital District**

2nd Prize

SRF: Formel 1

Creative team: **Alex Hefter**, Creative Director SRF; **Patrick Arnecke**, Leiter Design & Promotion SRF; **David Angehrn**, Leiter Strategie & Planung SRF; **Oliver Tremml**, Leiter Crossmedia Promotion SRF; **Mike Ferrara**, Producer Crossmedia Promotion SRF; **Graziella Ferrara**, Video Editor tpc

3rd Prize

SRF: Fußball

Creative team: **Alex Hefter**, Creative Director SRF; **Patrick Arnecke**, Leiter Design & Promotion SRF; **David Angehrn**, Leiter Strategie & Planung SRF; **Oliver Tremml**, Leiter Crossmedia Promotion SRF;

Thomas Schümperli, Leiter Crossmedia Promotion SRF; **Mike Ferrara**, Producer Crossmedia Promotion SRF

Best on air programme spot: Information

1st Prize

Viasat History: If Walls Could Talk

To bring history to life in a fresh and modern way is the goal of Viasat History. The claim is perfectly executed in their spot 'If Walls Could Talk'. A lovingly animated stop-motion world was created that clearly explains technical and social progress over the past centuries.

Creative team: **Johanna Ridsdale**, Senior Creative/Editor Modern Times Group MTG; **Simon Mitchell**, Creative Director Modern Times Group MTG; **Gregory Hollins**, Sound Design Modern Times Group MTG; **Simone Heineck**, Art Director Modern Times Group MTG

2nd Prize

n-tv: Mit Liebe gemacht

Creative team: **Cornelia Dienstbach**, Bereichsleitung Sales & Marketing n-tv; **Sabrina Engel**, Projektleitung Marketing B2C n-tv; **Lisa Dukowski**, Trainee Marketing & Sales n-tv; **Alessandro Taschetta**, Senior Producer n-tv; **Panajiota Walko**, Producer n-tv; **Harald Jäger**, Client Service Director Havas Worldwide Düsseldorf; **Felix Glauner**, Geschäftsführung Creation Havas Worldwide Düsseldorf; **Martin Breuer**, Creative Director Havas Worldwide Düsseldorf

3rd Prize

BDA Creative: Spiegel TV Wissen – Die investigative Reportage

Creative team: **Sami El-Eslambouly**, Head of Production BDA Creative München; **Markus Pöll**, Editor BDA Creative München; **Benjamin Kerneck**, Managing Director BDA Creative München; **Uwe Ramos**, Sendeplanung & Direktkommunikation SPIEGEL TV Geschichte + Wissen; **Marina Uhl**, Programmplanung & Werbekommunikation SPIEGEL TV Geschichte + Wissen

Best on air programme spot: Culture

1st Prize

ZDF: Deutschland-Saga

The ZDF spot wonderfully plays with all German clichés – implemented in a pop art landscape. With a wink, an Australian Cambridge Professor brings us closer to our history and the "typical features" Germany is known for: the Volkswagen Beetle, poets and thinkers as well as Neanderthals and garden gnomes. "All of this is Germany"!

Creative team: **Thomas Grimm**, Leitung Marketing ZDF; **Astrid Kämmerer**, Bereichsleitung Programm-Marketing 1 ZDF; **Stefan Bartosch**, Projektleitung Marketing ZDF; **Alexandra Schulte**, Redakteurin Marketing ZDF; **Holger Geisler**, Geschäftsleitung Alpenblick; **Felix Wölky**, Art Director Alpenblick; **Andrea Stadlmann**, Motion Design Alpenblick; **Jana Geisler**, Motion Design Alpenblick; **Mirjam Stremayr**, Motion Design Alpenblick

2nd Prize

Deutsche Welle: Euromaxx – Buchstaben

Creative team: **Claus Grimm**, Hauptabteilungsleiter Programmpräsentation & Sendeleitung Deutsche Welle; **Patricia Fehlberg**, Redakteurin Deutsche Welle; **Patrick Ruch**, Producer Deutsche Welle; **Tom Zenker**, Cutter Deutsche Welle; **Mark Wegner**, Sound-Designer Deutsche Welle

3rd Prize

Geo Television: Finding Vivian Maier

Creative team: **Björn Klimek**, Creative Director RTL Creation; **Karl-Anton Gerber**, Projektmanager RTL Creation; **Vera Schröder**, Producerin RTL Creation; **Jan Poerschke**, Sound Designer RTL Creation; **Klaus Holtmann**, Auftraggeber RTL Digitale Spartenkanäle; **Holger Sum**, Kreativ Verantwortlicher RTL Digitale Spartenkanäle; **Jochen Langner**, Sprecher

Best on air programme spot: Kids

1st Prize

VOX: Toy Story Heiligabend

The stars of Toy Story promote their movie on Christmas Eve themselves. Here, Woody, Buzz and Mr. Potato Head interact with the voice-over and cleverly remind us of the airtime and the channel. Child-friendly, funny and memorable, the spot stays true to the VOX brand.

Creative team: Jutta Hertel, Head of Promotion & Design VOX; Marcus Herre, On Air Promotion Director VOX; Thomas Drexel, Producer VOX; Daniel Lembke, Motion Designer VOX; Juliane Richter, Art Director VOX; Rolf Amann, Leiter Sound Design VOX; Barbara Gayler, Sound Design VOX; Dieter Brandecker, Sprecher VOX

2nd Prize

Sat.1: The Voice Kids

Creative team: Richard Schweiger, Senior Vice President Creative Solutions - ProSiebenSat.1 TV Deutschland; Gerald Kabcizek, Senior Writer/Producer Creative Solutions - ProSiebenSat.1 TV Deutschland; Fiona Meyer, Writer/Producer Creative Solutions - ProSiebenSat.1 TV Deutschland; Janina Galle, Senior Project Manager Creative Solutions - ProSiebenSat.1 TV Deutschland; André Otto, Head of Design Creative Solutions - ProSiebenSat.1 TV Deutschland; Jochen Blatz, Texter/Konzeptioner Creative Solutions - ProSiebenSat.1 TV Deutschland; Ute Deutschmann, Executive Producer Creative Solutions - ProSiebenSat.1 TV Deutschland; Rudolf Hochrein, Audio Designer Creative Solutions - ProSiebenSat.1 TV Deutschland; Sylvia Zimmermann, Senior Product Manager Central Marketing - ProSiebenSat.1 TV Deutschland

3rd Prize

dyrdee Media: Nickelodeon – Island of Fun Overview

Creative team: Sven Henrichs, Producer dyrdee Media; Ole Keune, Creative Director dyrdee Media; Ljubisa Djukic, Creative Director dyrdee Media; Mesut Can, Technical Director dyrdee Media; Konrad Müller, Art Director dyrdee Media; Leon Rammert, 2D/3D dyrdee Media; Joshua Koilpillai, 2D/3D dyrdee Media; Marius Menzel, 2D/3D dyrdee Media; Andreas Riesener, 2D/3D dyrdee Media; Hofkapellmeister, Sound

Best on air programme spot: Comedy

1st Prize

Comedy Central: Sitcom Block

The task: to promote the late sitcom block on Comedy Central. The idea: At night we're in the bedroom and watch TV. The slogan: It's fun in the bedroom! The implementation: A woman enters the bedroom in lingerie; her boyfriend is already in bed and looking forward to the seduction. Oh, wow, she brought handcuffs ... then all of a sudden he is bound and gagged so SHE has control over the remote and HE doesn't disturb her with his laughter. The message is clear: The sitcom block on Comedy Central is better than sex!

