



CREATION, INNOVATION & EFFECTIVENESS – 18th International Eyes & Ears Awards 2016

Winners

Category Design

Best design in print or poster advertising

1st Prize

RTL: DEUTSCHLAND 83 – Presseheft

In the look of former Stasi documents, RTL designed the press kit for the series 'Deutschland 83', which is set during the division of Germany, and the Cold War. By using Polaroid photos, dot-matrix optics and floppy disc, the press kit introduces the story in a contemporary way and presents the protagonists authentically. Icing on the cake is the delivery of the kit in a "jute instead of plastic" bag to the press. Totally 80s to the last little detail!

Creative team: Björn Klimek, Leiter Marketing & Creative Director RTL Mediengruppe RTL Deutschland; Ulli Schumacher, Creative Director Design Mediengruppe RTL Deutschland; Heiko Theuerkauf, Art Director Mediengruppe RTL Deutschland; Doris Mertens, Gestaltung Mediengruppe RTL Deutschland; Christian Körner, Kommunikation RTL Mediengruppe RTL Deutschland

2nd Prize

ProSieben: The Royals

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; Valerie Koch, Konzeptionerin Creative Solutions – ProSiebenSat.1 TV Deutschland; Jessica Schimm, Junior Print Productioner Creative Solutions – ProSiebenSat.1 TV Deutschland; Janine Friese, Senior Project Manager Creative Solutions – ProSiebenSat.1 TV Deutschland; David Hoffmann, Product Manager ProSieben Central Marketing – ProSiebenSat.1 TV Deutschland; David Loy, Head of Marketing ProSieben Central Marketing – ProSiebenSat.1 TV Deutschland

3rd Prize

Sat.1: The Voice Kids

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; Franziska Wald, Junior Art Director Creative Solutions – ProSiebenSat.1 TV Deutschland; Matthias Piskernik, Senior Texter/Konzeptioner Creative Solutions – ProSiebenSat.1 TV Deutschland; Jessica Schimm, Print Productioner Creative Solutions – ProSiebenSat.1 TV Deutschland; Janina Axer, Project Manager Sat.1/Account Executive Creative Solutions – ProSiebenSat.1 TV Deutschland; Malte Hildebrandt, Head of Marketing Sat.1 Central Marketing – ProSiebenSat.1 TV Deutschland; Sylvia Zimmermann, Product Manager Sat.1 Central Marketing – ProSiebenSat.1 TV Deutschland

Best new corporate design package

1st Prize

Eurosport: Branding

"Fuel the Passion" is the new claim of the channel Eurosport, which is presented in a high-quality design: Instead of the former ring of stars, one single star remains, merging into a picture mark with the letter E, branding the sports channel unmistakably on every media platform. In addition, the modern, elegant graphic system is characterised by good readability: Whether tennis, cycling or winter sports, the fan is always informed about all the latest results. Here, the fan is at the centre of the sport!

Creative team: Antonio Ruiz, VP Marketing & Franchise Management Eurosport; **David Bernard-Bret**, Director, Marketing Strategy Eurosport; **Philippe Oizillon**, Head of On-Air Design & Promo Dpt. Eurosport; **Guillaume Mouille**, Creative Senior Manager Eurosport; **Stephane Rinaldi**, Creative Senior Manager Eurosport; **Alexis Thomas**, Creative Director Eurosport; **Aporva Baxi**, Co-Founder/Executive Creative Director Dixon Baxi; **Daniel Capstick**, Creative Director Dixon Baxi; **Lodewijk Pottker**, Producer Music Massive Music

2nd Prize

Gédéon: La Sexta – Rebranding

Creative team: Nicolas Famery, Art Director Gédéon; **Stéphane Gibert**, Motion Designer Gédéon; **Lazare Bessière**, Motion Designer Gédéon; **Julien Tandé**, Motion Designer Gédéon; **Emmanuelle Lacaze**, Producer Gédéon; **Charlotte Vande Vyvre**, Producer Gédéon; **Emmanuel Lipszyc**, Music & Sound Design La Plage; **Sébastien Lipszyc**, Music & Sound Design La Plage; **Franck Lascombes**, Music & Sound Design La Plage

3rd Prize

RTL II YOU!

Creative team: Carlos Zamorano, Direktor Marketing & Kommunikation RTL II; **Kristina Wiesner**, Leitung Marketing Kreation & Werbung RTL II; **Hannah Rackwitz**, Projektmanager Marketing Kreation & Werbung RTL II; **Joerg Zuber**, Creative Director Opium Effect

Best bumper or station-ID package

1st Prize

Super RTL: TOGGO

The innovative bumpers and station IDs of Super RTL live on small cut-tricks with great effect and thereby produce amazing optical illusions. Each clip has both a humorous and an emotional component that particularly appeals to TOGGO target group of 6 to 13 year-olds. Real-life scenes create a natural and informal atmosphere, and the look & feel of the different stories are perfect for the extension to social networks. Child-friendly fun, hip entertainment and a reliable companion into the digital world – simply TOGGO!

Creative team: Uli Höppner, Grafik Designer RTL DISNEY Fernsehen; **Alexandra Frost**, kreative Beratung RTL DISNEY Fernsehen; **Susanne Schildknecht**, Head of Marketing & Brand Management RTL DISNEY Fernsehen; **Anton Riedel**, Creative Director & Regie Feedmee Design; **Sabine Dully**, Art Director Feedmee Design; **Acky Hamacher**, Animation Feedmee Design; **Timm Lange**, DOP Feedmee Design; **Laura Giersdorf**, Producer Feedmee Design

2nd Prize

SRF 1: Sommeridents

Creative team: Alex Hefter, Creative Director SRF; **Lea Rindlisbacher**, Producer Equal Visual Productions; **Annette Hofmann**, Production Manager Equal Visual Productions; **Glenn Breda**, Postproduction Editor Hard Coming Love; **Pascal Thalmann**, Art Department Thalmanisch; **Stephan Usteri**, Director; **Jan Mettler**, Director of Photography

3rd Prize

VIMN Germany: Nick Jr – Crafty Characters

Creative team: Bettina Vogel, VP Creative Content & Development VIMN Germany; **Stefan Schomerus**, Konzept/Regie/Kamera/Schnitt/Design/Animation VIMN Germany; **Jana Kritchever**, Assistant/Trainee VIMN Germany; **Richard Barry**, Creative Director Nickelodeon International; **Sebastian Müller**, Musik & Sounddesign Hofkapellmeister Berlin

Best seasonal or event-related design package

1st Prize

Comedy Central Northern Europe: Christmas Design

Comedy Central has Christmas fever – the logo is decorated with lights, wrapping paper and other Christmas or winter elements. Simple idea, lovingly implemented – 'Deck the halls' becomes 'Deck the Comedy Central-halls'.

Creative team: **Arjen Noordeman**, Creative Director Viacom International Media Networks; **Nicki Dreyer**, Head of Creative Viacom International Media Networks; **Jorge Fröberg**, Motion Graphics & Design Viacom International Media Networks; **Aleksandra Sergiel**, Marketing Manager Viacom International Media Networks; **Saskia Baaij-Verhoeven**, Director Brand Marketing Viacom International Media Networks

2nd Prize

ARD-Das Erste: Osterkampagne 2016

Creative team: **Henriette von Hoessle**, Creative Director ARD-Das Erste; **Gabi Madračević**, Creative Director Luxlotusliner; **Iris Rinkens**, Art Director Luxlotusliner; **Iris Pfennig**, Art Director Luxlotusliner; **Jan Rinkens**, Animation Luxlotusliner; **Katharina Blenk**, Animation Luxlotusliner; **Udo Hudelmaier**, Animation Luxlotusliner; **Juan Garcia Segura**, Animation Luxlotusliner; **Dorit Lang**, Animation Luxlotusliner

3rd Prize

DMC: Discovery Channel – Ostern 2016

Creative team: **Bina Biemann**, Senior Project Manager DMC; **Katy Oeser**, Senior Promo Producer DMC; **Theresa Birkner**, Designer DMC; **Matthias Weng**, Art Director DMC; **Sabrina Meilhaus**, Promo Producer DMC; **Chris Takacs**, Promo Producer DMC; **Oliver Maier**, DOP DMC; **Jan Leitz**, Manager On-Air Promotion GSA Discovery Networks CEEMEA; **Lisa Michel**, On-Air Promotion Executive GSA Discovery Networks CEEMEA

Best lead-in: Fiction

1st Prize

TNT Serie: Weinberg

Vineyards, vines and withering grapes ... shadowy figures, spilled red wine and foggy landscapes – these pictures full of atmosphere are part of the mystery series 'Weinberg'. The high-quality production lets you feel the series' mystique and prepares the audience for the content of the TNT series. Dark, emotional and stylish!

Creative team: **Raf Gasak**, Creative Director Turner Broadcasting System Deutschland; **Anke Greifeneder**, Senior Executive Producer Turner Broadcasting System Deutschland; **Marlene Beran**, Line Producer Turner Broadcasting System Deutschland; **Simone Braunsteffer**, Production Coordinator Turner Broadcasting System Deutschland; **Stefan Resch**, Art Director Aikon Media Technology; **Hannes Michael Schalle**, Regie Aikon Media Technology; **Günther Mitterhuber**, Managing Director Aikon Media Technology

2nd Prize

Screenworks: ZDF – Böser Wolf

Creative team: **Tobias Varola**, Art Direction/Visual Design/Compositing Screenworks; **Aaron Rositzka**, Compositing Screenworks; **Raphael Schöning**, Compositing Screenworks; **Simon Thelen**, Compositing Screenworks; **Caroline Daube**, All-in-Production; **Constanze Weber**, ZDF

3rd Prize

Screenworks: ZDF – Morgen Hör ich auf

Creative team: **Tobias Varola**, Creative Direction Screenworks; **Aaron Rositzka**, Art Direction/Visual Design/Compositing Screenworks; **Bettina Wente**, Head Producer Network Movie Köln; **Elke Müller**, ZDF; **Mathias Bothor**, Photography

Best lead-in: Kids

1st Prize

ZDF: Siebenstein

Who doesn't know the junk-shop owner Siebenstein, who goes on fantastic adventures with her quirky raven Rudi and the grumpy Suitcase. In each episode of the children's series, they travel to new worlds and experience exciting journeys with their young audience. And this is exactly what the opening credits of the series show: lovingly implemented with different techniques like stop-motion, cut-out animation and 3D-generated worlds!

Creative team: Thomas Grimm, Leitung Marketing ZDF; Astrid Kämmerer, Leitung Programm-Marketing 1 ZDF; Irena Pavor, Projektleitung ZDF; Holger Geisler, Creative Director Alpenblick; Jana Geisler, Art Director/Design Alpenblick; Andrea Stadlmann, Art Direction/Illustration Alpenblick; Marc Fischer, 3D Alpenblick; Christian Schläffer, Animation Alpenblick; Florian Jeworutzki, Animation Alpenblick

Best lead-in: Show & Entertainment

1st Prize

RTL: Stepping Out

Elegantly, a dancer steps into the ballroom and takes the hand of her partner. Rhythmically and energetically they begin to dance. RTL is gradually introducing the various celebrity couples of this 'Stepping Out' season to the viewer. High quality and nicely staged, we know exactly what we can expect: hard training, competitions and a strict jury. 10 points to RTL!

Creative team: Ulli Schumacher, Creative Director Mediengruppe RTL Deutschland; Frederik Geisler, Art Director Mediengruppe RTL Deutschland; Andreas Ortmann, Produktionsmanagement Mediengruppe RTL Deutschland; Christian Steuler, Design Mediengruppe RTL Deutschland; Patrick Laukemper, VFX-Design Mediengruppe RTL Deutschland; Petra Matuschek, Projekt-Management Mediengruppe RTL Deutschland; Arne Thomas, Sound-Design Mediengruppe RTL Deutschland; Frank Husmann, Kamera Mediengruppe RTL Deutschland

2nd Prize

Dream On: Equidia Life – Equestrian le Mag

Creative team: Anthony Sebaoun, Creative Director Dream On; Franklin Labbé, Art Director Dream On; Juliette Clerc, Head of Production Dream On; Nicolas Apicella, Director Dream On; Myrtille Gibaud, Producer Dream On; Yves Brueziere, Head of Programming EQUIDIA

3rd Prize

ProSieben: Germany's Next Topmodel

Creative team: Richard Schweiger, Senior Vice President Creative Solutions – ProSiebenSat.1 TV Deutschland; Markus Goles, Art Director Creative Solutions – ProSiebenSat.1 TV Deutschland; Ute Deutschmann, Executive Producer Creative Solutions – ProSiebenSat.1 TV Deutschland; Anne-Jacqueline Wenisch, Account Executive Creative Solutions – ProSiebenSat.1 TV Deutschland; David Loy, Head of Marketing ProSieben Central Marketing – ProSiebenSat.1 TV Deutschland

Best lead-in: Culture & Documentary

1st Prize

HISTORY: Käpt'n Kasi – Auf hoher Spree

This HISTORY documentary is all about a quirky and lovable guy: Captain Kasi travels the crooked waterways around and through Berlin with his houseboat. Lovingly detailed, coloured and animated, this lead-in shows Kasi's search for a spectacular or nostalgic finds. The hobbyist with a sense for history and stories either falls in loves with his treasures – or sells them for profit.

Creative team: Emanuel Rotstein, Director Production The History Channel (Germany); Holger Geisler, Creative Director Alpenblick; Christian Schläffer, Design/Animation Alpenblick

2nd Prize

SRF: Märchenhaft

Creative team: Alex Hefter, Creative Director SRF; David Angehrn, Leiter Strategie & Planung SRF; Patrick Arnecke, Leiter Design & Promotion SRF; Sven Volz, Art Director SRF; Martin Bernhard, On Air Design SRF; Simon Renfer, On Air Design SRF

3rd Prize

DMC: TLC – Die Übersinnlichen

Creative team: Tilo Fischer, Geschäftsführer DMC; Bernd Mutscheller, Creative Director DMC; Matthias Weng, Art Director DMC; Claudia Smykalla, Executive Producer GSA Discovery Networks CEEMEA; Achim Fischer, Composer trevista audio design

Best information or news design

1st Prize

RTL II: News

The aim of the RTL II-News is to provide young people with an exciting and transparent presentation of the topics of the day. The result corresponds to the expectations of the audience in the online age: an open studio design showing no isolated presenters, but a whole team in action. A real studio instead of green-screen – to make the work visible and tangible. The on-air design emphasises this: clear typography and icons in black and white – in line with the classic newspaper-look – always interrupted by the CI colour Azure. The factualisation of graphics also follows the principle of clarity, intelligibility and transparency. Here, the young target group is not addressed from above, but on the same level.

