



**NOT TO BE RELEASED BEFORE: 23 OCTOBER 2018, 11 PM**

## ***CREATION, INNOVATION & EFFECTIVENESS – 20th International Eyes & Ears Awards 2018***

### ***Winners***

#### **Category Design**

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

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

###### **Viasat World: The Story of Europe**

Viasat World promotes the series 'The Story of Europe' with unusual posters. They depict two contrasting themes with the bust of a famous personality: From science and beauty in Michelangelo's David to empire and tragedy in the exploding bust of Emperor Franz Ferdinand. Viasat brought these ideas together in a reference to Kintsugi – the ancient Japanese art of ceramic repair. Striking, thought-provoking and modern!

**Creative Team:** Paul Evans, Head of Creative Viasat World; **Lukasz Malisiewicz**, Producer Viasat World; **Simone Heineck**, Design Creative Viasat World; **Mike Sharpe**, Creative Director, 3D Design & Animation Found Studio

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

###### **National Geographic: Hitler's Battle Against the Press**

**Creative Team:** Rebecca Gauss, Senior Marketing Manager Fox Networks Group Germany; **Nicholas Economides**, Creative Manager Fox Networks Group Germany; **Benjamin Kerneck**, Creative Director BDA Creative

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

###### **RTP: ALL ABOARD! Eurovision Song Contest – Lisbon 2018**

**Creative Team:** Nicolau Tudela, Creative & Art Direction RTP

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

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

###### **ZDFneo: Redesign 2017**

ZDFneo's new design expresses the channel's increased self-confidence and positioning. The new channel colour "Grellow" – green and yellow – is surprising. They have created a compact logo that looks like a seal. A recognisable branding that can be used across all types of media – completely in line with ZDFneo's identity!

**Creative Team:** Thomas Grimm, Leitung Marketing ZDF; **Norbert Menkel**, Projektleitung ZDF; **Anton Riedel**, Creative Director FEEDMEE Design; **Julia David**, Art Director FEEDMEE Design; **Jörn Westhoff**, Art Director FEEDMEE Design; **Laura Giersdorf**, Producer FEEDMEE Design; **Frank Schmidt**, Animation FEEDMEE Design; **Axel Hamacher**, Animation FEEDMEE Design; **Guido Schneider**, Typografie FEEDMEE Design

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

###### **NITRO: Design Relaunch**

**Creative Team:** Holger Sum, Marketing Leiter NITRO Mediengruppe RTL Deutschland; **Ilona Hellmiss**, Art Directorin Mediengruppe RTL Deutschland; **Robin Poell**, Senior Brand Manager Mediengruppe RTL Deutschland; **Torsten Lohrmann**, Creative Director Mediengruppe RTL Deutschland; **Hamish Hutchison**, VFX-Designer Mediengruppe RTL Deutschland; **Arne Thomas**, Sounddesigner

Mediengruppe RTL Deutschland; **Majon Burger**, Designerin Mediengruppe RTL Deutschland; **Sven Lützenkirchen**, Kameramann Mediengruppe RTL Deutschland

### **3. Prize**

#### **n-tv: Relaunch**

**Creative Team:** **Cornelia Dienstbach**, Director Marketing n-tv & Special Interest Verticals Mediengruppe RTL Deutschland; **Sabrina Engel**, Brandmanager n-tv Mediengruppe RTL Deutschland; **Alex Krumm**, Art Director Mediengruppe RTL Deutschland; **Julia Sann**, Designer Mediengruppe RTL Deutschland; **HD Hochhaus Digital Köln**

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

### **1. Prize**

#### **Comedy Central: Summer Idents 2018**

**The Comedy Central-Summer-Idents show the funny, bizarre and weird world of the station: In the middle of the logo a whale bus drives, pieces of toasts apply sunscreen and a house speeds away on a roller skate. On Comedy Central, everything is as we know it! Humorous, colourful and lovingly implemented!**

**Creative Team:** **Arjen Noordeman**, Creative Director Design Viacom International Media Networks; **Nicki Dreyer**, Creative Director Production Viacom International Media Networks; **Sara Hidalgo**, Creative Production Manager Viacom International Media Networks; **Óliver Hernández**, Senior Director Viacom International Media Networks; **Naiara Gómez**, Production Manager Viacom International Media Networks; **David Duque**, Design Manager Viacom International Media Networks; **Carl Rush**, Creative Director Crush Creative; **India Pearce**, Production Manager Crush Creative; **Sebastian Müller**, CEO/Composer/Sounddesigner Hofkapellmeister

### **2. Prize**

#### **RTL: Faces**

**Creative Team:** **Björn Klimek**, Leiter Marketing & Creative Director RTL Mediengruppe RTL Deutschland; **Frederik Geisler**, Art Director/Regie Mediengruppe RTL Deutschland; **Klaus Schwab**, Teamleiter On Air Design Team RTL Mediengruppe RTL Deutschland; **Christian Mirow**, Brand Manager Mediengruppe RTL Deutschland; **Eva Frings**, Projektmanagerin Mediengruppe RTL Deutschland; **Markus Döpfer**, VFX Design Mediengruppe RTL Deutschland