Creative team: Nicki Dreyer, Head of Promotion Creative Viacom International Media Networks; Arjen Noordeman, Creative Director/Brand Design Viacom International Media Networks; Maike Enders-Verbrugge, Marketing Manager Viacom International Media Networks; Jorge Fröberg, Editor/FX Viacom International Media Networks; Benjamin Funk, Director/Producer TB Vent; Benjamin Klumpp, Camera TB Vent

2nd Prize

ZDF: heute-show

Creative team: Thomas Grimm, Leitung Marketing ZDF; Astrid Kämmerer, Bereichsleitung Programm-Marketing 1 ZDF; Laura Ohletz, Projektleitung Marketing ZDF; Martina Hain, Produktion ZDF; Marcel Behnke, Supervisor Lostview; Marc Pettersson, Art Director Lostview; Sarah Nakic, Produktion Lostview; Sami Gültekin, Senior Artist Lostview; Marcel Sygula, Artist Lostview

3rd Prize

NDR: Neues aus Büttenwarder

Creative team: Matthias Fening, Redaktion NDR; Olaf Schmidt, Regie NDR; Dennis Wienecke, Kamera NDR

Best on air programme spot: Show & Entertainment

1st Prize

ZDFneo: Magazin Royale

After two seasons of 'neoMagazin' on ZDFneo, the satirical show is now broadcast in the main programme of ZDF. In keeping with the change, it has been newly christened 'Neo Magazin Royale'. In his unique manner, host Jan Böhmermann informs the viewers about his "promotion". At the same time, he asks us to 'keep it real', because otherwise everything stays the same. True to the style of the host and the show!

Creative team: Thomas Grimm, Leitung Marketing ZDF; **Norbert Menkel**, Projektleitung Marketing ZDF; **Philipp Käßbohrer**, Konzeption/Regie Bild- und Tonfabrik

2nd Prize

DMAX: Männerarbeit

Creative team: Eike Immisch, Director Marketing GSA Discovery Communications Deutschland; **Philipp Mahla**, On-Air-Promotion Executive Discovery Communications Deutschland; **Katja Weßling**, Projektmanagement & Leiterin Produktion ZWEI FREUNDE – Agentur für Film & Konzeption; **Sebastian Pforr**, Konzeption & Leiter Kreation ZWEI FREUNDE – Agentur für Film & Konzeption; **Robert Schober**, Designer ZWEI FREUNDE – Agentur für Film & Konzeption

3rd Prize

RTL: Adam sucht Eva

Creative team: Björn Klimek, Creative Director RTL Creation; **Frederik Geisler**, TV Design Producer RTL Creation; **Michael Zschiesche**, Projektmanager RTL Creation; **Patrick Laukemper**, VFX Designer RTL Creation; **Martin Wegner**, Redaktion Daytime RTL Television

Best B2B spot

1st Prize

sixx: Screening A bis Z

How do you express the diversity of a channel without using a voiceover or sound bites? sixx shows us from A to Z: the (Prada) Armada of 'Sex and the City', the Better Eater Jamie Oliver, the Dress Princess Katherine Heigl or the Hot Doc George Clooney – all the formats run on the women's channel sixx. Backed by exciting music we also get to know the Dirty Dancer, the Hip Hopper and the Fashion Victim. Take a guess who that could be! Here, the customer will definitely find his target audience.

Creative team: Richard Schweiger, Senior Vice President Creative Solutions - ProSiebenSat.1 TV Deutschland; **Niels Müller**, Head of Promotion sixx Creative Solutions - ProSiebenSat.1 TV Deutschland; **Elisabeth Riedl**, Designer Creative Solutions - ProSiebenSat.1 TV Deutschland; **Paul Taylor**, Head of Audiodesign Creative Solutions - ProSiebenSat.1 TV Deutschland; **Florian Hausberger**, Head of Design Creative Solutions - ProSiebenSat.1 TV Deutschland; **Maria Holzmann**, Senior Editor Creative Solutions - ProSiebenSat.1 TV Deutschland; **Michael Newell**, Senior Project Manager Creative Solutions - ProSiebenSat.1 TV Deutschland; **Stefan Ladwig**, Head of Marketing sixx Central Marketing - ProSiebenSat.1 TV Deutschland; **Jolanda Elezkurta**, Brand Manager sixx Central Marketing - ProSiebenSat.1 TV Deutschland

2nd Prize

VOX: Deffis Markenwelt – Tag der Lizenzen

Creative team: Jutta Hertel, Head of Promotion & Design VOX; **Enisa Nesimovic**, Producer VOX; **Marcus Herre**, On Air Promotion Director VOX; **Rolf Amann**, Leiter Sound Design VOX; **Jan von Grafenstein**, Sound Design VOX; **Daniel Lembke**, Motion Designer VOX; **Detlef Steves**, Darsteller VOX; **Stephan Simon**, DOP Atelier Screen TV

3rd Prize

RTL: Sport-Block Februar Screening 2015

Creative team: Björn Klimek, Creative Director RTL Creation; **Marc Rhiem**, Producer RTL Creation; **Eva Deutinger**, Projektmanagerin RTL Creation; **Arne Thomas**, Sound Designer RTL Creation; **Biggi Reuscher**, TV Designerin RTL Creation; **Andreas Schuster**, VFX Designer RTL Creation

Best special advertising

1st Prize

ATV: Wir sind Song Contest – Coke Presenting

"We are Song Contest" was the motto of the Eurovision Song Contest 2015 in Vienna. Of course all Austrian media took part. The fan show on ATV was presented by Coca Cola. For the 100th birthday of the soft drink, a playful integration was produced, where the microphone of the presenter turned into a coke bottle. A pleasantly unobtrusive way to put advertising front and centre!

Creative team: Ina Bauer, Director Sales, Marketing & New Media ATV; **Martin Härtle**, Leiter Kreation ATV; **Martin Pühringer**, Motion Designer mehappy; **Jan Armster**, Promotion Designer mehappy; **Nadja Nashef**, Texterin mehappy; **Jelena Vicanovic**, Senior Client Service Consultant MediaCom; **Frank Deichelmann**, International Account Director TCCC CH-AT MediaCom; **Sandra Standhartinger**, Marketing Activation Manager The Coca-Cola Company (TCCC); **Christiane Wissenbach**, Media Manager Alpine & Hungary The Coca-Cola Company (TCCC)

2nd Prize

RTL: HTC-Framesplit Rising Star

Creative team: Ulli Schumacher, Creative Directorin Design RTL Creation; **Anja Pelzer**, Projektmanagerin RTL Creation; **Mirco Sanftleben**, TV Designer RTL Creation; **Jens Warnke**, Auftraggeber IP Deutschland

Best event promotion spot

1st Prize

Romance TV: Blaue Blume Filmpreis 2016

Since 2011, the pay-TV channel Romance TV honours the best romantic short films with the BLAUE BLUME Award. Production of the annual call-for-entries trailer is always done by a German-speaking university. This year, students from HFF Munich produced a contemporary and romantic clip: A young man crawls out of bed, fondly makes breakfast including a cocoa heart on the coffee and serves it to his girlfriend in bed. His girlfriend...? Be surprised! The event trailer excellently motivates all lovers of romantic short films.

Creative team: Mona Marcandella, Head of On Air Promotion Mainstream Media; **Kerstin Frenzel**, Head of Marketing Romance TV; **Antje Beine**, Regie/Schnitt Filmmagnet; **Fabio Stoll**, Kamera Filmmagnet; **Jonas Vanamali**, Darsteller Filmmagnet; **Frank Krieg**, Darsteller Filmmagnet

2nd Prize

13TH Street, Syfy & Universal Channel: Mira Aufrufe

Creative team: Elmar Krick, Marketing & Creative Director NBCUniversal International Networks; **Dinko Lacic**, Creative Direction DMC; **Tilo Fischer**, Head of Production DMC; **Aitor Benavent Cabanas**, Art Direction DMC; **Bernd Mutscheller**, Art Direction DMC; **Javier Collantes Rodriguez**, Editing DMC; **Anna Eisenhauer**, Make up Artist DMC

3rd Prize

Red Bull Media House: Red Bull BC One 2014

Creative team: Christian Vassallo, Editor Red Bull Media House; **Ivan Filipovic**, Color Grading Red Bull Media House; **Björn Miniers**, Creative Director Red Bull Media House; **Verena Soltiz**, Director

Best radio spot

1st Prize

ZDF: Schuld nach Ferdinand von Schirach – Oma

In the short stories "Guilt by Ferdinand von Schirach", ordinary people turn into perpetrators because of the most banal things. In the radio spot for the film adaptation this becomes clear. A boy asks his grandmother where she got her scars. She tells him about everyday small kitchen accidents. By the third scar you suddenly take notice: "That's where I slipped with the knife when I killed your grandfather." The laughter stops: "And that one, well, he tried to defend himself." A brilliant acoustic solution. We will remember this one!