Creative team: Carlos Zamorano, Direktor Marketing & Kommunikation RTL II; Kristina Wiesner, Leitung Marketing Kreation & Werbung RTL II; Joerg Zuber, Creative Director Opium Effect

2nd Prize

ARD-Das Erste: Tagesschau auf Instagram

Creative team: Henriette von Hoessle, Creative Director ARD-Das Erste; Stephan Persdorf, Designleitung NDR; Mark Wiedemann, Designleitung NDR; Birgit Klump, Projektleitung Redaktion NDR; Leonie Grabler, Redaktion NDR; Mirko Rambusch, Grafikdesign NDR; Christoph Lohse, Grafikdesign NDR; Andres Preuß, Schnitt NDR; Benjamin Bruch, Schnitt NDR

3rd Prize

SRF: Wahlen 2015

Creative team: Alex Hefter, Creative Director SRF; David Angehrn, Leiter Strategie & Planung SRF; Severine Waibel, Art Director SRF; Livia Bigler, Projektmanager SRF; Philipp Böhlen, On Air Design SRF; Eva Göth, stv. Leiterin Design & Promotion SRF; Uli Krüger, Senior Designer SRF; Gaby Weber, Senior Designer SRF; René Jauch, Set Designer

Best sports design

1st Prize

Eurosport: Branding

The new Eurosport Branding features a modern and elegant graphic system and good readability. Regardless of Tour de France, Wimbledon or Biathlon – the viewer is always informed about the current results of the sports events. Through the expansion and harmonisation of the brand architecture, the fan immediately recognises whether he is at Eurosport 1 or Eurosport 2. This is where the fan is at the centre of the sport!

Creative team: Antonio Ruiz, VP Marketing & Franchise Management Eurosport; David Bernard-Bret, Director, Marketing Strategy Eurosport; Philippe Oizillon, Head of On-Air Design & Promo Dpt. Eurosport; Guillaume Mouille, Creative Senior Manager Eurosport; Stephane Rinaldi, Creative Senior Manager Eurosport; Alexis Thomas, Creative Director Eurosport; Aporva Baxi, Co-Founder/Executive Creative Director Dixon Baxi; Daniel Capstick, Creative Director Dixon Baxi; Lodewijk Pottker, Producer Music Massive Music

2nd Prize

BDA Creative: UCI Mountainbike World Championship

Creative team: **Philipp Wundt**, Managing Director BDA Creative; **Tim Finnamore**, Executive Creative Director BDA Creative; **Nik Flotow**, Senior Producer BDA Creative; **Alexander Strohmer**, Managing Director West4Media; **Andy Olly**, Art Director thevallianteast; **Birgar Olsen**, Senior Designer

3rd Prize

RTL & Filmstyler Pictures: BOXEN – Klitschko vs. Fury

Creative team: **Björn Klimek**, Leiter Marketing & Creative Director RTL Mediengruppe RTL Deutschland; **Marc Rhiem**, Producer, Schnitt & Konzept Mediengruppe RTL Deutschland; **Patrick Laukemper**, Color-Grading Mediengruppe RTL Deutschland; **Michael Becker**, Color-Grading, VFX-Design Mediengruppe RTL Deutschland; **Gregor Wagner**, Sound-Design Mediengruppe RTL Deutschland; **Manfred Loppe**, Leitung Sport RTL Mediengruppe RTL Deutschland; **Frank Schneider**, Geschäftsführer, Regie Filmstyler Pictures; **Knut Adass**, Kamera Filmstyler Pictures

Best programme-related design package

1st Prize

sixx: Sweet & Easy – Enie backt

From the kitchen utensils to the set design, from Enie van de Meiklokjes' outfit to the baked goods, sixx has developed a coherent design package for the show. According to the motto "a feast for the eyes", the design underlines the charm and lightness of Enie as the conductor of the baking orchestra and her show. Just as flaky, delicious and crazy as the sweet creations – the design elements perfectly fit the format!

Creative team: **Florian Hausberger**, Art Director Creative Solutions – ProSiebenSat.1 TV Deutschland; **Elisabeth Riedl**, Designer Creative Solutions – ProSiebenSat.1 TV Deutschland; **Maria Holzmann**, Creative Supervisor Creative Solutions – ProSiebenSat.1 TV Deutschland; **Manuela Gruber**, Conceptioner Creative Solutions – ProSiebenSat.1 TV Deutschland; **Daniela Linse**, Senior Editor 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; **Michael Newell**, Senior Project Manager Creative Solutions – ProSiebenSat.1 TV Deutschland; **Christina Leucht**, Head of Marketing sixx Central Marketing – ProSiebenSat.1 TV Deutschland

2nd Prize

Nicknight: Vantastisch

Creative team: **Bettina Vogel**, VP Creative Content & Development VIMN Germany; **Eric Wilhelm da Cruz**, Head of Promotion Creative K&F VIMN Germany; **Simone Schreiner**, Art Direction & Design, Creative Concept & Execution VIMN Germany; **Jana Kritchever**, Assistant Art Director VIMN Germany; **Jorinna Scherle**, Creative Concept & Execution/Logo Design Jorinna Studio; **Phillip Hahn**, Sounddesign Klangufer; **Florian Schäfer**, Sounddesign Klangufer; **Jasmina Striga**, DoP/Animation; **Natalie Sage**, Pre-Production, Concept

3rd Prize

VOX: Geschickt eingefädelt

Creative team: **Jutta Hertel**, Leiter Marketing VOX Mediengruppe RTL Deutschland; **Torsten Lohrmann**, Senior AD Motion Mediengruppe RTL Deutschland; **Nina Gless**, Regie/AD Motion VOX Mediengruppe RTL Deutschland; **Nadine Lembcke**, Motiondesign Mediengruppe RTL Deutschland; **Britta Mangold**, Kamera Mediengruppe RTL Deutschland; **Kerstin Kohle**, Produktion Mediengruppe RTL Deutschland; **Rolf Amann**, Sounddesign Mediengruppe RTL Deutschland

Best 2D/3D animation

1st Prize

Syfy: Bleigießen

Quite honestly, who has ever fished an obvious lead-oracle out of the water? Alien-like beings, spiky monsters or flying superhero-capes are normal. These beings shouldn't simply disappear without comment, so Syfy has planned a life-prolonging measure: everyone could submit their lead-oracle creation to the competition. Syfy shows you down to the smallest detail what happens when you mix liquid lead with water. We watch with excitement: what is it this time? Zombies,

inhabitants of another galaxy, and a three-headed shark – now we know what the future will bring on Syfy.

Creative team: **Elmar Krick**, Brand Director NBCUniversal International Networks; **Daniel Saini**, Producer NBCUniversal International Networks; **Sven Henrichs**, Producer dyrdee Media; **Ole Keune**, Creative Director dyrdee Media; **Ljubisa Djukic**, Creative Director dyrdee Media; **Andreas Riesener**, 3D Artist dyrdee Media; **Stefan Lahr**, 3D Artist dyrdee Media; **Konrad Müller**, 3D Artist dyrdee Media; **Marc Pantenburg**, 3D Artist dyrdee Media

2nd Prize

Gédéon: Canal Plus – Trailer of the New Season

Creative team: **Emmanuelle Lacaze**, Producer Gédéon; **Nicolas Lhomme**, Director Gédéon; **Steven Mitz**, Scriptwriter Gédéon; **Romain Segaud**, Storyboard Gédéon; **Charlotte Vande Vyvre**, Production Manager Gédéon; **Lynda Richardson**, Director of children's choir Center of young musicians from London; **Emmanuel Lipszyc**, Compositor La Plage; **Sébastien Lipszyc**, Compositor La Plage; **Franck Lascombes**, Compositor La Plage

3rd Prize

Cartoon Network: Winter Branding

Creative team: **Raf Gasak**, Creative Director Turner Broadcasting System Deutschland; **Gerhard Wolf**, Creative Manager Turner Broadcasting System Deutschland; **Thomas Pfungsten**, Senior Production Coordinator Turner Broadcasting System Deutschland; **Marlene Beran**, Senior Production Manager Turner Broadcasting System Deutschland; **David Edelsztein**, Animator

Best design-related audio design

1st Prize

Gédéon: Canal Plus – Making of the Music

The mission of Canal+: a seasonal trailer with unusual animations advertising the entire channel's programme. Gédéon produced a Pacman-style clip to promote the entire range of formats, from series to blockbuster and TV shows to sporting events. Icing on the cake is the remix of the 90s song 'Freed from desire': newly produced in electro style and recorded with a London children's choir, the music underscores the animated pictures in an impressive way. Perfect design-related audio!

Creative team: **R. Gala**, Music Gédéon; **C. Andrea**, Music Gédéon; **M. Maurizio**, Music Gédéon; **Emmanuelle Lacaze**, Producer Gédéon; **Emmanuel Lipszyc**, Compositor La Plage; **Sébastien Lipszyc**, Compositor La Plage; **Franck Lascombes**, Compositor La Plage; **Lynda Richardson**, Director of children's choir Center of young musicians from London; **Freed from desire – London Youngsters**

2nd Prize

mehappy: RTL II YOU! Läuft bei Dir

Creative team: **Klaus Schäfer**, Geschäftsführung mehappy; **Paul Meier**, Musik, Sounddesign / Komposition mehappy; **Fabio Arnold**, Design mehappy; **Carlos Zamorano**, Direktor Marketing und Kommunikation RTL II, **Christina Wiesner**, Leitung Marketing, Kreation und Werbung RTL II

3rd Prize

CapeRock: Insight – Bumpers

Creative team: **Marco Paul de Jeu**, Strategy Director/Founder CapeRock: branding, design & animation; **Dann Smit**, Creative Director/Founder CapeRock: branding, design & animation; **Martijn Wolff**, Head of Production/Founder CapeRock: branding, design & animation; **Joan Moreno Ortega**, Designer/Director CapeRock: branding, design & animation; **Martijn Paasschens**, Animation CapeRock: branding, design & animation; **Cabo da Roca**, Sound

Best typographical design

1st Prize

VOX: Club der roten Bänder

For the in-house production 'Club der roten Bänder', VOX developed a font from Helvetica Light & Bold: Helveticlub. In keeping with the content of the Damedy series, the font is both fragile and strong – just like the young protagonists in their everyday hospital life. At the same time, the

Helveticclub is characterized by its distinctions – sometimes thinner, sometimes thicker, and sometimes broken. Thus, the typography corresponds to the young people's daily struggle with their illnesses. Above all the work impressively illustrates the strength of their friendship and their will to live!

Creative team: **Jutta Hertel**, Leiter Marketing VOX Mediengruppe RTL Deutschland; **Nina Gless**, Konzeption/Regie/AD Motion VOX Mediengruppe RTL Deutschland; **Daniel Lembke**, Motiondesign Mediengruppe RTL Deutschland; **Britta Mangold**, Kamera Mediengruppe RTL Deutschland; **Kerstin Kohle**, Produktion Mediengruppe RTL Deutschland

2nd Prize

Sat.1: Mila

Creative team: **Richard Schweiger**, Senior Vice President Creative Solutions – ProSiebenSat.1 TV Deutschland; **Alexander Krause**, Regisseur Creative Solutions – ProSiebenSat.1 TV Deutschland; **Ute Deutschmann**, Executive Producer Creative Solutions – ProSiebenSat.1 TV Deutschland; **Janina Axer**, Project Manager Creative Solutions – ProSiebenSat.1 TV Deutschland; **Denise Pumberger**, Designer Creative Solutions – ProSiebenSat.1 TV Deutschland; **Paul Taylor**, Head of Audio Creative Solutions – ProSiebenSat.1 TV Deutschland; **Andrea Hartl**, Writer/ Producer Creative Solutions – ProSiebenSat.1 TV Deutschland; **Sebastian Schwarzer**, Vice President Promotion Creative Solutions – ProSiebenSat.1 TV Deutschland; **Manuela Liebel**, Product Manager Central Marketing – ProSiebenSat.1 TV Deutschland

3rd Prize

RTL: MIRJAS WILDE 13

Creative team: **Ulli Schumacher**, Creative Director Mediengruppe RTL Deutschland; **Christian Weckerle**, AD/Design/VFX-Design/VR-Set Entwurf Mediengruppe RTL Deutschland; **Annett Krause**, Projekt-Management Mediengruppe RTL Deutschland; **Gregor Wagner**, Sound Design Mediengruppe RTL Deutschland; **Tanja Chimes**, VR-Set Produktion InfoNetwork

Category Digital

Best corporate website

1st Prize

Mediengruppe RTL Deutschland: mediengruppe-rtl.de

Creating a website for a company like Mediengruppe RTL Deutschland is a challenge. Especially when all relevant services from conception, production, distribution to the marketing of audiovisual content are combined under one umbrella. This has been achieved here. With the help of interactive 360° videos and virtual reality, the user immerses himself in the media company and receives comprehensive information from employees of all kinds. Conclusion: a digital presence that conveys the self-awareness and self-confidence of Mediengruppe RTL Deutschland – with a web design that meets the textual, visual and technological requirements of a market leader in the field of moving image content.

Creative team: **Thomas Kreyes**, Generalsekretariat Mediengruppe RTL Deutschland; **Björn Klimek**, Leiter Marketing & Creative Director RTL Mediengruppe RTL Deutschland; **Konstantin von Stechow**, Kommunikation Mediengruppe RTL Deutschland; **Michael Zschiesche**, Projekt-Management Mediengruppe RTL Deutschland; **Thomas Junk**, Geschäftsführer Agentur DeModern; **Svenja Wilke**, Projekt-Management Agentur DeModern; **Martin Blum**, Geschäftsführer Agentur Vision Factory; **Torsten Hermanowski**, Geschäftsführer Agentur Vision Factory; **Anke Schäferkordt**, Geschäftsführerin Mediengruppe RTL Deutschland

2nd Prize

NBCUniversal International Networks: Syfy.de

Creative team: **Monika Sersea-Bratic**, Marketing Manager NBCUniversal International Networks; **Henning Roch**, Marketing Director NBCUniversal International Networks; **Bruce Mitchell**, VP Digital NBCUniversal International Networks; **Mark Banks**, Digital Project Manager NBCUniversal International Networks; **Elmar Krick**, Brand Director NBCUniversal International Networks

Best content-related website

1st Prize

Universal Channel: Chicago Fire 360° Experience

Who wouldn't want to be Kelly Severide, one of the fire fighting heroes from the series 'Chicago Fire'? Universal Channel gives fans the chance: in an interactive 360°-video, the user is the action hero and navigates through a fire. They have to decide who is first to rescue: the colleague or the girl? With helpful explanations on the use of technology and a lot of additional information on the series, this website is a must for all fans!