Creative team: **Thomas Grimm**, Leitung Marketing ZDF; **Astrid Kämmerer**, Bereichsleitung Programm-Marketing 1 ZDF; **Sandra Hebel**, Projektleitung Marketing ZDF; **Danny Fröhlich**, Texter KNK Werbeagentur

2nd Prize

ProSieben: Gotham

Creative team: **Richard Schweiger**, Senior Vice President Creative Solutions - ProSiebenSat.1 TV Deutschland; **Markus Baier**, Head of Promotion Creative Solutions - ProSiebenSat.1 TV Deutschland; **Christian Giegerich**, Senior Writer/Producer Creative Solutions - ProSiebenSat.1 TV Deutschland; **Melanie Kufner**, Senior Project Manager Creative Solutions - ProSiebenSat.1 TV Deutschland; **Reinhard Keller**, Audio Designer Creative Solutions - ProSiebenSat.1 TV Deutschland; **David Loy**, Head of Marketing ProSieben Central Marketing - ProSiebenSat.1 TV Deutschland; **David Hoffmann**, Product Manager ProSieben MAXX Central Marketing - ProSiebenSat.1 TV Deutschland

3rd Prize

ProSieben: Germany's Next Topmodel

Creative team: **Richard Schweiger**, Senior Vice President Creative Solutions - ProSiebenSat.1 TV Deutschland; **Michael Prenner**, Conceptioner Creative Solutions - ProSiebenSat.1 TV Deutschland; **Paul Taylor**, Head of Audiodesign Creative Solutions - ProSiebenSat.1 TV Deutschland; **Stefanie Lenz**, Project Manager Creative Solutions - ProSiebenSat.1 TV Deutschland; **Martina Hildebrandt**, Senior Product Manager Central Marketing - ProSiebenSat.1 TV Deutschland

Best text design or use of language and voice

1st Prize

ProSieben: 25 Jahre Simpsons

To stay original after 25 years of promoting a cult series is a challenge. Creative Solutions solves this with a relatively small budget and a great idea. They build a replica of the Simpsons living room and invite the German voice actors of Homer & Co to assume the roles of their characters. Entertaining spots with humour and one déjà vu after another – Simpsons-style!

Creative team: **Richard Schweiger**, Senior Vice President Creative Solutions - ProSiebenSat.1 TV Deutschland; **Markus Baier**, Head of Promotion Creative Solutions - ProSiebenSat.1 TV Deutschland; **Christian Giegerich**, Senior Writer/Producer Creative Solutions - ProSiebenSat.1 TV Deutschland; **Judith Kirschner-Seewald**, Senior Project Manager Creative Solutions - ProSiebenSat.1 TV Deutschland; **Ute Deutschmann**, Executive Producer Creative Solutions - ProSiebenSat.1 TV Deutschland; **Horst Czenskowski**, Director Creative Solutions - ProSiebenSat.1 TV Deutschland; **Boris Breitenreicher**, Audio Designer Creative Solutions - ProSiebenSat.1 TV Deutschland; **Oliver Kempfer**, Head of Marketing ProSieben Central Marketing - ProSiebenSat.1 TV Deutschland; **David Hoffmann**, Product Manager ProSieben MAXX Central Marketing - ProSiebenSat.1 TV Deutschland

2nd Prize

ZHdK: Was ist Cast / Audiovisuelle Medien?

Creative team: **Reto Hüttenmoser**, Art Direction Herr Fuchs; **Gina Pigagnelli**, Art Direction Herr Fuchs; **Prof. Dr. Martin Zipper**, Leiter Cast/Audiovisuelle Medien ZHdK; **Eric Andreae**, Projektverantwortlicher Leiter Cast/Audiovisuelle Medien ZHdK

3rd Prize

A&E: Themenmonat Crime

Creative team: **Ulrike Heimann**, Senior Producer On Air Promotion The History Channel Germany; **Alexandra Kling**, Director Programming/On Air The History Channel Germany; **Raphael Brunner**, Tonmeister The History Channel Germany; **Jens Liedtke**, Sprecher The History Channel Germany

Best on air station campaign

1st Prize

ARTE: App

To promote their channel app, ARTE produced a funny on air campaign. Imagine: The ARTE programme is trapped in the app. Figures are locked in an infinite loop and waiting to be freed by tapping on them. We see the bartender who has to sneeze, and it almost hurts to look at him, until we can release him with a tap. Similarly we can free the lifeless drummer and the immovable ballet

dancer. One click and the programme goes on – a simple idea with a convincing and funny execution!

Creative team: **Cécile Chavepayre**, Creative Direction ARTE; **Henri Ehrhard**, Koordination ARTE; **Juliette Nioré**, Concept/Art Direction Magasin N; **Sofia Achino**, Produktion Magasin N; **Gabriele Mimram**, Art Direction Magasin N; **Raphaël Elig**, Musik/Komponist Magasin N

2nd Prize

VIMN Germany: Nick Jr – Crafty Creatures

Creative team: **Bettina Vogel**, VP Creative Content & Development VIMN Germany; **Stefan Schomerus**, Senior Producer Nickelodeon & Concept/Director/Designer/DOP/Editor/Animation VIMN Germany; **Richard Barry**, VP Creative Nickelodeon International; **Florian Schäfer**, Music/Sound Design Klangufer; **John Chambers**, Stories/Scripts; **Tine Kluth**, Animation

3rd Prize

Universal Channel: Echte Originale

Creative team: **Elmar Krick**, Marketing & Creative Director NBCUniversal International Networks; **Henning Roch**, Head of Marketing NBCUniversal International Networks; **Marco Utzen**, Marketing Manager NBCUniversal International Networks; **Marco Giusti**, SVP International Creative NBCUniversal International Networks; **Lee Raftery**, EVP Marketing NBCUniversal International Networks; **Peter Prislín**, GF Creative Heye; **Jan Bormann**, Director, DOP who's mcqueen picture; **Rainer Spix**, Executive Producer who's mcqueen picture; **Steffen Seeger**, Artist

Best on air programme campaign: Sports

1st Prize

RTL: Fußball

In the on air campaign for the European Championship qualifying matches of the German national team, RTL relies entirely on big emotions: The little ball boy who enters the stadium together with the German world champions can't believe his luck. The teams are gearing up again with the national colours for public viewing events. A high quality production in the splendour and style of the world champion.

Creative team: **Björn Klimek**, Creative Director RTL Creation; **Isabel Grahs**, Producerin Stadionspot RTL Creation; **Marc Rhiem**, Producer Deutschland – Georgien RTL Creation; **Patrick Gericke**, Producer Fanspot RTL Creation; **Petra Matuschek-Schuster**, Projektmanagerin Deutschland – Georgien RTL Creation; **Michael Becker**, VFX Designer Fanspot RTL Creation; **Patrice Keller**, VFX Designer Deutschland – Georgien RTL Creation; **Arne Thomas**, Sound Designer Deutschland – Georgien RTL Creation; **Sven Lützenkirchen**, Kamera

2nd Prize

RTL: Formel 1

Creative team: **Björn Klimek**, Creative Director RTL Creation; **Patrick Gericke**, Producer RTL Creation; **Hamish Hutchison**, VFX Designer RTL Creation; **Arne Thomas**, Sound Designer RTL Creation; **Frank Schlieder**, Produktionsmanager RTL Creation; **Annett Krause**, Projektmanagerin RTL Creation; **Sven Lützenkirchen**, Kamera

3rd Prize

SPORT1: Darts WM 2015

Creative team: **Arman Kavrailoglu**, Leiter Art Direction SPORT1; **Carolin Melzer-Benz**, Leiterin Marketing/CRM SPORT1; **Sven Helgert**, Leiter Promotion SPORT1; **Ulrich Köberl**, Producer SPORT1; **Willi Hermann**, Producer SPORT1; **Zornitsa Boneva**, Producerin SPORT1

Best on air programme campaign: Fiction

1st Prize

ZDFneo: Fiction mit Jan Böhmermann

With self-irony and great acting talent, Jan Böhmermann promotes the fiction programme on ZDFneo. He not only transforms into a lunatic in the insane asylum (referring to the new Mad Men episodes), but also into a police officer ("We have a body...I think") to promote British crime

shows. For all the other crime series he slips into matching characters – he and the programme on ZDFneo can be everything and everybody, and that convincingly!

Creative team: Thomas Grimm, Leitung Marketing ZDF; **Norbert Menkel**, Projektleitung Marketing ZDF; **Sylvia Braun**, Mediaplanung/Strategie ZDF; **Daniel Seideneder**, Regie/Kreation dropout-films; **Dirk Wellbrock**, Konzeption dropout-films; **Harald Capota**, Kamera dropout-films; **David Fabra**, Schnitt dropout-films; **Sebastian Jansen**, Schnitt dropout-films; **Wolf-Tassilo Sack**, Produktionsleitung dropout-films

2nd Prize

ProSieben: 25 Jahre Simpsons

Creative team: Richard Schweiger, Senior Vice President Creative Solutions - ProSiebenSat.1 TV Deutschland; **Markus Baier**, Head of Promotion Creative Solutions - ProSiebenSat.1 TV Deutschland; **Christian Giegerich**, Senior Writer/Producer Creative Solutions - ProSiebenSat.1 TV Deutschland; **Judith Kirschner-Seewald**, Senior Project Manager Creative Solutions - ProSiebenSat.1 TV Deutschland; **Ute Deutschmann**, Executive Producer Creative Solutions - ProSiebenSat.1 TV Deutschland; **Horst Czenskowski**, Director Creative Solutions - ProSiebenSat.1 TV Deutschland; **Boris Breitenreicher**, Audio Designer Creative Solutions - ProSiebenSat.1 TV Deutschland; **Oliver Kempfer**, Head of Marketing ProSieben Central Marketing - ProSiebenSat.1 TV Deutschland; **David Hoffmann**, Product Manager ProSieben MAXX Central Marketing - ProSiebenSat.1 TV Deutschland

3rd Prize

Syfy: Jurassic Park Marathon

Creative team: Elmar Krick, Marketing & Creative Director NBCUniversal International Networks; **Sebastian Geller**, Senior Producer NBCUniversal International Networks; **Daniel Saini**, Producer NBCUniversal International Networks; **Fabian Schneider**, Producer NBCUniversal International Networks; **Nico Krappweis**, Produzent Bummfilm; **Tommy Krappweis**, Autor & Produzent Bummfilm, **Erik Haffner**, Autor & Regisseur Bummfilm; **Benedikt Laubenthal**, VFX Supervisor BigHugFX München

3rd Prize

SPORT1: Darts WM 2015

Creative team: Arman Kavrailoglu, Leiter Art Direction SPORT1; **Carolin Melzer-Benz**, Leiterin Marketing/CRM SPORT1; **Sven Helgert**, Leiter Promotion SPORT1; **Ulrich Köberl**, Producer SPORT1; **Willi Hermann**, Producer SPORT1; **Zornitsa Boneva**, Producerin

Best on air programme campaign: Information

1st Prize

RTL: News & Magazine

Microphone in hand, well-known RTL presenters from news and magazine programmes describe their own standards: What can I do better? Always being close to the action. No matter when, one of us is always there. Be uncomfortable sometimes. Give people a voice. But don't be arrogant. Whether it is Peter Klöppel, Steffen Hallaschka, Birgit Schrowange or Jenke von Willmsdorf – they all do their work "on behalf of the viewer". A motivating look behind the scenes!

Creative team: Björn Klimek, Creative Director RTL Creation; **Desirée van der Pas**, Kreativ Verantwortliche RTL Creation; **Michael Zschiesche**, Projektmanager RTL Creation; **Markus Döpfer**, VFX Designer RTL Creation; **Sven Lützenkirchen**, Kamera

2nd Prize

Deutsche Welle: World Wide Berlin

Creative team: Claus Grimm, Hauptabteilungsleiter Programmpräsentation & Sendeleitung Deutsche Welle; **Patricia Fehlberg**, Redakteurin Deutsche Welle; **Kirsten Hass**, Producerin Deutsche Welle; **Sarah Weber**, Cutterin Deutsche Welle; **Jens Scheuter**, Sound-Designer Deutsche Welle

3rd Prize

RTL NITRO: YPS-Die Sendung

Creative team: Björn Klimek, Creative Director RTL Creation; **Karl-Anton Gerber**, Kreativ Verantwortlicher RTL Creation; **Thomas Dettinger**, Producer RTL Creation; **Benjamin Pommeranz**, VFX Designer RTL Creation; **Johann Herte**, VFX Designer RTL Creation; **Gregor Wagner**, Sound

Designer RTL Creation; **Jan Poerschke**, Sound Designer RTL Creation; **Julia Sann**, TV Designerin RTL Creation; **Sven Lützenkirchen**, Kamera; **Sebastian Pruss**, Kamera

Best on air programme campaign: Kids

1st Prize

Disney XD: Goalmouth Season 1

Goalmouth is a new series on the Belgian channel Disney XD. It's about football, but also about the banter and friendship between the two hosts. To promote the format, no footage could be used, so the two protagonists of the kids show took centre stage: They show their football skills, tease each other and interact with the narrator. The result is a refreshing range of humorous spots, perfect for the target group!

Creative team: **Elmar Scharff**, Promo Producer/Director The Walt Disney Company Benelux; **Nancy Theunissen**, Senior Manager On Air & Production The Walt Disney Company Benelux; **Olaf Gremie**, Designer Kreukvrij; **Vincent van Roijen**, Audio Davinzzie; **Jons Maresch**, Audio Jons.nl; **Gerlof Kamerling**, Color Grader Mengwerk

2nd Prize

Disney Channel: Binny und der Geist

Creative team: **Ole Türck**, Head of Creative Services & On Air The Walt Disney Company (Germany); **Bernhard Hübl**, Senior Creative Producer The Walt Disney Company (Germany); **Sofia Zuleta**, Producer Creative The Walt Disney Company (Germany); **Sophie Blanc**, Marketing Kids TV The Walt Disney Company (Germany); **Bernd Mayershofer**, Grafik Design On Air The Walt Disney Company (Germany); **Inés Borrás**, Grafik Design On Air The Walt Disney Company (Germany); **Chimney Group**, SFX

3rd Prize

SUPER RTL: TOGGO Highlight

Creative team: **Mara L'Assainato**, Leitung On Air Promotion SUPER RTL; **Tina Becherer**, Manager On Air Promotion SUPER RTL; **Edith Minartz**, Senior Producer Screenworks; **Tobias Varola**, Art Director Screenworks

Best on air programme campaign: Comedy

1st Prize

ProSieben: 25 Jahre Simpsons

These spots for the 25th anniversary of the cult series 'The Simpsons' won't let us miss the special occasion. Creative Solutions build a replica of the Simpsons living room and invite the German voice actors of Homer & Co to assume the roles of their characters. Witty and humorous, they interact in their familiar surroundings in the style and character of the cartoon characters. What an original idea!