Creative team: Elmar Krick, Brand Director NBCUniversal International Networks; Henning Roch, Marketing Director NBCUniversal International Networks; Marco Utzen, Marketing Manager NBCUniversal International Networks; Jessica Aumayer, Kundenberater Heye; Thorsten Adenauer, Executive Creative Director Heye; Tobias Bundt, Executive Creative Director Heye; Gabriel Doell, Texter Heye; Florian Laucke, Produzent Schwarzbild Medien; Kevin Müller, Video Producer Schwarzbild Medien

2nd Prize

FOX: OUTCAST Mural Stunt & outcastart.tv

Creative team: Karin Zipperling, Director Marketing & Creative Services FOX Networks Group Germany; Rebecca Gauß, Marketing Manager FOX Networks Group Germany; Stefan Wenhart, Digital Marketing Manager FOX Networks Group Germany; Alexandra Marinescu, VP of Global Marketing FOX Networks Group; Antoine Chapuy, Marketing Manager FOX Networks Group; Rodrigo Bujan, Digital Marketing Manager FOX Networks Group; Heiko Zimmermann, Founder ArtAvenue; Holger Weißflog, Berliner Künstler Trio Innerfields; Ruth Shabi, Creative Director Red Bee

3rd Prize

ZDF: Die Armuts-Bilanz – Auf der Spur der Millenniumsziele

Creative team: Marion Böhm, Redakteurin ZDF; Julia Kiehne, Redakteurin ZDF; Carsten Behrendt, Videojournalist ZDF; Marcus Niehaves, Videojournalist ZDF; Michaela Waldow, Multimedia-Redakteurin ZDF; Manfred Gördes, Webmaster ZDF; Frank Durst, Grafiker "Die Firma"; Martin Kraft, Web-Entwickler "Die Firma"

Best online advertising

1st Prize

ZDF: Blochin – Die Lebenden & die Toten

'Blochin' is a ZDF thriller series whose main character is played by Jürgen Vogel. The corresponding online advertising is not just the story of the protagonist. The different layers also use the popularity of Jürgen Vogel to get us to click. And who would not be tempted to bring Jürgen Vogel back to life when he moves over the TV-listings on the internet on a stretcher? "Click" is the prompt. And of course the user clicks "Open" if it is written on a mortuary door. Jürgen comes out and looks directly into the eyes of the user. Effective and absolutely matching to the format!

Creative team: Thomas Grimm, Leitung Marketing ZDF; Astrid Kämmerer, Leitung Programm-Marketing 1 ZDF; Ulrike Hampl, Projektleitung Marketing ZDF; Alexandra Schulte, On Air Producer ZDF; Tim Krink, Creative Director KNSK; Christina Holzer, Art Director KNSK; Anne-Charlotte Eck, Account Director KNSK; Tobias Schult, Fotograf

2nd Prize

Universal Channel: Chicago Fire 360° Gyro Ad

Creative team: Elmar Krick, Brand Director NBCUniversal International Networks; Henning Roch, Marketing Director NBCUniversal International Networks; Marco Utzen, Marketing Manager NBCUniversal International Networks; Susanne Klaiber, Senior Media Consultant Mediacom München

3rd Prize

Universal Channel: Emotions Posts Facebook

Creative team: Elmar Krick, Brand Director NBCUniversal International Networks; Henning Roch, Marketing Director NBCUniversal International Networks; Marco Utzen, Marketing Manager NBCUniversal International Networks; Seeda Ahmad, Geschäftsleitung 1-2-social; Norman Noll, Senior Account Manager 1-2-social

Best app

1st Prize

SRF: Politbox App

Many nations face the problem of encouraging young people to vote. Swiss television had the task to find a solution for this. The result is as simple as target group oriented. Because where can you reach young people better than where they are? – On their smartphones. On the Politbox app young Swiss people could test their knowledge, and at the same time compete with their friends and become informed about current topics.

Creative team: Alex Hefter, Creative Director SRF; Graziella Luggen, Art Director SRF; David Angehrn, Leiter Strategie & Planung SRF; Konrad Weber, Redaktion SRF; Adrian Schlegel, App-Entwicklung Liip

2nd Prize

RTL: Ich bin ein Star, holt mich hier raus! – App

Creative team: Björn Klimek, Leiter Marketing & Creative Director RTL Mediengruppe RTL Deutschland; Michael Zschiesche, Marken Manager RTL Mediengruppe RTL Deutschland; Katrin Bauer, Marketing Managerin Digital Mediengruppe RTL Deutschland; Dara Schneider, Projekt-Management Zone; Marc Walter, Art Director Zone

3rd Prize

SPORT1: iM Football – App

Creative team: Lucas Rüngeler, Product Owner SPORT1; Arman Kavrailoglu, Leiter Art Direction SPORT1; Robin Seckler, Geschäftsführer Digital SPORT1; Daniel Mautz, Head of Product Digital SPORT1; Ivo Hristic, Director Digital SPORT1; Stefan Moser, Redakteur SPORT1; Sven Becker, Redakteur SPORT1; Amir Sufi, Creative Director MAYOLOVE; Carlo Matic, Entwickler Interactive Pioneers

Best viral

1st Prize

ProSieben: SchoolsOn

For the student competition 'SchoolsOn', Creative Solutions has developed a campaign that encourages students to produce a TV-report for 'taff', 'Galileo' or 'Newstime'. The idea: you can do a lot of mad things to get on TV – but you better enter the competition. The result is a series of crazy, sometimes surreal cartoons. All people make a fool of themselves and fail to get on television. With an editorial contribution for 'taff', 'Galileo' or 'Newstime', however, everything is possible. Funny confident virals – just the thing for students!

Creative team: Richard Schweiger, Senior Vice President Creative Solutions – ProSiebenSat.1 TV Deutschland; Michael Prenner, Texter/ Konzeptioner Creative Solutions – ProSiebenSat.1 TV Deutschland; Michael Amann, Senior Art Director Creative Solutions – ProSiebenSat.1 TV Deutschland; Michael Köppen, Art Director Creative Solutions – ProSiebenSat.1 TV Deutschland; Janine Friese, Senior Project Manager Creative Solutions – ProSiebenSat.1 TV Deutschland; Karen Kujawa, Head of Digital Creative Solutions – ProSiebenSat.1 TV Deutschland; Andreas Kronbeck, Designer Musclebeaver; Tobias Knipf, Designer Musclebeaver; Stephanie Holzerbauer, Product Manager ProSieben Central Marketing – ProSiebenSat.1 TV Deutschland

2nd Prize

Gédéon: Canal Plus – Trailer of the New Season

Creative team: Emmanuelle Lacaze, Producer Gédéon; Charlotte Vande Vyre, Production Manager Gédéon; Nicolas Lhomme, Director Gédéon; Steven Mitz, Scriptwriter Gédéon; Romain Segaud, Storyboard Gédéon; Lynda Richardson, Director of children's choir Center of young musicians from London; Emmanuel Lipszyc, Compositor La Plage; Sébastien Lipszyc, Compositor La Plage; Franck Lascombes, Compositor La Plage

3rd Prize

ZDF: #Kleberklärt

Creative team: Thomas Grimm, Leitung Marketing ZDF; Tino Windisch, Leiter Programm-Marketing 2 ZDF; Felix Weitekamp, Projektleitung ZDF; Marcel Meyer, Creative Producer finally.; Florian Geyer, Art

Director finally.; **Christian Petri**, Animation finally., **Philipp Sniechota**, Technical Director finally.; **Peter Albertz**, Sounddesign finally.

Best interaction spot

1st Prize

Syfy: Bleigießen

As part of a competition, everybody was invited to submit their lead-oracle creations to Syfy. To get the viewers to participate, a spot was created: Strange beings and shapes were formed from molten lead – aah, is that a 3-headed shark, and what are those monsters? Animated to the last detail, this spot successfully invites us to join in!

Creative team: **Elmar Krick**, Brand Director NBCUniversal International Networks; **Daniel Saini**, Producer NBCUniversal International Networks; **Sven Henrichs**, Producer dyrdee Media; **Ole Keune**, Creative Director dyrdee Media; **Ljubisa Djukic**, Creative Director dyrdee Media; **Andreas Riesener**, 3D Artist dyrdee Media; **Stefan Lahr**, 3D Artist dyrdee Media; **Konrad Müller**, 3D Artist dyrdee Media; **Marc Pantenburg**, 3D Artist dyrdee Media

Best interaction campaign

1st Prize

RTL: Alarm für Cobra 11 – Crash-Prämie

In hardly any other action series so many cars have been crashed as in 'Alarm für Cobra 11' on RTL. What could be better than making a competition? "Give us your old rusty car", the cops Semir and Paul ask their fans in this campaign. The fans responded with videos explaining why precisely their car needs to be crashed during a stunt. Great idea, fitting the target group of the action series!

Creative team: **Björn Klimek**, Leiter Marketing & Creative Director RTL Mediengruppe RTL Deutschland; **Lars Truhn**, Creative Manager RTL Mediengruppe RTL Deutschland; **Anja Pelzer**, Projekt-Management Mediengruppe RTL Deutschland; **Alexandra Felgendreher**, Producing Mediengruppe RTL Deutschland; **Doris Mertens**, Gestaltung Mediengruppe RTL Deutschland; **Monika Rössel**, VFX Mediengruppe RTL Deutschland; **Anna Dahmen**, Digitalmarketing Mediengruppe RTL Deutschland; **Philipp Steffens**, Leitung Fiction RTL Mediengruppe RTL Deutschland; **Sabine Krimpmann**, Produkt Managerin TV Sites RTL interactive

2nd Prize

FOX + RTL II: The Stalking Dead

Creative team: **Karin Zipperling**, Director Marketing & Creative Services FOX Networks Group Germany; **Karoline Henschel**, Marketing Manager FOX Networks Group Germany; **Carlos Zamorano**, Director Marketing & Communications RTL II; **Kristina Wiesner**, VP Marketing, Creation & Advertising RTL II; **Hannah Rackwitz**, Projectmanager Marketing, Creation & Advertising RTL II; **Florian Kemeter**, Projectmanager Marketing, Creation & Advertising RTL II; **Dominic Czaja**, General Manager Dojo Werbeagentur

3rd Prize

ProSieben: The Voice – Du bist der Coach

Creative team: **Richard Schweiger**, Senior Vice President Creative Solutions – ProSiebenSat.1 TV Deutschland; **Manuela Krause**, Junior 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; **Daniel Ernle**, Coding Dec3; **David Geiger**, Senior Marketing Manager ProSiebenSat.1 Digital; **Martina Hildebrandt**, Senior Product Manager Central Marketing – ProSiebenSat.1 TV Deutschland

Best digital marketing spot

1st Prize

Red Bull TV: Generic Digital

"Beyond the Ordinary" is the claim of Red Bull TV. The digital channel promotes its programme with extraordinary pictures: travel with globetrotter adventurers to the most exciting corners of the planet, discover new music and entertainment with future-oriented artists and visit live events

with top athletes from all over the world. In this digital spot, Red Bull TV shows: Here you are always seated in the front row, no matter where you are!

Creative team: Rüdiger Schrattecker, Executive Producer Red Bull Media House TV; Hans-Jörg Weidenholzer, Producer & Cutter Red Bull Media House TV; Tina Siglreithmayr, Project Manager Red Bull Media House TV; Simon Rachbauer, Content Manager Red Bull Media House TV

2nd Prize

SPORT1: iM Football – App

Creative team: Arman Kavrailoglu, Leiter Art Direction SPORT1; Carolin Melzer-Benz, Director Marketing SPORT1; Sven Helgert, Leiter Promotion SPORT1; Matthias Pressler, Motion Designer SPORT1; Mario Huster, Motion Designer SPORT1; Lucas Rüngeler, Product Owner SPORT1; Maurizio Casas, Senior Art Director SPORT1; Amir Sufi, Creative Director MAYOLOVE

3rd Prize

BR: BR-KLASSIK.de

Creative team: Peter Fohrwikl, Redaktionsleitung BR-KLASSIK Bayerischer Rundfunk; Ben Alber, BR-KLASSIK Bayerischer Rundfunk; Peter Rieckhoff, BR-KLASSIK Bayerischer Rundfunk; Christoph Kienzle, Konzeption/Creative Direction/Kamera Agentur ROSE PISTOLA; Lea Hörl, Konzeption/Art Direction Agentur ROSE PISTOLA; Frank Weidenfelder, Schnitt/Postproduction/Editing Agentur ROSE PISTOLA; Maria Fischer, Handlettering/Grafik Agentur ROSE PISTOLA; Holger Felten, Art Direction/Projektleitung Agentur ROSE PISTOLA

Best digital marketing campaign

1st Prize

ZHdK: Der wilde Werner

How does a modern myth develop and how can it be put into circulation within a very short amount of time? How can a story be told so that it is absorbed by both the target group and the media? The CAST students have done just that: with a fictitious story about an illegal go-kart scene that claims the streets of the city for their personal adrenaline rush. Through a mockumentary as well as an ingenious distribution plan they made the story public on different channels and used the media as a multiplier. The myth spread even beyond the national border. Great project ingeniously implemented!