Creative team: **Richard Schweiger**, Senior Vice President Creative Solutions - ProSiebenSat.1 TV Deutschland; **Markus Baier**, Head of Promotion Creative Solutions - ProSiebenSat.1 TV Deutschland; **Christian Giegerich**, Senior Writer/Producer Creative Solutions - ProSiebenSat.1 TV Deutschland; **Judith Kirschner-Seewald**, Senior Project Manager Creative Solutions - ProSiebenSat.1 TV Deutschland; **Ute Deutschmann**, Executive Producer Creative Solutions - ProSiebenSat.1 TV Deutschland; **Horst Czenskowski**, Director Creative Solutions - ProSiebenSat.1 TV Deutschland; **Boris Breitenreicher**, Audio Designer Creative Solutions - ProSiebenSat.1 TV Deutschland; **Oliver Kempfer**, Head of Marketing ProSieben Central Marketing - ProSiebenSat.1 TV Deutschland; **David Hoffmann**, Product Manager ProSieben MAXX Central Marketing - ProSiebenSat.1 TV Deutschland

2nd Prize

Comedy Central: South Park Season 18

Creative team: **Nicki Dreyer**, Head of Promotion Creative Viacom International Media Networks; **Arjen Noordeman**, Creative Director/Brand Design Viacom International Media Networks; **Jorge Fröberg**, Motion Designer/Editor Viacom International Media Networks; **Tirza Snip**, Marketing Manager Viacom International Media Networks; **Giovanni Dubini**, Sounddesigner Hofkapellmeister; **Jitze Jaap Osinga**, Director Kukeleku; **Maarten Wolf**, Camera Kukeleku; **Bart de Braal**, Managing Director Kukeleku; **Wouter Jansen**, Art Department

Best on air programme campaign: Show & Entertainment

1st Prize

RTL: Der Bachelor

Another year gone and a new Bachelor season begins: The candidates prepare for the big contest and are presented in the usual sleek and stylish look. This time, they hide in their man's closet and watch him change. After he's gone, they fall out of the closet and their famous cat fight begins. Backed by dramatic music, they fight for roses, have pillow fights or leave lipstick messages on the mirror. RTL proves once again who's on top. Welcome home!

Creative team: Björn Klimek, Creative Director RTL Creation; Desirée van der Pas, Kreativ Verantwortliche RTL Creation; Anja Pelzer, Projektmanagerin RTL Creation; Patrick Laukemper, VFX Designer RTL Creation; Andreas Marder, Kamera; Kirsten Petersen, Redaktion Comedy/Real Life RTL Television

2nd Prize

sixx: Horror Tattoos

Creative team: Richard Schweiger, Senior Vice President Creative Solutions - ProSiebenSat.1 TV Deutschland; Verena Schuster, Vice President Advertising Creative Solutions - ProSiebenSat.1 TV Deutschland; Tina Mager, Art Director Advertising Creative Solutions - ProSiebenSat.1 TV Deutschland; Niels Müller, Head of Promotion sixx Creative Solutions - ProSiebenSat.1 TV Deutschland; Ute Deutschmann, Executive Producer Creative Solutions - ProSiebenSat.1 TV Deutschland; Kurt Rehling, Audio Designer Creative Solutions - ProSiebenSat.1 TV Deutschland; Manuela Gruber, Conceptioner Creative Solutions - ProSiebenSat.1 TV Deutschland; Michael Amann, Senior Art Director Creative Solutions - ProSiebenSat.1 TV Deutschland; Michael Newell, Senior Project Manager Creative Solutions - ProSiebenSat.1 TV Deutschland; Christina Leucht, Head of Marketing sixx Central Marketing - ProSiebenSat.1 TV Deutschland

3rd Prize

Disney Channel: Mission Freundlichkeit – Mein 100 Tage Experiment

Creative team: Ole Türck, Head of Creative Services & On Air The Walt Disney Company (Germany); Thorben Osthus, Senior Creative Producer The Walt Disney Company (Germany); Inés Borrás, Graphic Designer The Walt Disney Company (Germany); Patrick Sterly, Producer Sterly Filmproduktion; Ralph Loop, Director Sterly Filmproduktion; Tobias Rupp, DOP Sterly Filmproduktion; Patricia Severin, Producer; Gunnar Graewert, Composer; Christoph Lumpe, Editor

Best promotion first broadcast movie

1st Prize

Syfy: Hasselnado

True to the motto "Trash is King", the Sharknado movies blossomed into a fan favourite and have reached cult status. The famous guest stars who get eaten by sharks or quickly disappear in other mysterious ways play no small part in the films' success. One of these celebrities is David Hasselhoff, who appears as the avenger and protector of the innocent. With his feet in the paddling pool he tells of his exploits as Knight Rider and Baywatch lifeguard. When a bikini-clad beauty is attacked by sharks in the pool, he simply throws her a lifebelt, but then becomes a "living hero", attacking the sea monsters with a chainsaw. Just as trashy and wacky as the Sharknado movies themselves.

Creative team: Elmar Krick, Marketing & Creative Director NBCUniversal International Networks; Bipasha Ghosh, Vice President International Marketing NBCUniversal International Networks; Florian Kemeter, Marketing Manager NBCUniversal International Networks; Ivano Leoncavallo, Film Director NBCUniversal International Networks; Sebastian Geller, Senior Producer NBCUniversal International Networks; Mirsad Halilovic, PR Manager NBCUniversal International Networks; Edgar Romero, Executive Producer 3ROUNDBURST; Boa Simon, DOP 3ROUNDBURST; Jonathan Bennett, Producer

2nd Prize

RTL: Götz von Berlichingen

Creative team: Björn Klimek, Creative Director RTL Creation; Christian Mirow, Chef Producer RTL Creation; Heiko Theuerkauf, Art Director RTL Creation; Susanne Mikulski, Texterin RTL Creation; Patrick Laukemper, VFX Designer RTL Creation; Gregor Wagner, Sound Designer RTL Creation

Best promotion first broadcast TV show

1st Prize

Canal+: Game of Thrones – Story of Knights

"Please, please, another story!" Who hasn't heard this wish from a young child? The father talks about fighting knights, gracious virgins and fire-breathing dragons. Highly detailed and vividly, he depicts his favourite horror scenes from the fantasy series 'Game of Thrones'. The son is left terror-stricken and can look forward to a "good night". It never gets boring on Canal+!

Creative team: **Thierry Guerin**, On Air Promotion Manager Canal+; **Olivier Schaack**, Creative Director Canal+; **Stéphane Bourgoïn**, Production Director STUDIO BAGEL; **Pierre Zandrowicz**, Director STUDIO BAGEL; **Maud Mathery**, Director STUDIO BAGEL

2nd Prize

ProSieben: The Flash

Creative team: **Richard Schweiger**, Senior Vice President Creative Solutions - ProSiebenSat.1 TV Deutschland; **Markus Baier**, Head of Promotion Creative Solutions - ProSiebenSat.1 TV Deutschland; **Christian Giegerich**, Senior Writer / Producer Creative Solutions - ProSiebenSat.1 TV Deutschland; **Melanie Kufner**, Senior Project Manager Creative Solutions - ProSiebenSat.1 TV Deutschland; **Raphael März**, Senior Writer / Producer Creative Solutions - ProSiebenSat.1 TV Deutschland; **Pascal Wilfling**, Off Air Designer Creative Solutions - ProSiebenSat.1 TV Deutschland; **Paul Taylor**, Head of Audiodesign Creative Solutions - ProSiebenSat.1 TV Deutschland; **David Loy**, Head of Marketing ProSieben Central Marketing - ProSiebenSat.1 TV Deutschland; **David Hoffmann**, Product Manager ProSieben Central Marketing - ProSiebenSat.1 TV Deutschland

3rd Prize

FOX & Sky Österreich: The Walking Dead Scary Shelter

Creative team: **Karin Zipperling**, Director Marketing & Creative Services FOX International Channels Germany; **Stephanie Bösch**, Trade Marketing Manager FOX International Channels Germany; **Walter Fink**, Director Marketing Sky Österreich; **Barbara Hamza**, Senior Marketing Manager Sky Österreich; **Michael Wimmer-Lamquet**, Managing Director move 21 Werbeagentur; **Carola Krempler**, Client Service Director move 21 Werbeagentur; **Martina Flock**, Client Service Manager MediaCom - die Kommunikationsagentur; **Teresa Klicpera**, Creative Media Consultant MediaCom - die Kommunikationsagentur; **Markus Jungreithmayer**, Geschäftsführer Lala Filmproduktion

Best promotion-related audio design

1st Prize

kabel eins: Mission Impossible Remixed

The Mission Impossible movies have been shown on TV many times. Therefore, Creative Solutions produced a new trailer in the typical kabel eins style. With a remix of the famous Mission Impossible tune created from movie scenes and sound effects, the spot attracts the viewers' attention. This was also reflected in the ratings. In short: Mission accomplished!

Creative team: **Richard Schweiger**, Senior Vice President Creative Solutions - ProSiebenSat.1 TV Deutschland; **Oliver Rojschl**, Head of Promotion kabel eins Creative Solutions - ProSiebenSat.1 TV Deutschland; **Dominik Schütz**, Senior Writer/Producer Creative Solutions - ProSiebenSat.1 TV Deutschland; **Joachim de Greiff**, Writer/Producer Creative Solutions - ProSiebenSat.1 TV Deutschland; **Kurt Rehling**, Audio Designer Creative Solutions - ProSiebenSat.1 TV Deutschland; **Mona Tautz**, Project Manager/Werkstudentin Creative Solutions - ProSiebenSat.1 TV Deutschland; **Felix von Mengden**, Head of Marketing kabel eins Central Marketing - ProSiebenSat.1 TV Deutschland; **Michaela Baron**, Senior Brand Manager Central Marketing - ProSiebenSat.1 TV Deutschland

2nd Prize

Red Bull Media House: Red Bull TV Global

Creative team: **Rüdiger Schrattecker**, Konzept & Executive Producer Red Bull Media House; **Hans-Jörg Weidenholzer**, Konzept/Schnitt Red Bull Media House; **Johanna Steppan**, Producer Red Bull Media House; **Tina Siglreithmayr**, Project Manager Red Bull Media House; **Alexander Haslinger**, Audio Red Bull Media House; **Pavi Lustig**, Audio Red Bull Media House

3rd Prize

RTL: Spielfilmblock Junescreening

Creative team: Björn Klimek, Creative Director RTL Creation; **Alexandra Felgendreher**, Producerin RTL Creation; **Eva Deutinger**, Projektmanagerin RTL Creation; **Uwe Wiesemann**, VFX Designer RTL Creation; **Arne Thomas**, Sound Designer RTL Creation; **Gregor Wagner**, Sound Designer RTL Creation

Best promotion-related musical composition

1st Prize

VIMN Germany: Nicknight Directors Cut

"The night is mine, she knows my fears, she knows my joys." With these words, the poetic image film for the TV channel Nicknight begins. The more profound and thoughtful mood is memorably expressed with music and sound. Using minimalism and simple instrumentation, a world is created which manages to express the feelings of the Nicknight generation. The emotionality of the images is intensified by the music and sound and gets even deeper. **Great composition!**

Creative team: **Bettina Vogel**, VP Creative Content & Development VIMN Germany; **Simone Schreiner**, Art Direction VIMN Germany; **Ignaas van den Poel**, Art Direction VIMN Germany; **Peter Forner**, Programm Planning VIMN Germany; **Richard Barry**, VP Creative Nickelodeon International; **Sebastian Müller**, Sounddesign Hofkapellmeister; **Benjamin Brettschneider**, Director/Text/Concept

2nd Prize

sixx: Das A bis Z von sixx

Creative team: **Richard Schweiger**, Senior Vice President Creative Solutions - ProSiebenSat.1 TV Deutschland; **Paul Taylor**, Head of Audiodesign Creative Solutions - ProSiebenSat.1 TV Deutschland; **Niels Müller**, Head of Promotion sixx Creative Solutions - ProSiebenSat.1 TV Deutschland; **Florian Hausberger**, Head of Design Creative Solutions - ProSiebenSat.1 TV Deutschland; **Verena Schuster**, Vice President Advertising Creative Solutions - ProSiebenSat.1 TV Deutschland; **Maria Holzmann**, Senior Editor Creative Solutions - ProSiebenSat.1 TV Deutschland; **Michael Newell**, Senior Project Manger Creative Solutions - ProSiebenSat.1 TV Deutschland; **Stefan Ladwig**, Head of Marketing sixx Central Marketing - ProSiebenSat.1 TV Deutschland; **Jolanda Elezkurtaj**, Brand Manager sixx Central Marketing - ProSiebenSat.1 TV Deutschland

3rd Prize

Bayerisches Fernsehen: Weihnachten Daheim

Creative team: **Volker Jungbäck**, Leitung Programm Promotion Bayerisches Fernsehen; **Nicola Bienert**, Redakteurin Programm Promotion Bayerisches Fernsehen; **Stefan Scholz**, Producer Programm Promotion Bayerisches Fernsehen; **Hans-Jürgen Buchner**, Musiker/Komponist Musikgruppe Haindling

Best use of music

1st Prize

Universal Channel: Echte Originale – Bates Motel

Actually, we associate sweet dreams with Mr. Sandman, but when the famous song appears on 'Bates Motel' we become alarmed. And rightly so, because during the sweet song we see fingers tracing the face of protagonist Norman Bates with blood. The singer's voice becomes increasingly distorted and the lines take on a whole new meaning when you get to the words "Then tell him that his lonesome nights are over". From sweet to creepy in 20 seconds – great use of music!

Creative team: **Elmar Krick**, Marketing & Creative Director NBCUniversal International Networks; **Henning Roch**, Head of Marketing NBCUniversal International Networks; **Marco Utzen**, Marketing Manager NBCUniversal International Networks; **Marco Giusti**, SVP International Creative NBCUniversal International Networks; **Lee Raftery**, EVP Marketing NBCUniversal International Networks; **Peter Prislin**, GF Creative Heye; **Jan Bormann**, Director/DOP who's mcqueen picture; **Rainer Spix**, Executive Producer who's mcqueen picture; **Steffen Seeger**, Artist

2nd Prize

Universal Channel: Devious Maids Marathon

Creative team: **Elmar Krick**, Marketing & Creative Director NBCUniversal International Networks; **Henning Roch**, Head of Marketing NBCUniversal International Networks; **Daniel Saini**, Producer NBCUniversal International Networks; **Lodewijk Pöttker**, Music Producer MassiveMusic; **Camiel Bos**, Head of Broadcast MassiveMusic

3rd Prize

WDR: Musketiere

Creative team: Michael Worringen, Redaktion WDR; Gunar Wardenbach, Producer/Realisation WDR; Marlene Zurek, Schnitt WDR; Hendrik Bieler, Ton WDR

Best social spot or campaign

1st Prize

NDR: Auschwitz und ich – Wald

Auschwitz – we associate this name with many horrible atrocities in the concentration camps of the Third Reich. The reminder to not forget is also associated with the name Auschwitz – on behalf of many other places and events of this time. 2015 marks the 70th anniversary of the liberation of the Auschwitz concentration camp. Against this backdrop, NDR and ARD launched the project "Auschwitz und I". Very quietly the spot shows a young man from Germany who visits the memorial in Auschwitz-Birkenau for the first time. His voice-over lets us know he only thought he knew everything about Auschwitz. A thoughtful statement against forgetting!