Creative team: Alun Meyerhans, Director/Editor/Sounddesign/Colorist/2. Camera Zürcher Hochschule der Künste | Cast/Audiovisuelle Medien; Michael Schwendinger, Director/Editor/1. Camera Zürcher Hochschule der Künste | Cast/Audiovisuelle Medien; Harry Herchenroth, Music Zürcher Hochschule der Künste | Cast/Audiovisuelle Medien; Gregg Skerman, Sound Mastering Zürcher Hochschule der Künste | Cast/Audiovisuelle Medien; Beatriz Duarte, Translation Zürcher Hochschule der Künste | Cast/Audiovisuelle Medien; Eric Andreae, Mentoring Zürcher Hochschule der Künste | Cast/Audiovisuelle Medien; Marc Uricher, Mentoring Zürcher Hochschule der Künste | Cast/Audiovisuelle Medien

2nd Prize

n-tv: Weil jeden etwas anderes Interessiert

Creative team: Cornelia Dienstbach, Leitung Marketing n-tv & Verticals/Diversifikation Mediengruppe RTL Deutschland; Sabrina Engel, Marken Managerin n-tv Mediengruppe RTL Deutschland; Lisa Dukowski, Marken Managerin n-tv Mediengruppe RTL Deutschland; Alessandro Taschetta, Senior Promotion Producer Mediengruppe RTL Deutschland; Panajiota Walko, Promotion Producer Mediengruppe RTL Deutschland; Andreas Henke, CCO Havas Worldwide Düsseldorf; Harald Jäger, Director Client Services Havas Worldwide Düsseldorf; Martin Breuer, Executive Creative Director Havas Worldwide Düsseldorf; Nina Schreier, Senior Producer Havas Worldwide Düsseldorf

3rd Prize

sixx: Chick Brother

Creative team: Richard Schweiger, Senior Vice President Creative Solutions – ProSiebenSat.1 TV Deutschland; Agata Rogge-Solti, Art Director Creative Solutions – ProSiebenSat.1 TV Deutschland; Elisabeth Riedl, Designer/Postproduction Creative Solutions – ProSiebenSat.1 TV Deutschland; Michael Amann, Creative Director Creative Solutions – ProSiebenSat.1 TV Deutschland; Michael Köppen, Art Director Creative Solutions – ProSiebenSat.1 TV Deutschland; Elmina Medic, Project Manager Creative Solutions – ProSiebenSat.1 TV Deutschland; Karen Kujawa, Head of Digital Creative Solutions – ProSiebenSat.1 TV Deutschland; Werner Hoier, Developer; Stefan Negele, Developer

Category Promotion

Best station spot

1st Prize

13th Street: Koffer packen

Who doesn't know the children's game "I pack my bags and take with me..."? Just as innocently, this image spot from 13th Street starts: two children's voices tell us what they pack in their suitcase. But then we see and hear what items they want to bring: a knife, an iron rod and even a rocket launcher. Oh, we're on 13th Street, the partner for Thrill & Crime. Highly suitable image spot!

Creative team: Elmar Krick, Brand Director NBCUniversal International Networks; Daniel Saini, Producer NBCUniversal International Networks; Tim Steuer, Senior Producer NBCUniversal International Networks; Raphael Brunner, Tonmeister NBCUniversal International Networks

2nd Prize

BR: BR-KLASSIK.de

Creative team: Peter Fohrwikl, Redaktionsleitung BR-KLASSIK Bayerischer Rundfunk; Ben Alber, BR-KLASSIK Bayerischer Rundfunk; Peter Rieckhoff, BR-KLASSIK Bayerischer Rundfunk; Christoph Kienzle, Konzeption/Creative Direction/Kamera Agentur ROSE PISTOLA; Lea Hörl, Konzeption/Art Direction Agentur ROSE PISTOLA; Frank Weidenfelder, Schnitt/Postproduction/Editing Agentur ROSE PISTOLA; Maria Fischer, Handlettering/Grafik Agentur ROSE PISTOLA; Holger Felten, Art Direction/Projektleitung Agentur ROSE PISTOLA

3rd Prize

n-tv: Wichtiges bewegt

Creative team: Cornelia Dienstbach, Leitung Marketing n-tv & Verticals/Diversifikation Mediengruppe RTL Deutschland; Sabrina Engel, Marken Managerin n-tv Mediengruppe RTL Deutschland; Lisa Dukowski, Marken Managerin n-tv Mediengruppe RTL Deutschland; Alessandro Taschetta, Senior Promotion Producer Mediengruppe RTL Deutschland; Panajiota Walko, Promotion Producer Mediengruppe RTL Deutschland; Andreas Henke, CCO Havas Worldwide Düsseldorf; Harald Jäger, Director Client Services Havas Worldwide Düsseldorf; Martin Breuer, Executive Creative Director Havas Worldwide Düsseldorf; Nina Schreier, Senior Producer Havas Worldwide Düsseldorf

Best on air programme spot: Acquired fictional productions

1st Prize

Bond Street Film Stockholm: C More – Leo

Bond Street Film Stockholm uses Leonardo DiCaprio's long-awaited Oscar win to promote several films with the actor on C More: "Congratulations to the Oscar, Leo," says the voiceover while Leo walks over a red carpet in a flurry of camera flashes. With footage material from the most famous DiCaprio films, the trailer ends with a highlight: 4 posters are unveiled – these blockbusters are now showing on C More. Simple idea, brilliantly implemented!

Creative team: Eoin Conroy, Producer Bond Street Film Stockholm; Attis Gabrielsson, Producer Bond Street Film Stockholm; Lars Bilk, CD Bond Street Film Stockholm; Fabrice Billet, Producer Bond Street Film Stockholm

2nd Prize

ProSieben: Ostern 2016

Creative team: Richard Schweiger, Senior Vice President Creative Solutions – ProSiebenSat.1 TV Deutschland; Markus Baier, Head of Promotion Creative Solutions – ProSiebenSat.1 TV Deutschland; Raphael März, Senior Writer/ Producer Creative Solutions – ProSiebenSat.1 TV Deutschland; Andrea Hartl, Writer/ Producer Creative Solutions – ProSiebenSat.1 TV Deutschland; Jochen Blatz, Concept Creative Solutions – ProSiebenSat.1 TV Deutschland; Reinhard Keller, Audio Designer Creative Solutions – ProSiebenSat.1 TV Deutschland; Markus Goles, Designer Creative Solutions – ProSiebenSat.1 TV Deutschland; Michael Funk, Designer Creative Solutions – ProSiebenSat.1 TV Deutschland; Melanie Kufner, Project Manager Creative Solutions – ProSiebenSat.1 TV Deutschland

3rd Prize

13th Street: Chosen Marathon

Creative team: **Elmar Krick**, Brand Director NBCUniversal International Networks; **Fabian Schneider**, Producer NBCUniversal International Networks; **Tim Steuer**, Senior Producer NBCUniversal International Networks; **Raphael Brunner**, Tonmeister NBCUniversal International Networks

Best on air programme spot: Local fictional productions

1st Prize

Sat.1: Die Udo Honig-Story

All of Germany knows the Udo Honig – uh...Uli Hoeneß story. How can the satire be applied to the tax scandal of the Bavarian manager efficiently & full of jokes? Creative Solutions shows it: Actor Uwe Ochsenknecht was brought in and extended the character Udo Honig into the trailer: Based on the famous Hoeneß-fury, he addresses the audience here: "You have to turn on your TV when the satire of the year is shown." Of course!

Creative team: **Sebastian Schwarzer**, Vice President Promotion Creative Solutions – ProSiebenSat.1 TV Deutschland; **Matthias Piskernik**, Senior Texter/Konzeptioner Creative Solutions – ProSiebenSat.1 TV Deutschland; **Gerald Kabiczek**, Senior Writer/Producer Creative Solutions – ProSiebenSat.1 TV Deutschland; **Andreas Kutscher**, Project Manager Creative Solutions – ProSiebenSat.1 TV Deutschland; **Ute Deutschmann**, Executive Producer Creative Solutions – ProSiebenSat.1 TV Deutschland; **Bettina Prieler**, Texterin/Konzeptionerin Creative Solutions – ProSiebenSat.1 TV Deutschland; **Florian Winter**, Writer/Producer Creative Solutions – ProSiebenSat.1 TV Deutschland; **Bernd Lutieschano**, Head of Art Creative Solutions – ProSiebenSat.1 TV Deutschland; **Manuela Liebel**, Product Manager Central Marketing – ProSiebenSat.1 TV Deutschland

2nd Prize

ZDF: Ku'damm 56

Creative team: **Thomas Grimm**, Leitung Marketing ZDF; **Tino Windisch**, Leiter Programm-Marketing 2 ZDF; **Anja Sotscheck**, Projektleitung ZDF; **Daniela Kühn**, Redakteurin Off Air ZDF; **Christina Holzer**, Art Direction KNSK; **Christopher Malik**, Texter KNSK; **Holger Geisler**, Regisseur/ Geschäftsführer Alpenblick; **Tobias Schult**, Foto; **Alex Nabi**, Kamera

3rd Prize

RTL: Alarm für Cobra 11

Creative team: **Björn Klimek**, Leiter Marketing & Creative Director RTL Mediengruppe RTL Deutschland; **Lars Truhn**, Creative Manager Fiction Mediengruppe RTL Deutschland; **Hamid Behbudi**, Schnitt & Konzeption Mediengruppe RTL Deutschland; **Arne Thomas**, Sound-Design Mediengruppe RTL Deutschland; **Philipp Steffens**, Leitung Fiction RTL Mediengruppe RTL Deutschland

Best on air programme spot: Sports

1st Prize

Bond Street Film Stockholm: C More – Masters

This spot from Bond Street Film Stockholm pays tribute to the great history of golf. It impresses with its cuts and emotional music: an entertaining tribute to famous golfing professionals like Ben, Bernhard, Tiger and Jordan – that make you excited for the next Masters tournament!

Creative team: **Eoin Conroy**, Producer Bond Street Film Stockholm; **Lars Bilk**, CD Bond Street Film Stockholm

2nd Prize

Bond Street Film Stockholm: C More – Wimbledon

Creative team: **Eoin Conroy**, Producer Bond Street Film Stockholm; **Lars Bilk**, CD Bond Street Film Stockholm

3rd Prize

Red Bull TV: Propeller Vans

Creative team: **Rüdiger Schrottenecker**, Executive Producer Red Bull Media House TV; **Johanna Steppan**, Producer Red Bull Media House TV; **Cornelia Huber**, Cutter Red Bull Media House TV; **Tina**

Sigleithmayr, Project Manager Red Bull Media House TV; **Simon Rachbauer**, Content Manager Red Bull Media House TV

Best on air programme spot: News & Information

1st Prize

ZDF: heute-journal

This spot emphasizes what news broadcasts have to do today in order to provide support and orientation in the information flow. News formats require credibility, trust and integrity.

Accordingly, the ZDF news anchors **Claus Kleber** and **Marietta Slomka** give insights into their daily work and give the demands of news a face.

Creative team: **Thomas Grimm**, Leitung Marketing ZDF; **Tino Windisch**, Leiter Programm-Marketing 2 ZDF; **Sabine Ramseger-Kurz**, Projektleitung Programm Marketing 2 ZDF; **Lars Büchel**, Regie element e Filmproduktion; **Patrick Volm-Dettenbach**, Produzent element e Filmproduktion; **Sophie Florentine**, Producer element e Filmproduktion; **Claire Jahn**, Kamera element e Filmproduktion

2nd Prize

n-tv: Star Wars

Creative team: **Cornelia Dienstbach**, Leitung Marketing n-tv & Verticals/Diversifikation Mediengruppe RTL Deutschland; **Sabrina Engel**, Marken Managerin n-tv Mediengruppe RTL Deutschland; **Lisa Dukowski**, Marken Managerin n-tv Mediengruppe RTL Deutschland; **Alessandro Taschetta**, Senior Promotion Producer Mediengruppe RTL Deutschland; **Panajiota Walko**, Promotion Producer Mediengruppe RTL Deutschland

3rd Prize

DW: Conflict Zone

Creative team: **Maren Wintersberg**, Head of Operations Deutsche Welle; **Stephan Riebel**, Executive Producer Deutsche Welle; **Peter Meffert**, Producer Deutsche Welle; **Martin Reinhold**, Cutter Deutsche Welle; **Ute Schmidt**, Sound-Designer Deutsche Welle; **Barbara Orth**, Animation Designer Deutsche Welle

Best on air programme spot: Comedy

1st Prize

ProSieben: Mad Mystery Monday

How to promote an evening programme with completely different formats like 'The Big Bang Theory', 'X-Files', 'Circus Halligalli' and 'In the Box'? Simple: Creative Solutions lets the two agents from 'X-Files' meet the weirdest characters ProSieben has to offer. The result is a funny and original spot, which makes you want the Mad Mystery Monday.

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; **Johanna Kolb**, Writer/Producer Creative Solutions – ProSiebenSat.1 TV Deutschland; **Joachim Manuel Weber**, Audio Designer Creative Solutions – ProSiebenSat.1 TV Deutschland; **Melanie Kufner**, Project Manager Creative Solutions – ProSiebenSat.1 TV Deutschland; **Mathias von Wyszetzki**, Designer Creative Solutions – ProSiebenSat.1 TV Deutschland; **David Hoffmann**, Product Manager ProSieben Central Marketing – ProSiebenSat.1 TV Deutschland

2nd Prize

Comedy Central: Bob's Burgers

Creative team: **Arjen Noordeman**, Creative Director Viacom International Media Networks; **Nicki Dreyer**, Head of Creative Viacom International Media Networks; **Janine Kolod**, Marketing Manager Viacom International Media Networks; **Jorge Fröberg**, Motion GFX & Design Viacom International Media Networks; **Csaba Molnar**, Animator Viacom International Media Networks

3rd Prize

ProSieben: The Big Bang Theory

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; **Jonas Bucher**, Writer/Producer Creative Solutions – ProSiebenSat.1 TV Deutschland; **Kurt Rehling**, Audio Designer Creative Solutions – ProSiebenSat.1 TV Deutschland; **Maximilian Baumgartner**, Concept Creative Solutions – ProSiebenSat.1 TV Deutschland; **Jasmin Rolle**, Project Manager Creative Solutions – ProSiebenSat.1 TV Deutschland; **Mathias von Wyschetzki**, Designer Creative Solutions – ProSiebenSat.1 TV Deutschland; **David Hoffmann**, Product Manager ProSieben Central Marketing – ProSiebenSat.1 TV Deutschland

Best on air programme spot: Kids

1st Prize

CapeRock: Nickelodeon – The Ludwigs

The task was to present the five protagonists of the children's series, while at the same time indicating the family secrets the children find in a mysterious house in Amsterdam. CapeRock manages the balancing act: we now know the children of the series, and that there are many secrets to discover in 'The Ludwigs'.

Creative team: **Marco Paul de Jeu**, Strategy Director/Founder CapeRock: branding, design & animation; **Dann Smit**, Creative Director/Founder CapeRock: branding, design & animation; **Martijn Wolff**, Head of Production/Founder CapeRock: branding, design & animation; **Jonathan Singh**, Design Director CapeRock: branding, design & animation; **Frank Gouwy**, Brand developer CapeRock: branding, design & animation; **Jord Veerman**, Motion designer & Coordination CapeRock: branding, design & animation; **Susanne Nijkamp**, Editor CapeRock: branding, design & animation

2nd Prize

Disney Channel: Guten Morgen Kino

Creative team: **Ole Tuerck**, Head of Creative Services The Walt Disney Company GSA; **Thorben Osthus**, Senior Writer/Producer The Walt Disney Company GSA; **Christian Gandl**, Senior Producer Owned & Partner The Walt Disney Company GSA; **Nermin Gladers**, Geschäftsführer Seeblick Media; **Horst Czenskowski**, Regie Seeblick Media; **Florian Langanke**, Kamera Seeblick Media; **Katrin Geller**, Art Director Seeblick Media; **Gunnar Graewert**, Komponist Young & Loud

3rd Prize

KiKA: kommt zu dir – KiKA LIVE Allstars

Creative team: **Ute Weiß**, Trailerproducer KiKA; **Alexander Thümmeler**, Kameramann & 3D-Artist KiKA; **Mike Herr**, Projektleiter KiKA kommt zu dir KiKA; **Ellen Kärcher**, Redaktionsleiterin Promotion & Design KiKA

Best on air programme spot: Show & Entertainment

1st Prize

ProSieben: The Voice of Germany

The battle for the best voice is running backwards in this spot. First we see the chaos that the coaches cause on the hunt for the best talent in a restaurant. Then we realise that they are really only welcoming the new jury member **Andreas Bourani**. Creative Solutions staged the coaches sometimes fast, sometimes in slow motion – but always with the typical feel for new talent!