Creative team: Matthias Fening, Redaktion NDR; Thomas Vöcks, Regie NDR; Dennis Wienecke, Kamera NDR

2nd Prize

RTL: Jenke

Creative team: Björn Klimek, Creative Director RTL Creation; Lars Truhn, Producer RTL Creation; Thomas Jeuck, Projektmanager RTL Creation; Rüdiger Braun, Regisseur RTL Creation; infoNetwork, Redaktion Jenke; Sven Lützenkirchen, Kamera

3rd Prize

RTL: Wir helfen Kindern - Kinderträume

Creative team: Björn Klimek, Creative Director RTL Creation; Lars Truhn, Producer RTL Creation; Uli Westerhausen, Grafiker RTL Creation; Frank Schlieder, Produktionsmanager RTL Creation; Christian Rühl, Projektmanager RTL Creation; Knut Adass, Kamera

Category Cross-Media-Campaigns

Best cross-media event campaign

1st Prize

WDR: Supernerds

Supernerds is an interactive, multimedia theatre-television project – simultaneously online, on stage and on TV screens. To promote this live-event, the WDR produced an extensive cross-media campaign. The TV spots play with the internet habits and fears of the viewers: Scenes from real life are filmed with a webcam; the actors feel uncomfortable, like they're being watched. The feeling is reinforced by a flickering or noises, as if someone hacked into the WDR programme. Ambience and digital noises like notification sounds enhance the discomfort. Spots on TV and radio, posters, online and social media activities built up the suspense in the weeks leading up to the event. A unique event from WDR, confidently broadcast on all platforms.

Creative team: Regina Rohde, Redaktion WDR; Christian Wesener, Cross Promo/Social Media WDR; Michael Worringen, Redaktion Trailer WDR; Alexandra Kravtsova, Producer/Realisation WDR; Angela Traud, Sounddesign WDR; Georg Tschurtschenthaler, Producer & Interaktives Konzept gebrüder beetz filmproduktion; Hannah Kappes, Producer & Interaktives Konzept gebrüder beetz filmproduktion; Matthias Paeper, Grafik Studio Paeper

2nd Prize

sixx: Shopping Days

Creative team: Richard Schweiger, Senior Vice President Creative Solutions - ProSiebenSat.1 TV Deutschland; Verena Schuster, Vice President Advertising Creative Solutions - ProSiebenSat.1 TV Deutschland; Alexander Krause, Creative Director On Air Design Creative Solutions - ProSiebenSat.1 TV Deutschland; Niels Müller, Head of Promotion sixx Creative Solutions - ProSiebenSat.1 TV Deutschland; Ute Deutschmann, Executive Producer Creative Solutions - ProSiebenSat.1 TV

Deutschland; **Paul Taylor**, Head of Audiodesign Creative Solutions - ProSiebenSat.1 TV Deutschland; **Maximilian Baumgartner**, Concept Advertising Creative Solutions - ProSiebenSat.1 TV Deutschland; **Maria Holzmann**, Senior Editor Creative Solutions - ProSiebenSat.1 TV Deutschland; **Jolanda Elezkurta**, Brand Manager sixx Central Marketing - ProSiebenSat.1 TV Deutschland

Best cross-media station campaign

1st Prize

Comedy Central Germany: Channel Move

To inform the viewers about the move to a new channel and more airtime, Comedy Central developed a cross-media campaign for the 'Channel Move'. Two animated movers march into the programme and literally demolish it. They simply walk in, pull the plug and pack up the station logo. As an explanation, the screen is covered in tape. "We have moved. 3 hours more comedy." In addition, radio spots, banners, posters and custom-designed icons and symbols were placed. Nobody can miss this move!

Creative team: **Nicki Dreyer**, Head of Promotion Creative Viacom International Media Networks; **Arjen Noordeman**, Creative Director/Brand Design Viacom International Media Networks; **Olaf Hovers**, VP Marketing & Interactive Viacom International Media Networks; **Vivien Hucke**, Marketing Manager Viacom International Media Networks; **Ljubisa Djukic**, Creative Director dyrdee Media; **Sven Henrichs**, Managing Director dyrdee Media; **Sebastian Müller**, Sounddesigner Hofkapellmeister; **Marcel Cloidt**, Sounddesigner Hofkapellmeister

2nd Prize

SRF: SRF 2 Kultur

Creative team: **Alex Hefter**, Creative Director SRF; **Franziska Baetcke**, Leiterin Radio SRF 2 Kultur; **David Angehrn**, Leiter Strategie & Planung SRF; **Wim Möllmann**, Brand Manager SRF; **Andreas Baumann**, Audio Layouter Radiospots SRF; **Patrick Müller**, Beratung Shortcuts; **Bene Ableggen**, Kreation Shortcuts; **Peter Lehner**, Produzent Shortcuts; **Patrick Karpiczenko**, Regie Karpi

3rd Prize

TLC: Senderkampagne 2015

Creative team: **Eike Immisch**, Director Marketing GSA Discovery Communications Deutschland; **Jennifer Karmann**, Marketing Executive Discovery Communications Deutschland; **Matthias Meusel**, Managing Director Grey Berlin; **Achim Weber**, Creative Director Grey Berlin; **Jan Lucas**, Creative Director Grey Berlin

Best cross-media programme campaign

1st Prize

FOX: The Walking Dead

In this cross-media campaign for the fifth season of 'The Walking Dead', nobody escaped the 'Walkers'. In addition to TV and radio spots, online banners, mobile and print ads, especially the Scary Shelter and the second screen app cause excitement. Using the latest technology, the Scary Shelter creates the illusion that zombies roam freely in Vienna. The specially designed second screen app, the FOX Zombie Buzz, offers fans a lot of additional information about the horror series: a quiz, videos, and a message board to discuss the hottest 'Undead' topics. The reward for FOX: a new ratings record for the premiere and an Eyes & Ears Award!

Creative team: **Karin Zipperling**, Director Marketing & Creative Services FOX International Channels Germany; **Karoline Henschel**, Marketing Manager FOX International Channels Germany; **Stephanie Bösch**, Trade Marketing Manager FOX International Channels Germany; **Marcus Veigel**, Geschäftsführer Cynapsis Interactive; **Walter Fink**, Director Marketing Sky Österreich; **Barbara Hamza**, Senior Marketing Manager Sky Österreich; **Michael Wimmer-Lamquet**, Managing Director move 21 Werbeagentur; **Carola Krempler**, Client Service Director move 21 Werbeagentur; **Martina Flock**, Client Service Manager MediaCom - die Kommunikationsagentur

2nd Prize

ZDF: Schuld nach Ferdinand von Schirach

Creative team: **Thomas Grimm**, Leitung Marketing ZDF; **Astrid Kämmerer**, Bereichsleitung Programm-Marketing 1 ZDF; **Tino Windisch**, Bereichsleitung Programm-Marketing 2 ZDF; **Sandra Hebel**,

Projektleitung Programm-Marketing 1 ZDF; **Severine Rapp**, Projektleitung Programm-Marketing 2 ZDF; **Tim Krink**, Creative Director Art KNK Werbeagentur; **Ingo Müller**, Creative Director Text KNK Werbeagentur; **Boris Schatte**, Art Director KNK Werbeagentur; **Danny Fröhlich**, Texter KNK Werbeagentur

2nd Prize

ProSieben MAXX: #Find Jack

Creative team: **Richard Schweiger**, Senior Vice President Creative Solutions - ProSiebenSat.1 TV Deutschland; **Michael Prenner**, Conceptioner Creative Solutions - ProSiebenSat.1 TV Deutschland; **Michael Amann**, Senior Art Director Creative Solutions - ProSiebenSat.1 TV Deutschland; **Stefanie Lenz**, Project Manager Creative Solutions - ProSiebenSat.1 TV Deutschland; **Dennis Usbeck**, Senior Writer/Producer Creative Solutions - ProSiebenSat.1 TV Deutschland; **Teresa Huber**, Art Director Creative Solutions - ProSiebenSat.1 TV Deutschland; **Alexander Wagner**, Head of Marketing ProSieben MAXX Central Marketing - ProSiebenSat.1 TV Deutschland; **Thomas Gerlach**, Schnitt PixelSchickeria

Eyes & Ears Special Prizes 2015

ProSieben: 25 Jahre Simpsons

The yellow animated family from Springfield is an integral part of American pop culture and has long since achieved cult status with us. As Homer voice Norbert Gastell said in an interview: "There is a little Homer in each of us." To celebrate our favourite family's 25th anniversary, Creative Solutions invited the German voices of Homer & Co in front of the camera. They built a replica of the living room and invited the famous voice actors of the Simpsons family. Norbert Gastell, Sandra Schwittau and Sabine Bohlmann act in their familiar Simpsons style. And we realize how much fun they have dubbing Homer, Bart, Lisa and Maggie. By the time Homer-Norbert apologises to Bart-Sandra for the slightly too realistic choking scene, it becomes clear with how much passion, commitment and dedication the speakers act. The audience thanked ProSieben with consistently high ratings – not only for the 25th season, but also for the repeats. A fantastic look behind the scenes with a lot of ironic moments! Original, innovative and humorous!