Creative team: **Richard Schweiger**, Senior Vice President Creative Solutions – ProSiebenSat.1 TV Deutschland; **Alexander Krause**, Regisseur/CD Creative Solutions – ProSiebenSat.1 TV Deutschland; **Ute Deutschmann**, Executive Producer Creative Solutions – ProSiebenSat.1 TV Deutschland; **Anne-Jacqueline Wenisch**, Account Executive Creative Solutions – ProSiebenSat.1 TV Deutschland; **Stephan Winkler**, Writer/Producer Creative Solutions – ProSiebenSat.1 TV Deutschland; **Rudolf Hochrein**, Audio Designer Creative Solutions – ProSiebenSat.1 TV Deutschland; **Marius Eder**, 3D Artwork/Designer Creative Solutions – ProSiebenSat.1 TV Deutschland; **Verena Geigl**, Junior Designer Creative Solutions – ProSiebenSat.1 TV Deutschland; **Ralph Aubele**, Senior Texter/Konzeptioner Creative Solutions – ProSiebenSat.1 TV Deutschland

2nd Prize

NDR: Ohnsorg-Theater KULT

Creative team: **Matthias Bremer**, Autor NDR; **Christina Gribbe**, Redaktion NDR

3rd Prize

SWR: Blechduell

Creative team: **Wolfgang Eckerle-Kohr**, Leitung Präsentation SWR Fernsehen; **Georg Andres**, Redaktion SWR Fernsehen; **Rainer Thienel**, Regie SWR Fernsehen; **Gerhard Bleichert**, Kamera SWR Fernsehen

Best on air programme spot: Culture & Documentary

1st Prize

Viasat History: Empire Of The Tsars

Viasat History promotes the documentation of the Romanov dynasty, which ruled Russia for centuries, with a simple question: **What would happen if we gathered all family members in one room for a portrait? The answer is in the spot: jealousy, conspiracy, love and much drama. With a sense of detail, we meet the Russian tsars of different centuries as well as the spiritual healer Rasputin. Historical costumes and authentic props round out the spot. Pure history!**

Creative team: **Sergey Saprygin**, Director & Creative Producer Viasat World; **Simon Mitchell**, Creative Director Viasat World; **Paul Evans**, Senior Producer Viasat World; **Simone Heineck**, GFX Viasat World; **Dmitry Bogdanov**, Executive Producer Rivelty; **Ivan Pomorin**, D.O.P Rivelty; **Mikkel Eriksen**, Sound Design/Sound Mix Instrument-Studio

2nd Prize

NDR: #EinMomentDerBleibt

Creative team: **Daniela Raskito**, Autorin NDR; **Sven Hille**, Autor NDR; **Matthias Fening**, Redaktion NDR

3rd Prize

ZDF: Make Love

Creative team: **Thomas Grimm**, Leitung Marketing ZDF; **Astrid Kämmerer**, Leitung Programm-Marketing 1 ZDF; **Alexandra Schulte**, Projektleitung ZDF; **Janek Czechowski**, Grafiker ZDF

Best B2B spot

1st Prize

SRF: Spielfilm & Serien Screen-Up 2015

"Think big!" Is the message that the SRF gives its advertising customers in 2015. Visually stunning, cool and funny the screen-up spot presents the new series and movies at SRF. The song is cut to the images and interwoven with sound bites in such a way that it takes over the storytelling. **We love it!**

Creative team: **Ralph Bühler**, Producer SRF; **Oliver Tremel**, Teamleiter SRF; **Patrick Arnecke**, Leiter Design & Promotion SRF; **David Angehrn**, Leiter Strategie & Planung SRF; **Alex Hefter**, Leiter Gestaltung & Marketing SRF; **Thomas Schümperli**, Teamleiter SRF; **Graziella Ferrara**, Operator TPC

2nd Prize

mehappy: RTL II – Mixtape

Creative team: **Klaus Schäfer**, Geschäftsführung mehappy; **Oliver Behrens**, Trailerschnitt mehappy; **Andre Gronwald**, Grafik mehappy; **Verena Hemberger**, Konzept mehappy; **Carlos Zamorano**, Direktor Marketing und Kommunikation RTL II; **Christina Wiesner**, Leitung Marketing, Kreation und Werbung RTL II

3rd Prize

RTL & Filmstyler Pictures: BOXEN – Klitschko vs. Fury

Creative team: **Björn Klimek**, Leiter Marketing & Creative Director RTL Mediengruppe RTL Deutschland; **Marc Rhiem**, Producer, Schnitt & Konzept Mediengruppe RTL Deutschland; **Patrick Laukemper**, Color-Grading Mediengruppe RTL Deutschland; **Michael Becker**, Color-Grading, VFX-Design Mediengruppe RTL Deutschland; **Gregor Wagner**, Sound-Design Mediengruppe RTL Deutschland; **Manfred Loppe**, Leitung Sport RTL Mediengruppe RTL Deutschland; **Frank Schneider**, Geschäftsführer, Regie Filmstyler Pictures; **Knut Adass**, Kamera Filmstyler Pictures

Best special advertising

1st Prize

SevenOne AdFactory: Innovative special ad concept for Sony's Pixels & ProSiebenSAT.1
For the launch of the Sony film 'Pixels', SevenOne AdFactory makes Galileo host Stefan Gödde part of the movie. Right after his show, the host leads over to the cinema trailer and becomes pixelated himself, right before the eyes of the surprised Galileo viewers. Customer-specific and attention-grabbing!

Creative team: Sabine Eckhardt, Geschäftsführerin SevenOne AdFactory; Stephan Zurawki, Project Manager SevenOne AdFactory; Oliver Dietrich, Director Creative Ideation ProSiebenSat.1 Media SE; Thomas Ruland, Unit Director SevenOne Media; Daniel Dausgch, Senior Creative Manager SevenOne Media; Birgit Richter, Head of Advertising Sony Pictures Releasing; Markus Bierig, Senior Sales Manager SevenOne AdFactory; Sabine Kruzinski, TV Optimierung OMD

2nd Prize

SevenOne AdFactory: First programme integration of fictional movie characters for Disney's Zoomania

Creative team: Sabine Eckhardt, Geschäftsführerin SevenOne AdFactory; Markus Bierig, Senior Sales Manager SevenOne AdFactory; Jendrik Flach, Product Manager SevenOne AdFactory; Marten Altenkamp, Conceptioner SevenOne AdFactory; Oliver Dietrich, Director Creative Ideation ProSiebenSat.1 Media SE; David Mossler, Account Director SevenOne Media; Daniel Dausgch, Senior Creative Manager SevenOne Media; Manja Jacob, Manager Media The Walt Disney Company

3rd Prize

SevenOne AdFactory: Innovative special ad concept for Disney's Zoomania

Creative team: Sabine Eckhardt, Geschäftsführerin SevenOne AdFactory; Markus Bierig, Senior Sales Manager SevenOne AdFactory; Franziska Kripp, Project Manager SevenOne AdFactory; Marten Altenkamp, Conceptioner SevenOne AdFactory; David Mossler, Account Director SevenOne Media; Daniel Dausgch, Senior Creative Manager SevenOne Media; Oliver Dietrich, Director Creative Ideation ProSiebenSat.1 Media SE; Manja Jacob, Manager Media The Walt Disney Company

Best special marketing

1st Prize

ZHdK: Der wilde Werner

This innovative marketing stunt created by ZHdK students had the desired success: With a fictitious story about an illegal go-kart scene and a down-to-the-minute distribution plan, they managed to bring this urban myth into circulation. The students used the mechanisms of reporting in digital media in a successful way. This story was even covered outside of Switzerland. Great idea with an effective impact!

Creative team: Alun Meyerhans, Director/Editor/Sounddesign/Colorist/2. Camera Zürcher Hochschule der Künste | Cast/Audiovisuelle Medien; Michael Schwendinger, Director/Editor/1. Camera Zürcher Hochschule der Künste | Cast/Audiovisuelle Medien; Harry Herchenroth, Music Zürcher Hochschule der Künste | Cast/Audiovisuelle Medien; Gregg Skerman, Sound Mastering Zürcher Hochschule der Künste | Cast/Audiovisuelle Medien; Beatriz Duarte, Translation Zürcher Hochschule der Künste | Cast/Audiovisuelle Medien; Eric Andreae, Mentoring Zürcher Hochschule der Künste | Cast/Audiovisuelle Medien; Marc Uricher, Mentoring Zürcher Hochschule der Künste | Cast/Audiovisuelle Medien

2nd Prize

RTL: Alarm für Cobra 11 – Crash-Prämie

Creative team: Björn Klimek, Leiter Marketing & Creative Director RTL Mediengruppe RTL Deutschland; Lars Truhn, Creative Manager Mediengruppe RTL Deutschland; Hamid Behbudi, Producing Mediengruppe RTL Deutschland; Arne Thomas, Sound-Design Mediengruppe RTL Deutschland; Phillip Steffens, Leitung Fiction RTL Mediengruppe RTL Deutschland

3rd Prize

RTL: DEUTSCHLAND 83 – Presseheft

Creative team: Björn Klimek, Leiter Marketing & Creative Director RTL Mediengruppe RTL Deutschland; Ulli Schumacher, Creative Director Design Mediengruppe RTL Deutschland; Heiko

Theuerkauf, Art Director Mediengruppe RTL Deutschland; **Doris Mertens**, Gestaltung Mediengruppe RTL Deutschland; **Christian Körner**, Kommunikation RTL Mediengruppe RTL Deutschland

Best text design or use of language and voice

1st Prize

Sat.1: Hangover 1 & 3

In order to promote the well-known films 'Hangover 1 & 3', Creative Solutions chose a young, fresh and surprising style: with a rap and specially adapted music, the movie sequences were humorously re-staged. Here, we see the pleasantly crazy side of Sat.1 as a provider of high quality entertainment. Innovative and entertaining!

Creative team: Richard Schweiger, Senior Vice President Creative Solutions – ProSiebenSat.1 TV Deutschland; Niels Müller, Head of Promotion SAT.1 Creative Solutions – ProSiebenSat.1 TV Deutschland; Dirk Henschel, Senior Writer/Producer Creative Solutions – ProSiebenSat.1 TV Deutschland; Gerald Kabczek, Senior Writer/Producer Creative Solutions – ProSiebenSat.1 TV Deutschland; Matthias Piskernik, Senior Texter/Konzeptioner Creative Solutions – ProSiebenSat.1 TV Deutschland; Martin Dominiak, Writer/Producer Creative Solutions – ProSiebenSat.1 TV Deutschland; Boris Breitenreicher, Audio Designer Creative Solutions – ProSiebenSat.1 TV Deutschland; Josephine Döll, Project Manager Creative Solutions – ProSiebenSat.1 TV Deutschland; Vanessa Seemann, Junior Product Manager Central Marketing – ProSiebenSat.1 TV Deutschland

1st Prize

kabel eins: Mars Attacks

"It is time, we have a visitor from outer space" – with this specially rewritten song on the melody of the Tom Jones hit "It's not unusual" kabel eins promotes the science fiction comedy 'Mars Attacks'. Even though the Martians end Tom Jones' performance in the movie with their destructive rage: A+ for kabel eins!

Creative team: Richard Schweiger, Senior Vice President Creative Solutions – ProSiebenSat.1 TV Deutschland; Oliver Rojschl, Head of Promotion kabel eins/Creative Director Creative Solutions – ProSiebenSat.1 TV Deutschland; Florian Winter, Writer/Producer Creative Solutions – ProSiebenSat.1 TV Deutschland; Dominik Schütz, Senior Writer/Producer Creative Solutions – ProSiebenSat.1 TV Deutschland; Reinhard Keller, Audio Designer Creative Solutions – ProSiebenSat.1 TV Deutschland; Mona Tautz, Junior Project Manager Creative Solutions – ProSiebenSat.1 TV Deutschland; Sandra Assadi, Head of Marketing kabel eins Central Marketing – ProSiebenSat.1 TV Deutschland; Aysegül Karli, Junior Product Manager Central Marketing – ProSiebenSat.1 TV Deutschland

2nd Prize

13th Street: Herzblatt

Creative team: Elmar Krick, Brand Director NBCUniversal International Networks; Fabian Schneider, Producer NBCUniversal International Networks; Tim Steuer, Senior Producer NBCUniversal International Networks

Best event promotion spot

1st Prize

CapeRock: IDFA Festival

The International Documentary Film Festival Amsterdam is the world's largest film festival for documentary films. In order to promote the IDFA Festival, CapeRock placed the camera at the centre of the trailer – the camera in various scenarios, always ready to capture a topic as objectively as possible. The cameras finally form the logo of the festival: a stylised camera on a tripod. There is hardly anything more suitable for the event!

Creative team: Marco Paul de Jeu, Strategy Director/Founder CapeRock: branding, design & animation; Dann Smit, Creative Director/Founder CapeRock: branding, design & animation; Martijn Wolff, Head of Production/Founder CapeRock: branding, design & animation; Frank Gouwy, Brand developer CapeRock: branding, design & animation; Jord Veerman, Motion design & Coordinator CapeRock: branding, design & animation; Susanne Nijkamp, Editor CapeRock: branding, design & animation; Cabo da Roca, Sound

2nd Prize

ZDF: Silvesterkracher

Creative team: **Thomas Grimm**, Leitung Marketing ZDF; **Astrid Kämmerer**, Leitung Programm-Marketing 1 ZDF; **Tino Windisch**, Leitung Programm-Marketing 2 ZDF; **Jan Böhmermann**, Darsteller/Silvesterkracher ZDF; **William Cohn**, Darsteller/Rakete ZDF; **Sabine Ramseger-Kurz**, On Air Producer/Projektleiterin ZDF; **Alexandra Schulte**, On Air Producer/Projektleiterin ZDF; **Matthias Murmann**, Executive Producer btf

3rd Prize

NDR: Landpartiefest

Creative team: **Ben Doormann**, Autor NDR; **Christina Gribbe**, Redaktion NDR

Best radio spot

1st Prize

n-tv: Wichtiges bewegt

n-tv wonders what moves people and is sure: If someone sprayed a mixture "of polymers of vinyl pyrrolidone, vinyl acetate and ethanol in the long horn strands of helical keratin molecules and sulphur bridges", no one is interested. But if someone with such a creative hairstyle wants to become the next US president – this is worth a message. Simple idea with strong effect!

Creative team: **Cornelia Dienstbach**, Leitung Marketing n-tv & Verticals/Diversifikation Mediengruppe RTL Deutschland; **Sabrina Engel**, Marken Managerin n-tv Mediengruppe RTL Deutschland; **Lisa Dukowski**, Marken Managerin n-tv Mediengruppe RTL Deutschland; **Andreas Henke**, CCO Havas Worldwide Düsseldorf; **Harald Jäger**, Director Client Services Havas Worldwide Düsseldorf; **Martin Breuer**, Executive Creative Director Havas Worldwide Düsseldorf; **Nina Schreier**, Senior Producer Havas Worldwide Düsseldorf

2nd Prize

DMAX: Tool Time

Creative team: **Johanna Bickel**, Executive Marketing Discovery Networks CEEMEA; **Regina Grabner**, Coordinator Marketing Discovery Networks CEEMEA; **Eike Immisch**, Director Marketing Discovery Networks CEEMEA; **Jasmin Seitel**, Etat Director Heye; **Tobias Bundt**, Executive Creative Director Heye

Best on air station campaign

1st Prize

ProSieben MAXX: Tune In – Empfehle

The task was to develop a "Tune In" campaign for ProSieben MAXX, which runs as a cross-promotion on ProSieben. Based on the recommendation principle of Amazon – if you like this, you also like that – Creative Solutions produced different spots. However, these recommendations are not based on any algorithm except the principle of insanity. Because who can image an "if you like" chain like this: Megablockbusters = Movies = Popcorn = Sweet things = Kittens = Fur = Monsters = Supernatural. Crazy, striking and effective!

Creative team: **Richard Schweiger**, Senior Vice President Creative Solutions – ProSiebenSat.1 TV Deutschland; **Michael Prenner**, Text/Concept Creative Solutions – ProSiebenSat.1 TV Deutschland; **Claudia Ahammer**, Senior Project Manager Creative Solutions – ProSiebenSat.1 TV Deutschland; **Dennis Usbeck**, Senior Writer/Producer Creative Solutions – ProSiebenSat.1 TV Deutschland; **Paul Taylor**, Head of Audio Creative Solutions – ProSiebenSat.1 TV Deutschland; **Martin Lerf**, Art Director (extern) Creative Solutions – ProSiebenSat.1 TV Deutschland; **Sebastian von Wyschetzki**, Creative Director Creative Solutions – ProSiebenSat.1 TV Deutschland; **Alexander Wagner**, Head of Marketing ProSieben MAXX Central Marketing – ProSiebenSat.1 TV Deutschland

2nd Prize

RTL: Willkommen Zuhause – November-Trailer

Creative team: **Björn Klimek**, Leiter Marketing & Creative Director RTL Mediengruppe RTL Deutschland; **Christian Mirow**, Creative Manager Kampagnen Mediengruppe RTL Deutschland; **Lars Truhn**, Idee Mediengruppe RTL Deutschland; **Susanne Jung**, Creative Manager Text Mediengruppe RTL Deutschland; **Mirjam Pézsa**, Regie & Konzept Mediengruppe RTL Deutschland; **Michael Zschesche**, Marken-Manager Mediengruppe RTL Deutschland; **Sven Lützenkirchen**, Kamera

Mediengruppe RTL Deutschland; **Gregor Wagner**, Sound-Design Mediengruppe RTL Deutschland; **Frank Hoffmann**, Geschäftsführung RTL Mediengruppe RTL Deutschland

3rd Prize

Nick Jr: Crafty Characters

Creative team: **Bettina Vogel**, VP Creative Content & Development VIMN Germany; **Stefan Schomerus**, Konzept/Regie/Kamera/Schnitt/Design/Animation VIMN Germany; **Jana Kritchever**, Assistant/Trainee VIMN Germany; **Richard Barry**, Creative Director Nickelodeon International; **Sebastian Müller**, Musik & Sounddesign Hofkapellmeister Berlin

Best on air programme campaign: Acquired fictional productions

1st Prize

Bond Street Film Stockholm: C More – Spectre

Bond Street Film Stockholm promotes the premiere of the new Bond film 'Spectre' on C More with short and concise spots. For the action film series, typical scenes are underlined with tension-filled music. Every spot is playing with the words "Welcome James, it's been a long time, Coming Soon" in one way or another. Funny and absolutely fitting to the Bond brand!

Creative team: **Eoin Conroy**, AD Bond Street Film Stockholm; **Attis Gabrielsson**, Producer Bond Street Film Stockholm; **Lars Bilk**, CD Bond Street Film Stockholm

2nd Prize

RTL II: The Walking Dead – Fehlt bei Ihnen auch schon jemand?

Creative team: **Carlos Zamorano**, Direktor Marketing & Kommunikation RTL II; **Kristina Wiesner**, Leitung Marketing Kreation & Werbung RTL II; **Hannah Rackwitz**, Projektmanager Marketing Kreation & Werbung RTL II; **Klaus Schäfer**, Geschäftsführer mehappy

3rd Prize

Super RTL: Hinter Gittern

Creative team: **Mara L'Assainato**, Leiterin On-Air Promotion RTL DISNEY Fernsehen; **Christine Arndt**, Leiterin Primetime RTL DISNEY Fernsehen; **Marcel Neumann**, Geschäftsführer/Regisseur Visavis Filmproduktion; **Marco Kuschnier**, Geschäftsführer Marco Kuschnier GmbH

Best on air programme campaign: Local fictional productions

1st Prize

VOX: Club der roten Bänder

The on air campaign for the first in-house produced VOX series 'Club der roten Bänder' is extremely extensive. From teasers with quotes from the author to short trailers in which the protagonists are presented, to long spots with content scenes – all elements of the campaign allow the viewer to participate in the fate of the young protagonists. The campaign manages to promote a sensitive subject in a sensible and moving way. The whole family is guaranteed to tune in!

Creative team: **Jutta Hertel**, Leiter Marketing VOX Mediengruppe RTL Deutschland; **Marcus Herre**, On Air Promotion Mediengruppe RTL Deutschland; **Thomas Siepe**, Trailer Producer Mediengruppe RTL Deutschland; **Florian Grünwald**, Konzeption/Text VOX Mediengruppe RTL Deutschland; **Nina Gless**, Konzeption/Regie/AD Motion VOX Mediengruppe RTL Deutschland; **Daniel Lembke**, Motiondesign Mediengruppe RTL Deutschland; **Britta Mangold**, Kamera Mediengruppe RTL Deutschland; **Kerstin Kohle**, Produktion Mediengruppe RTL Deutschland; **Rolf Amann**, Sounddesign Mediengruppe RTL Deutschland

2nd Prize

ZDF: Familie Braun

Creative team: **Thomas Grimm**, Leitung Marketing ZDF; **Astrid Kämmerer**, Leitung Programm-Marketing 1 ZDF; **Sandra Hebel**, Projektleitung ZDF; **Alexandra Schulte**, On Air Producer ZDF; **Marie Meimberg**, Produzentin

3rd Prize

SRF: Der Bestatter

Creative team: Alex Hefter, Creative Director SRF; David Angehrn, Leiter Strategie & Planung SRF; Patrick Arnecke, Leiter Design & Promotion SRF; Sven Volz, Art Director SRF; Adrian Bucher, Marketingberatung SRF; Patricia Baumgartner, Projektleiterin Werbung SRF; Mike Ferrara, Crossmedia Promotion SRF; Oliver Tremel, Crossmedia Promotion SRF; Markus Fischer, Regie & Produzent Snakefilm

Best on air programme campaign: Sports

1st Prize

Red Bull TV: Urbex

The spots on the documentary series 'Urbex' on Red Bull TV show what a modern adventurer experiences every day – whether he is climbing Dubai's skyscrapers or the Shanghai Towers. At the same time, the campaign gives a glimpse behind the scenes of the spectacular actions and their protagonists. But watch out – some scenes are not for people with vertigo! Notice the subtitle: Enter at your own risk!

Creative team: Rüdiger Schrattenecker, Executive Producer Red Bull Media House TV; Nicolas von Hänisch, Producer Red Bull Media House TV; Eric Voggenberger, Cutter Red Bull Media House TV; Verena Steib, Cutter Red Bull Media House TV; Tina Siglreithmayr, Project Manager Red Bull Media House TV; Simon Rachbauer, Content Manager Red Bull Media House TV; Christian-Alexandru Rusitoru, Grafik Designer Red Bull Media House TV

2nd Prize

ZDF: UEFA EURO 2016

Creative team: Thomas Grimm, Leitung Marketing ZDF; Tino Windisch, Leitung Programm-Marketing 2 ZDF; Michael Maack, Projektleitung Marketing ZDF; Olaf Repovs, Corporate Design ZDF; Jürgen Krause, Executive Producer Film Deluxe; Katharina Strauss, Executive Producer Film Deluxe; Jörn Heitmann, Director Film Deluxe; Michael Schreitell, DoP Film Deluxe; Christina Holzer, Art Direktion KNSK

3rd Prize

SPORT1: Weitersagen! Die UEFA Europa League auf SPORT1

Creative team: Arman Kavrailoglu, Leiter Art Direction SPORT1; Carolin Melzer-Benz, Director Marketing SPORT1; Sven Helgert, Leiter Promotion SPORT1; Virginie Briand, Geschäftsführer 19:13 Werbeagentur; Michael Meyer, Geschäftsführer 19:13 Werbeagentur

Best on air programme campaign: Kids

1st Prize

Disney Channel Benelux: Just Like Me!

In the on air campaign for the new children's series 'Just like me' Disney Channel Benelux relies on the first impression: They emphasise this indelible moment in super slow motion. The break with the slow movement pulls the viewer back into reality and shows that these kids are as normal as everyone else: with a little creativity and motivation, everyone can chase their dreams and create cool videos. Inspiring and extraordinary!

Creative team: Elmar Scharff, Senior Promo Producer The Walt Disney Company Benelux; Nancy Theunissen, Senior Manager On Air & Production The Walt Disney Company Benelux; Femke Reijn, Creative Manager The Walt Disney Company Benelux; Michiel van Haren, Graphic Designer Nuoska; Vincent van Rooijen, Audio Designer Davinzzie; Jons Maresch, Audio Designer Jons.nl; Marc Bodeman, Producer Vaudeville; Mattijs Mollee, Director Vaudeville; Jan Hinke, Audio Designer

2nd Prize

Disney Channel: Die Schlümpfe

Creative team: Ole Tuerck, Head of Creative Services The Walt Disney Company GSA; Berns Huebl, Senior Writer/Producer The Walt Disney Company GSA; Bernd Mayershofer, Lead GFX Design The Walt Disney Company GSA; Ines Borrás, Lead GFX Design The Walt Disney Company GSA; Christoph Breidenbach, Production Coordinator The Walt Disney Company GSA; Olaf Neumann, GFX Design The Walt Disney Company GSA; Jörg Zuber, Geschäftsführer Opium Effect

Best on air programme campaign: Comedy

1st Prize

ZDF: Sketch History

'Sketch History' – the name says it all. The new comedy shows the big and small events of world history from a completely new angle – from 'Ave Caesar', to 'Oooh Mister President' to Neil Armstrong. ZDF nicely translates the absurd humour of the show into the promotional campaign.

Creative team: Thomas Grimm, Leitung Marketing ZDF; Astrid Kämmerer, Leitung Programm-Marketing 1 ZDF; Alexandra Schulte, On Air Producer ZDF

2nd Prize

ProSieben: Studio Amani

Creative team: Richard Schweiger, Senior Vice President Creative Solutions – ProSiebenSat.1 TV Deutschland; Markus Baier, Head of Promotion Creative Solutions – ProSiebenSat.1 TV Deutschland; Ralph Aubele, Senior Conceptioner Creative Solutions – ProSiebenSat.1 TV Deutschland; Mareike Sauter, Project Manager Creative Solutions – ProSiebenSat.1 TV Deutschland; Philipp Graml, Writer/Producer Creative Solutions – ProSiebenSat.1 TV Deutschland; Michael Funk, Designer Creative Solutions – ProSiebenSat.1 TV Deutschland; Ute Deutschmann, Executive Producer Creative Solutions – ProSiebenSat.1 TV Deutschland; David Loy, Head of Marketing ProSieben Central Marketing – ProSiebenSat.1 TV Deutschland; Fritz Grabosch, Junior Product Manager Central Marketing – ProSiebenSat.1 TV Deutschland

3rd Prize

ProSieben: The Big Bang Theory

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; Jonas Bucher, Writer/Producer Creative Solutions – ProSiebenSat.1 TV Deutschland; Kurt Rehling, Audio Designer Creative Solutions – ProSiebenSat.1 TV Deutschland; Maximilian Baumgartner, Concept Creative Solutions – ProSiebenSat.1 TV Deutschland; Jasmin Rolle, Project Manager Creative Solutions – ProSiebenSat.1 TV Deutschland; Mathias von Wyschetzki, Designer Creative Solutions – ProSiebenSat.1 TV Deutschland; David Hoffmann, Product Manager ProSieben Central Marketing – ProSiebenSat.1 TV Deutschland

Best on air programme campaign: Show & Entertainment

1st Prize

RTL: Der Bachelor

Entirely dressed in shades of pink, women hang out in an equally girlish room. They get manicures, hair and make-up and read women's magazines. The champagne glasses are filled with Chantal No 5, the hair dryer is set to the highest level and the competition is eliminated using hairspray. Amusing cat fight on RTL? Oh, the new 'Bachelor' season is here.