Creative team: **Richard Schweiger**, Senior Vice President Creative Solutions - ProSiebenSat.1 TV Deutschland; **Markus Baier**, Head of Promotion Creative Solutions - ProSiebenSat.1 TV Deutschland; **Christian Giegerich**, Senior Writer/Producer Creative Solutions - ProSiebenSat.1 TV Deutschland; **Judith Kirschner-Seewald**, Senior Project Manager Creative Solutions - ProSiebenSat.1 TV Deutschland; **Ute Deutschmann**, Executive Producer Creative Solutions - ProSiebenSat.1 TV Deutschland; **Horst Czenskowski**, Director Creative Solutions - ProSiebenSat.1 TV Deutschland; **Boris Breitenreicher**, Audio Designer Creative Solutions - ProSiebenSat.1 TV Deutschland; **Oliver Kempfer**, Head of Marketing ProSieben Central Marketing - ProSiebenSat.1 TV Deutschland; **David Hoffmann**, Product Manager ProSieben MAXX Central Marketing - ProSiebenSat.1 TV Deutschland

Universal Channel: Chicago Fire World Record

To accompany the start of the third season of 'Chicago Fire', Universal Channel launched an extremely hot stunt. As part of a large-scale campaign, the largest fire mosaic in the world was lit in Vaterstetten, Bavaria: Covering an area of 4900 square meters, 5480 torches burned, forming the likeness of series hero Kelly Severidge. For two weeks, Universal Channel, the creative agency Heye and the pyrotechnicians of Zündflut prepared the biggest bonfire ever. The winner of the 'Superfan' contest was allowed to ignite the first torch. Within 30 minutes, a team made sure that thousands of wax torches were lit manually. The fire mosaic was visible for two hours and a new World Record was created – confirmed by the Guinness Book of Records. The worldwide media response to the campaign was overwhelming. Even actor Taylor Kinney, who plays the series' hero, tweeted "How popular is Chicago Fire in Germany? So popular...". With a creative idea and minimal costs, maximum media coverage was achieved. That's what we call effectiveness!

Creative team: **Elmar Krick**, Marketing & Creative Director NBCUniversal International Networks; **Henning Roch**, Head of Marketing NBCUniversal International Networks; **Marco Utzen**, Marketing Manager NBCUniversal International Networks; **Thorsten Adenauer**, Creative Director Heye; **Tobias Bundt**, Creative Director Heye; **Andreas Heuschneider**, Art Director Heye; **Gabriel Döll**, Texter Heye

Jessica Aumayer, Beratung Heye; **Andreas Kugel**, Geschäftsführer Zündflut; **Gabriel Manz**, DOPSkynamics

Eyes & Ears Excellence Award 2015

Michael Conrad, President Berlin School of Creative Leadership, Zürich/Berlin

This year, the Eyes & Ears Excellence Awards goes to the advertising professional Michael Conrad, whose career has been marked in an impressive manner by creative achievement and entrepreneurial success: At a young age, Michael Conrad joins the advertising industry rather by accident. When he meets Walter Lürzer in 1963, he is quickly convinced of Conrad's qualities as a writer and brings him into contact with Young & Rubicam. After successful years at Y&R, Ogilvy & Mather and TBWA, Michael Conrad together with Walter Lürzer found their first own agency Lürzer, Conrad in 1975. 1978/1978 it was already named 'Agency of the Year' and was the fastest growing agency in Germany. The legendary, award-winning campaign for the Fiat Panda with the slogan "Eine tolle Kiste" set new standards. The campaign was not only creative, but efficient. In 1980, 'Lürzer, Conrad' merged with Leo Burnett, and in 1986, Michael Conrad is the first German ever to work at the global Agency Leo Burnett in the USA: Here, he is responsible for worldwide accounts such as Marlboro. Creative excellence and economic success are closely linked here as well. He introduces the creative system '7+ to Heaven': A system, where concepts and ideas are rated on a scale of 1-10. 4 stands for clichés, 9 for a new standard in communications. "My central theme through all this time remained 'the idea', to which at some point I added the word 'fresh'. Fresh ideas for radio commercials, advertisements, promotions, TV commercials or campaigns", writes Michael Conrad in an article in 2009. Under his leadership, the 27 agencies of Leo Burnett are named Agency of the year at least once, each. At the end of his career, Leo Burnett is the most awarded agency in the world, the Global Agency of the Year. Michael Conrad calls himself a "Salesman Poet". His creative principle is to understand people, recognise problems, to demonstrate product benefits and to be competitive. "Good advertisers are Salesman Poets, they understand the market, have the best knowledge about the lives of people and can connect both with ideas," says Conrad. In 2003, he founded the Berlin School of Creative Leadership where he teaches his basic principle "Creative Excellence combined with business success." And it is this combination that makes Michael Conrad one of the most successful creatives and a worthy winner of the Eyes & Ears Excellence Award.

Jury of the 17th International Eyes & Ears Awards 2015

Stavros Amoutzias, ZDF; **Yaroslava Antipina**, TRBC "Ukraine"; **Patrick Arnecke**, SRF; **Thomas Arnold**, Plazamedia; **Prof. Manfred Becker**, Ehrenpräsident; **Nicola Bienert**, BR; **Marc Bühler**, Universal Publishing Production Music; **Cécile Chavepayre**, ARTE; **Marco-Paul de Jeu**, Cape Rock; **Oliver Dietrich**, SevenOne AdFactory; **Nicki Dreyer**, Viacom; **Tilo Fischer**, DMC; **Claus Grimm**, DW; **Alex Hefter**, SRF; **Marcus Herre**, VOX; **Alan James**, JWM - James&Wilkinson Media; **Inka Kardys**, Umbruch; **Arman Kavrailoglu**, SPORT 1; **Benjamin Kerneck**, BDA Creative; **Ansgar Kessemeier**, HSE 24; **Björn Klimek**, RTL CREATION; **Dr. Anselm Kreuzer**, Komponist; **Elmar Krick**, NBCUniversal International Networks; **Karen Kujawa**, ProSiebenSat.1 TV Deutschland; **Jan Leitz**, Discovery Communications Deutschland; **Rudi Lenz**, PULS 4; **Prof. Ralf Lobeck**, AMD Akademie Mode & Design; **Graziella Luggen**, SRF; **Alexander Marchet**, RTL CREATION; **Thomas Meurer**, VOX; **Lisa Michel**, Discovery Communications Deutschland; **Bernd Mutscheller**, DMC; **André Otto**, ProSiebenSat.1 TV Deutschland; **Christian Remiger**, büro bewegt; **Oliver Rojschl**, ProSiebenSat.1 TV Deutschland; **Karin Sarholz**, WDR; **Frank Schneider**, Filmstyler Pictures; **Stefan Scholz**, BR; **Rüdiger Schrottenecker**, Red Bull Media House; **Klaus Schwab**, RTL CREATION; **Richard Schweiger**, ProSiebenSat.1 TV Deutschland; **Tim Steuer**, NBCUniversal International Networks; **Alessandro Taschetta**, n-tv; **Recep Telli**, World Media Group; **Oliver Tremel**, SRF; **Lars Truhn**, RTL CREATION, **Tobias Varola**, Screenworks; **Sebastian von Wyschetzki**, ProSiebenSat.1 TV Deutschland; **Felix Weitekamp**, ZDF; **Pascal Wilfling**, ProSiebenSat.1 TV Deutschland; **Tino Windisch**, ZDF; **Prof. Dr. Martin Zimmer**, ZHdK; **Karin Zipperling**, Fox

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