Creative team: Björn Klimek, Leiter Marketing & Creative Director RTL Mediengruppe RTL Deutschland; Desirée van der Pas, Konzeption & Regie Mediengruppe RTL Deutschland; Frank Husmann, Kamera Mediengruppe RTL Deutschland; Anja Pelzer, Projektmanagement Mediengruppe RTL Deutschland; Frank Schlieder, Produktionsmanagement Mediengruppe RTL Deutschland; Willi Rapien, Ausstattung Mediengruppe RTL Deutschland; Gregor Wagner, Sound Design Mediengruppe RTL Deutschland; Markus Döpfer, VFX Mediengruppe RTL Deutschland; Markus Küttner, Leitung Comedy/Real Life RTL Mediengruppe RTL Deutschland

2nd Prize

kabel eins: Traumhaus oder raus

Creative team: Oliver Rojschl, Head of Promotion kabel eins/Creative Director Creative Solutions – ProSiebenSat.1 TV Deutschland; Adrian Sauer, Project Manager Creative Solutions – ProSiebenSat.1 TV Deutschland; Thomas Gerlach, Writer/Producer Creative Solutions – ProSiebenSat.1 TV Deutschland; Boris Breitenreicher, Audio Designer Creative Solutions – ProSiebenSat.1 TV Deutschland; Christian Dorn, Senior Designer Creative Solutions – ProSiebenSat.1 TV Deutschland; Valerie Koch, Texterin/Konzeptionerin Creative Solutions – ProSiebenSat.1 TV Deutschland; Dominik Schütz, Senior Writer/Producer Creative Solutions – ProSiebenSat.1 TV Deutschland; Sandra Assadi,

Head of Marketing kabel eins Central Marketing – ProSiebenSat.1 TV Deutschland; **Michael Schweigkofler**, Senior Product Manager Central Marketing – ProSiebenSat.1 TV Deutschland

3rd Prize

DMAX: Hammer-Weihnachten

Creative team: **Jan Leitz**, Manager On Air Promotion Discovery Networks CEEMEA; **Philipp Mahla**, On Air Promotion Executive Discovery Networks CEEMEA; **Nermin Gladens**, Senior Producer Seeblick Media; **Nico Ophoff**, Senior Producer Seeblick Media; **Matthias Pasedag**, Creative Mix Klangstüberl; **Sebastian Schnuller**, Re-Recording Klangstüberl; **Hanne Wiesner**, Konzept; **Thomas Schmelzle**, Editing; **Benjamin Stern**, Art Direction Grafik

Best on air programme campaign: Culture & Documentary

1st Prize

Discovery Channel: Alaska Week

Alaska – dark and cold winters, bears, living on the edge of wilderness, dog sleds, unique spectacles of nature and so much more. Scenes that pertain to the country's peculiarities as well as to the harsh characters living here – Discovery tells us about the programme. And the already established 'Alaska Week' secondary logo says it all: "A week away from everyday life and into the Alaskan adventure", of course on Discovery Channel. This campaign perfectly meets the target group!

Creative team: **Jan Leitz**, Manager On Air Promotion Discovery Networks CEEMEA; **Lisa Michel**, On Air Promotion Executive Discovery Networks CEEMEA; **Alexander Hell**, Geschäftsführer Blickfang Media; **Julian Topehlen**, Leitung Postproduktion Blickfang Media; **Lina Heitmann**, Leitung Projektmanagement Blickfang Media; **Hanne Wiesener**, Konzeption Blickfang Media; **Alexander Mahoney**, Editor Blickfang Media; **Chris Zöller**, Audio Designer Blickfang Media; **Michael Betz**, Station Voice

2nd Prize

Red Bull TV: Heart and Hands

Creative team: **Rüdiger Schrattenecker**, Executive Producer Red Bull Media House TV; **Nicolas von Hänisch**, Producer Red Bull Media House TV; **Frank Jacob**, Cutter Red Bull Media House TV; **Eric Voggenberger**, Cutter Red Bull Media House TV; **Aiden Tuff**, Cutter Red Bull Media House TV; **Tina Siglreithmayr**, Project Manager Red Bull Media House TV; **Simon Rachbauer**, Content Manager Red Bull Media House TV

3rd Prize

n-tv: The Seventies

Creative team: **Cornelia Dienstbach**, Leitung Marketing n-tv & Verticals/Diversifikation Mediengruppe RTL Deutschland; **Sabrina Engel**, Marken Managerin n-tv Mediengruppe RTL Deutschland; **Lisa Dukowski**, Marken Managerin n-tv Mediengruppe RTL Deutschland; **Alessandro Taschetta**, Senior Promotion Producer Mediengruppe RTL Deutschland; **Panajiota Walko**, Promotion Producer Mediengruppe RTL Deutschland; **Andreas Henke**, CCO Havas Worldwide Düsseldorf; **Harald Jäger**, Director Client Services Havas Worldwide Düsseldorf; **Martin Breuer**, Executive Creative Director Havas Worldwide Düsseldorf; **Nina Schreier**, Senior Producer Havas Worldwide Düsseldorf

Best promotion-related audio design

1st Prize

RTL: SPORT-Block – Januar Screening

The image flood of fast, emotional, gripping and inspiring sporting moments in this trailer is only surpassed by the audio design. No matter if tires squeal, goals are scored or a punch hits – the sound effects are the highlight!

Creative team: **Björn Klimek**, Leiter Marketing & Creative Director RTL Mediengruppe RTL Deutschland; **Marc Rhiem**, Producer, Schnitt & Konzept Mediengruppe RTL Deutschland; **Susanne Jung**, Konzeption & Text Mediengruppe RTL Deutschland; **Alexander Marchet**, Creative Manager Mediengruppe RTL Deutschland; **Eva Deutinger**, Marken Manager Mediengruppe RTL Deutschland; **Arne Thomas**, Sound-Design Mediengruppe RTL Deutschland; **Gregor Wagner**, Sound-Design &

Mischung Mediengruppe RTL Deutschland; **Frank Hoffmann**, Geschäftsführer RTL Mediengruppe RTL Deutschland

2nd Prize

sixx: Sweet & Easy – Enie backt

Creative team: **Paul Taylor**, Head of Audio Creative Solutions – ProSiebenSat.1 TV Deutschland; **Rudolf Hochrein**, Audio Designer Creative Solutions – ProSiebenSat.1 TV Deutschland; **Florian Hausberger**, Art Director Creative Solutions – ProSiebenSat.1 TV Deutschland; **Maria Holzmann**, Creative Supervisor Creative Solutions – ProSiebenSat.1 TV Deutschland; **Daniela Linse**, Senior Editor Creative Solutions – ProSiebenSat.1 TV Deutschland; **Manuela Gruber**, Conceptioner Creative Solutions – ProSiebenSat.1 TV Deutschland; **Elisabeth Riedl**, Designer 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 XD: Gurke und Peanut

Creative team: **Ole Tuerck**, Head of Creative Services The Walt Disney Company GSA; **Sofia Zuleta**, Writer/Producer Social & Online The Walt Disney Company GSA; **Andreas Wein**, Toningenieur The Walt Disney Company GSA; **Mathias Hofbauer**, Editor BDA Creative

Best promotion-related musical composition

1st Prize

Bond Street Film Stockholm: C More – Summer Hits

With summery lightness, Bond Street Film Stockholm presents the summer hits on C More. The song "It's summertime, music keeps me dancing" with clips from the summer blockbusters puts Samuel L. Jackson, Melissa McCarthy and Mark Wahlberg in a good mood. The enthusiasm of the actors is reinforced by the musical level and captivates us. Great composition!

Creative team: **Eoin Conroy**, AD Bond Street Film Stockholm; **Attis Gabrielsson**, Producer Bond Street Film Stockholm; **Martin Skogehall**, Composer Bond Street Film Stockholm; **Lars Bilk**, CD Bond Street Film Stockholm; **Fabrice Billet**, Producer Bond Street Film Stockholm

2nd Prize

RTL: Deutschland sucht den Superstar

Creative team: **Björn Klimek**, Leiter Marketing & Creative Director Mediengruppe RTL Deutschland; **Oliver Bittner**, Creative Manager Mediengruppe RTL Deutschland; **Jan Froböse**, Regie, Producing & Konzeption Mediengruppe RTL Deutschland; **Susanne Jung**, Text & Konzeption Mediengruppe RTL Deutschland; **Hamish Hutchison**, 3D Design & Animation Mediengruppe RTL Deutschland; **Arne Thomas**, Sound-Design Mediengruppe RTL Deutschland; **Markus Eckert**, Kamera Mediengruppe RTL Deutschland; **Arne Thomas & Zippy Davids**, Musikkomposition Mediengruppe RTL Deutschland; **Tom Sänger**, Leitung Unterhaltung Show & Daytime RTL Mediengruppe RTL Deutschland

3rd Prize

Einsfestival: Idents

Creative team: **Karin Sarholz**, Redaktion WDR; **Karin Egle**, Redaktion WDR; **Michael Worringen**, Redaktion WDR; **Alexandra Kravtsova**, Konzept & Producing WDR; **Michael Fröhlich**, grafische Konzeption WDR; **Jens Ermeling**, Animation & Execution WDR; **Marius Bubatz**, Komposition & Sound-Design WDR; **Marvin Horsch**, Komposition & Sound-Design WDR

Best use of music

1st Prize

The Screeners: 24 Wochen Kinotrailer

The film '24 WOCHEN' takes up a difficult topic: How do I decide when it is clear that my child is terminally ill during the pregnancy? The trailer transports the emotion and drama of the film without deterring us. This is achieved mainly through the sensitive interplay of in-depth press statements and the music balanced to the last detail. The music forms the dramaturgical framework for all elements: dramatic and penetrating, sensitive and tactful – music cannot be used more appropriately!

Creative team: Arnd von Rabenau, Creative Director The Screeners; **Sascha Crone**, Senior Writer Producer The Screeners; **Elias Struck**, Audio Designer Tonfabrik

2nd Prize

mehappy: RTL II – Mixtape

Creative team: **Creative team:** Klaus Schäfer, Geschäftsführung mehappy; **Oliver Behrens**, Trailerschnitt mehappy; **Andre Gronwald**, Grafik mehappy; **Verena Hemberger**, Konzept mehappy; **Carlos Zamorano**, Direktor Marketing und Kommunikation RTL II; **Christina Wiesner**, Leitung Marketing, Kreation und Werbung RTL II

3rd Prize

SRF: Cast Away

Creative team: **Karsten Tiemann**, Producer SRF; **Oliver Tremel**, Teamleiter SRF; **Thoma Schümperli**, Teamleiter SRF; **Alex Hefter**, Leiter Gestaltung & Marketing SRF; **David Angehrn**, Leiter Strategie & Planung SRF; **Patrick Arnecke**, Leiter Design & Promotion SRF

Best social spot or campaign

1st Prize

TRBC Ukraine: Chernobyl – The National Code of Tragedy

Vyshyvanka is a traditional East-Slavic embroidery pattern that is widely used in Ukrainian regions and is regarded as a national cultural heritage. It is obvious to present the tragedy of Chernobyl with these black and red cross-stitches: the radiation warning sign, a nuclear power plant and people fleeing in buses. The pictures are interrupted with quiet music – the sound of a Geiger counter. The message is clear: we must live with the catastrophe of Chernobyl, we must remember, we thank those who have sacrificed their lives – and we do everything not to repeat it. An urgent reminder that all people understand!

Creative team: **Tetyana Svyetlova**, Director of Channel Brand & Product Promotion Department TRBC Ukraine; **Svetlana Berezhnaya**, Creative Producer TRBC Ukraine; **Irina Evstifeeva**, Art Director TRBC Ukraine; **Roman Shoma**, Idea TRBC Ukraine; **Anton Korolyov**, Pattern Creator TRBC Ukraine; **Denis Sakharuk**, Video Editor TRBC Ukraine; **Daria Golubkova**, Executive Producer TRBC Ukraine; **Aleksandr Gavrilov**, Composer & Sound Designer TRBC Ukraine; **Victor Vityuk**, Designer TRBC Ukraine

2nd Prize

MTV Netherlands: Pride

Creative team: **Arjen Noordeman**, Creative Director Viacom International Media Networks; **Nicki Dreyer**, Head of Creative Viacom International Media Networks; **Beatrice Cardile**, Project Manager MTV Viacom International Media Networks; **Stephan Mursch**, Producer On-Air Viacom International Media Networks; **Arjan Timmermans**, Project Manager Viacom International Media Networks; **Jorge Fröberg**, Motion GFX/Design Viacom International Media Networks; **Soheill Deriss**, Art Director; **Maria Sandstrom**, Art Director; **Jelle v.d. Does**, DOP

3rd Prize

ProSieben: Red Nose Day

Creative team: **Richard Schweiger**, Senior Vice President Creative Solutions – ProSiebenSat.1 TV Deutschland; **Manuela Krause**, Junior Art Director Creative Solutions – ProSiebenSat.1 TV Deutschland; **Benjamin Nitsch**, Art Director Creative Solutions – ProSiebenSat.1 TV Deutschland; **Michael Amann**, Senior Art Director Creative Solutions – ProSiebenSat.1 TV Deutschland; **Steven König**, Art Director Creative Solutions – ProSiebenSat.1 TV Deutschland; **Elmina Medic**, Project Manager Creative Solutions – ProSiebenSat.1 TV Deutschland; **Karen Kujawa**, Head of Digital Creative Solutions – ProSiebenSat.1 TV Deutschland

Category Cross-Media Campaigns

Best cross-media event campaign

1st Prize

ZDF: re:publica 2016

In this cross-media event campaign, ZDF shows how it deals with new forms of television. At the booth during re:publica, the audience was able to view different 'Terra X' shows as well as the history of 'Game Royale' – using VR glasses. Through QR codes and NFC technology, visitors were able to access ZDF content with their own device. On tablets ZDFneo presented the point-and-click adventure 'Game Royale'. A special highlight was an interactive infographic: the visitors answered different questions about their television behaviour and linked the answers with colourful thread. Thus, over the days of the re:publica, an analogue infographic emerged. And these were just some of the activities on offer, besides live reports, meeting the ZDF hosts, autographs of well-known ZDF faces and various give-aways. ZDF – analogue and digital, can be experienced in various ways, in 360°!

Creative team: Thomas Grimm, Leitung Marketing ZDF; Horst Schick, Marketing/Corporate Design ZDF; Elke Duckgeischel, Marketing/Event ZDF; Sonja von Struve, Social Media ZDF; Holger Pütting, Geschäftsführer Nest One; Lars Debbert, Geschäftsführer Kreation Nest One; Florian Jürgs, Director of Content & Strategy Nest One; Antje Stratmann, Teamleitung Konzept & Kreation Nest One; Andy Mandel, Senior Designer Konzept Nest One

2nd Prize

FOX + SKY AUSTRIA: The Wasting Dead Sky Night

Creative team: Karin Zipperling, Director Marketing & Creative Services FOX Networks Group Germany; Stephanie Bösch, Trade Marketing Manager FOX Networks Group Germany; Nicholas Economides, Creative Manager FOX Networks Group Germany; Irina Atanososki, Manager Marketing Cooperations Sky Österreich; Walter Fink, Director Marketing Sky Österreich; Susanne Krall, Senior Manager Media Marketing Sky Österreich; David Bogner, Account Manager & Concept VICE Austria; David Zuderstorfer, Producer VICE Austria; Maira Kerschner, Concept Rotkäppchen & Goliath

3rd Prize

SevenOne AdFactory: Integrated content marketing campaign for Telekom & The Voice of Germany

Creative team: Sabine Eckhardt, Geschäftsführerin SevenOne AdFactory; Stefan Meyer, Senior Sales Manager SevenOne AdFactory; Jendrik Flach, Product Manager SevenOne AdFactory; Anja Heringhaus, Project Manager SevenOne AdFactory; Oliver Dietrich, Director Creative Ideation ProSiebenSat.1 Media SE; Meiko Reissmann, Project Manager Starwatch Entertainment; Philipp Friedel, SVP Market Communication Telekom Deutschland; Patrick Meys, Group Head Media Consulting MediaCom Agentur für Media-Beratung; Alice Gosmann, Production **2bild TV.Events & Media

Best cross-media station campaign

1st Prize

TELE 5: Aus dem Leben eines Senderchefs – Friedrich Liechtenstein

This hit like a bomb: the musician and artist Friedrich Liechtenstein became the new Head of Broadcasting of TELE 5 and took over the content and artistic direction of the programme. Liechtenstein's task was to "enrich the diversity of TELE 5 with his own understanding of art and culture." The aim was to create an image transfer between the personality and the channel – like the TELE 5 claim "Different is better". So the entertainer decided everything: from the programme selection to the design to the telephone hold music. Liechtenstein documented and commented on his work on the social media channels of the station. After one week Liechtenstein got into a fist fight at the Berlinale – a scandal and the new boss was fired again. Designed to the smallest detail, TELE 5 is guaranteed maximum attention with this brave marketing strategy! Great coup with unrivalled media coverage!

Creative team: David Hadda, Idee TELE 5; Anna Batorowski, Redaktion/Produktion TELE 5; Fritz Friedrich, Regie TELE 5; Friedrich Liechtenstein, Autor

2nd Prize

WDR: #machtan

Creative team: **Martin Hövel**, Redaktion #machtan WDR; **Philipp Bitterling**, Redaktion #machtan WDR; **Michael Worringen**, Redaktion Präsentation & Programmdesign WDR; **Arne Orgassa**, Koordination Kampagnenteam WDR; **Anna Hölzer**, Konzept & Producing WDR; **Michael Fröhlich**, On-Air-Design WDR; **Amra Sulejmanovic**, On-Air-Design WDR; **Anja Myriam Anton**, Marketing WDR

3rd Prize

RTL II YOU

Creative team: **Carlos Zamorano**, Direktor Marketing & Kommunikation RTL II, **Kristina Wiesner**, Leitung Marketing Kreation & Werbung RTL II; **Hannah Rackwitz**, Projektmanager Marketing Kreation & Werbung RTL II; **Christian Nienaber**, Bereichsleiter Digital RTL II; **Mark Kanne**, Senior Manager Strategische Projekte Direktion Digital RTL II; **Julia Groß**, Strategische Mediaplanung RTL II; **Marcus Veigel**, Conception Cynopsis Interactive ; **Klaus Schäfer**, Geschäftsführer mehappy; **Richard Tejada**, Executive Strategy Director Isobar Germany

Best cross-media programme campaign

1st Prize

BDA Creative: Amazon Prime Video – Mr Robot

For the thrilling series 'Mr. Robot' on Amazon Prime Video, BDA Creative developed a crossmedia programme campaign that was simply to the point. In the pre-launch phase the whole of Germany was intrigued by guerrilla measures like stencils, gastro cards and giant posters: Who is Mr. Robot? In digital advertising such as Digital out-of-home, display ads and prerolls, and first we seemingly saw a regular commercial, which were then hacked and interrupted with the announcement "on November 20 we take over". At the start of the series the resolution took place with broad media coverage across all platforms. Everyone in Germany knew who Mr. Robot was. Unconventional, mysterious and successful!

Creative team: **Benjamin Kerneck**, Managing Director BDA Creative; **Philipp Wundt**, Managing Director BDA Creative; **Marc Strotmann**, Executive Creative Director BDA Creative; **Markus Eckl-Jordan**, Director Operations/Projektleitung BDA Creative; **Emanuel Cojocaru**, Senior Producer BDA Creative; **Stefan Ladwig**, Senior Marketing Manager Amazon Instant Video Germany; **Almuth Fischer**, Marketing Manager Amazon Instant Video Germany; **Malte Schleemilch**, Art Director Print; **Birgar Olsen**, Senior Designer

2nd Prize

RTL: DEUTSCHLAND 83

Creative team: **Björn Klimek**, Leiter Marketing & Creative Director RTL Mediengruppe RTL Deutschland; **Lars Truhn**, Creative Manager Mediengruppe RTL Deutschland; **Heiko Theuerkauf**, Art Director Mediengruppe RTL Deutschland; **Doris Mertens**, Grafische Gestaltung Mediengruppe RTL Deutschland; **Marc Rhiem**, Producing Mediengruppe RTL Deutschland; **Susanne Jung**, Creative Manager Text Mediengruppe RTL Deutschland; **Pia Kämper**, Media-Planung Mediengruppe RTL Deutschland; **Eva Deutinger**, Projekt-Management Mediengruppe RTL Deutschland; **Philipp Steffens**, Leitung Fiction RTL Mediengruppe RTL Deutschland

3rd Prize

VOX: Geschickt eingefädelt

Creative team: **Jutta Hertel**, Leiter Marketing VOX Mediengruppe RTL Deutschland; **Marcus Herre**, On Air Promotion Mediengruppe RTL Deutschland; **Enisa Nesimovic**, Trailer Producer Mediengruppe RTL Deutschland; **Florian Grünewald**, Konzeption/Text VOX Mediengruppe RTL Deutschland; **Nina Gless**, Regie/AD Motion VOX Mediengruppe RTL Deutschland; **Serhat Mansuroglu**, Marketing Mediengruppe RTL Deutschland; **Jessica Düren**, AD Print Mediengruppe RTL Deutschland; **Sara Appenroth**, Printdesign Mediengruppe RTL Deutschland; **Rolf Amann**, Sounddesign Mediengruppe RTL Deutschland

Eyes & Ears Special Prizes 2016

RTL: Willkommen Zuhause

In light of the increasingly fragmented world of media, RTL launched the largest umbrella campaign in the Germany broadcasting history in mid-2015. With the claim "Welcome home", RTL is positioning itself as a reliable, familiar home-base. The variety of TV & cinema spots, poster & online campaigns, print ads and viral elements deals with the strength of TV in general and RTL in particular. On air elements show campfire moments that only television can create – as well as great emotions and characters the viewers trust. At the same time, the audience is invited to a rather unusual look behind the cameras. All elements of the umbrella campaign are characterised by an extremely high level of creativity and quality – just like we know RTL. What was particularly impressive: on five days a week, RTL communicated with its audience via Facebook and answered questions and comments "live". Also regarding media politics, one aspect was groundbreaking: While the entire industry was talking about Netflix in the second half of 2015, watching the streaming service almost fearfully, and the press prophesised the downfall of linear television, the market leader decided to market linear TV to the young viewers with this broad and comprehensive campaign. And Image surveys show success: Compared to 2014 sympathy values of the brand RTL increased significantly. All that remains to say is: unique, effective and creative – Chapeau RTL!

Creative team: Björn Klimek, Leiter Marketing & Creative Director RTL Mediengruppe RTL Deutschland; Christian Mirow, Idee & Konzept Mediengruppe RTL Deutschland; Lars Truhn, Idee & Konzept Mediengruppe RTL Deutschland; Heiko Theuerkauf, Idee & Konzept Mediengruppe RTL Deutschland; Susanne Jung, Idee & Konzept Mediengruppe RTL Deutschland; Mirjam Pézsa, Regie Mediengruppe RTL Deutschland; Michael Zschesche, Produktions-Management Mediengruppe RTL Deutschland; Anke Schäferkordt & Frank Hoffmann, Geschäftsführung RTL Mediengruppe RTL Deutschland; Frank Schneider, Regie Filmstyler Pictures

13th Street: Koffer packen

Who hasn't played the children's classic "I pack my bags and take with me..."? The Thrill & Crime channel uses the game for an image spot. It starts quite harmlessly: Two children's voices tell us what they want to pack in their suitcase. But the mentioned things and also the pictures speak a completely different language – we are at 13th Street after all. Not the typical things such as cuddly toys, favourite books and 'best friends' are placed in the suitcase – but "a knife," according to a child's voice. The other voice immediately says "a hammer" – and so they egg each other on. At some point, an L96A1 sniper rifle and a rocket launcher are put into the suitcase. This 13th Street image spot captivates with the simple idea of using a children's game while paying attention to the sender's claim: "Too captivating to switch off: on 13th Street tension lurks behind every corner". Morbid and ingenious humour – breathtaking entertainment of a special kind!

Creative team: Elmar Krick, Brand Director NBCUniversal International Networks; Daniel Saini, Producer NBCUniversal International Networks; Tim Steuer, Senior Producer NBCUniversal International Networks; Raphael Brunner, Tonmeister NBCUniversal International Networks

Eyes & Ears Excellence Award 2016

Dale Herigstad has been working as a designer for more than 30 years and has had an eye on the future of the medium of television in all these years. The multiscreen society that Steven Spielberg built around Tom Cruise in 'Minority Report' (2002) is based on concepts and designs by Dale Herigstad. At that time, Dale already combined screens with human gestures and the surrounding space. He defined the look and feel of "New Television". WIRED calls him "The Gesture Man". His latest start-up Seespace (2014) is dedicated to Augmented Television.

Dale founded Interactive Design company Schematic, which was acquired by WPP in 2007. Dale Herigstad's work has been awarded 4 Emmy Awards: for the CBS Winter Olympic Games (1994 and 1998), and for Cablevision iO (2003).

"Dale Herigstad is a thought leader in our industry. His ideas for the future of television have been spread from Hollywood around the world, and he has inspired a lot of new talent in Broadcast Design. As a lecturer he has always tried to support the newcomers. During his professional career, he was successful as a business owner, but remained modest and helpful for all these years. Dale Herigstad will receive the Eyes & Ears Excellence Award this year, for his life's work and inspiration for the design-future of television.

Jury of the International Eyes & Ears Awards 2016

Guido Ahnert, MDR; **Michael Amann**, ProSiebenSat.1 TV Deutschland; **Annick Bennett**, NBCUniversal International Networks; **Nicola Bienert**, BR Fernsehen; **Tobias Borris**, SevenOne AdFactory; **Guido Brancher**, Consultant; **Marc Bühler**, Universal Publishing Production Music; **Marco-Paul de Jeu**, CapeRock; **Oliver Dietrich**, SevenOne AdFactory; **Nicholas Economides**, FOX Networks Group Germany; **Sabrina Engel**, Mediengruppe RTL Deutschland; **Paul Evans**, Viasat World; **Robert Fahle**, Mediengruppe RTL Deutschland; **Mathias Fallert**, ARTE; **Patricia Fehlberg**, Deutsche Welle; **Matthias Fening**, NDR; **Tilo Fischer**, DMC; **Nicola Fritz**, The History Channel (Germany); **Christian Gandl**, Senior Producer Owned & Partner The Walt Disney Company GSA; **Frederik Geisler**, Mediengruppe RTL Deutschland; **Cordula Gieriet**, SRF; **Claus Grimm**, Consultant; **Vera Grünberg**, RTL II; **Florian Grünewald**, Mediengruppe RTL Deutschland; **Ilona Hellmiss**, Mediengruppe RTL Deutschland; **Marcus Herre**, Mediengruppe RTL Deutschland; **Alan James**, James&Wilkinson Media; **Astrid Kämmerer**, ZDF; **Arman Kavrailoglu**, SPORT1; **Benjamin Kerneck**, BDA Creative; **Björn Klimek**, Mediengruppe RTL Deutschland; **Alexandra Kling**, The History Channel (Germany); **Anselm Kreuzer**, Komponist; **Elmar Krick**, NBCUniversal International Networks; **Ulrich Krüger**, SRF; **Karen Kujawa**, ProSiebenSat.1 TV Deutschland; **Nils Lindemann**, The History Channel (Germany); **Ralf Lobeck**, Akademie für Mode & Design; **Dirk Lüninghake**, Mediengruppe RTL Deutschland; **Gabi Madracevic**, Luxlotusliner; **Serhat Mansuroglu**, Mediengruppe RTL Deutschland; **Alexander Marchet**, Mediengruppe RTL Deutschland; **Werner Mayer**, ARD-Das Erste; **Lisa Michel**, Discovery Networks CEEMEA; **Niels Müller**, ProSiebenSat.1 TV Deutschland; **Bernd Mutscheller**, DMC; **Henning Nieslony**, Mediengruppe RTL Deutschland; **Ralf Nolting**, Consultant; **Marco Otto**, NDR; **Matthias Piskernik**, ProSiebenSat.1 TV Deutschland; **Andreas Reinberger**, 3sat; **Stephan Riebel**, Deutsche Welle; **Henning Roch**, NBCUniversal International Networks; **Oliver Rojschl**, ProSiebenSat.1 TV Deutschland; **Robert Rose**, Hochschule für angewandte Wissenschaften Augsburg; **Roi Sabanov**, Brokendoll; **Karin Sarholz**, WDR; **Thomas Scharfenberg**, SRF; **Wolfgang Schatton**, Consultant; **Frank Schneider**, Filmstyler Pictures; **Stefan Scholz**, BR Fernsehen; **Rüdiger Schrattenecker**, Red Bull Media House TV; **Klaus Schuntermann**, MDR; **Klaus Schwab**, Mediengruppe RTL Deutschland; **Kim Schwaner**, Brand New Media; **Richard Schweiger**, ProSiebenSat.1 TV Deutschland; **Jonny Singh**, CapeRock; **Dann Smit**, CapeRock; **Tim Steuer**, NBCUniversal International Networks; **Gunnar Stöckle**, The History Channel (Germany); **Ralf Strohmeier**, Umbruch; **Barbara Struif**, 3sat; **Paul Taylor**, ProSiebenSat.1 TV Deutschland; **Christian Threimer**, ProSiebenSat.1 TV Deutschland; **Arnd von Rabenau**, The Screeners; **Sonja von Struve**, ZDF; **Felix Weitekamp**, ZDF; **Matthias Weng**, DMC; **Kristina Wiesner**, RTL II; **Pascal Wilfling**, ProSiebenSat.1 TV Deutschland; **Martin Zipper**, Zürcher Hochschule der Künste; **Karin Zipperling**, FOX Networks Group Germany; **Michael Zschiesche**, Mediengruppe RTL Deutschland

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