### **3. Prize**

#### **RMC Découverte**

**Creative Team:** **Nicolas Famery**, Art Director GEDEON Communications; **Lazare Bessière**, Graphic Designer GEDEON Communications; **Stéphane Gibert**, Graphic Designer GEDEON Communications; **Emmanuelle Lacaze**, Producer GEDEON Communications; **Charlotte Vande Vyvre**, Producer GEDEON Communications; **Emmanuel Lipszyc**, Composer La Plage Records; **Sebastien Lipszyc**, Composer La Plage Records

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

### **1. Prize**

#### **Caviar: VRT- één – Tabula Rasa**

**The opening credits for the psychological thriller ‘Tabula Rasa’ focus on the protagonist’s fear of forgetting and loss of control. Images and objects dissolve into particles of red sand and blow away. Due to the many levels of the opening credits, the viewer always discovers something new. A multi-layered tension build-up that matches the theme!**

**Creative Team:** **Isaac E. Gozin**, Graphic Designer/Director Caviar; **Malin-Sarah Gozin**, Showrunner Caviar; **Lachlan Anderson**, Composer Caviar; **Frank Van Passel**, Producer Caviar

### **2. Prize**

#### **ZDF: Zarah – Wilde Jahre**

**Creative Team:** **Thomas Grimm**, Leitung Marketing ZDF; **Tino Windisch**, Leitung Programm-Marketing 2 ZDF; **Felix Weitekamp**, Projektleitung ZDF; **Joachim Müller-Teusler**, Post Supervisor BAKERY FILMS Filmproduktion; **Daniel Harde**, Producer Shoot BAKERY FILMS Filmproduktion; **Dennis**

**Brinkmann**, Producer BAKERY FILMS Filmproduktion; **Florian Meimberg**, Concept & Director BAKERY FILMS Filmproduktion; **Ismail Acar**, Animation Director BAKERY FILMS Filmproduktion

### **3. Prize**

#### **SRF: Wilder**

**Creative Team:** **Alex Hefter**, Creative Director SRF; **Patrick Arnecke**, Leiter Design & Promotion SRF; **Sven Volz**, Art Director SRF; **Carla Schilling**, Projectmanagerin SRF; **Jessica Lanter**, Projectmanagerin SRF; **Janine Schärer**, Senior Designer SRF; **Fadi Nemr**, Realisation SRF; **Adrian Frutiger**, Musik, Komposition & Musikproduktion SRF

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

#### **1. Prize**

##### **SRF: Feel the Heat – FIFA Fussball WM 2018**

**Feel the Heat – this is the SRF's claim for the opening credits of the 2018 FIFA World Cup. Depicted in striking Swiss red and with rapidly cut sequences, everyone feels the blazing fire of passion for football and eagerly awaits success. Stereotypes of the host country – spinning babushkas, a fire-breathing bear and dancing Cossacks – complete the opening credits. Football's coming...!**

**Creative Team:** **Alex Hefter**, Creative Director SRF; **Thomas Gloor**, Art Director SRF; **Patrick Arnecke**, Head of Design SRF; **Cyril Gfeller**, Senior Designer SRF; **Marco Bach**, Senior Designer SRF; **Gemma Kim**, Projektmanagerin SRF; **Quinn Reimann**, Kameramann; **Damian Lynn**, Song

#### **2. Prize**

##### **ZDF: Die Olympischen Winterspiele Pyeongchang 2018**

**Creative Team:** **Thomas Grimm**, Leitung Marketing ZDF; **Astrid Kämmerer**, Leitung Programm-Marketing 1 ZDF; **Laura Ohletz**, Projektleitung ZDF; **Maïke Baum**, Produktionsleitung ZDF; **Marco Lutz**, Director/Concept Writer Film Deluxe; **Katharina Strauss**, Executive Producer Film Deluxe; **Helge Schmidt**, Head of Postproduction Film Deluxe; **Thomas Kuerzel**, DoP Film Deluxe; **Philipp Feit**, Music German Wahnsinn

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

#### **1. Prize**

##### **DW: Made in Germany**

**'Made in Germany' explores the risks and benefits of digitalisation, and its impact on the operation and ethics of the economy. The introduction to the DW business magazine is just as multi-layered and varied. Sincere and authentic!**

**Creative Team:** **Maria Regenspürger**, Art Director Deutsche Welle; **Holger Zeh**, Head of Design Deutsche Welle; **Dann Smit**, Creative Director Cape Rock; **Frank Gouwy**, Designer Cape Rock; **Jord Veerman**, Motion Design Lead Cape Rock; **Wesley Vermeer**, Motion Design Cape Rock; **Martijn Paasschens**, 3D Design Cape Rock; **Cabo da Roca**, Sound Design Cape Rock

#### **2. Prize**

##### **DW: Tomorrow Today**

**Creative Team:** **Maria Regenspürger**, Art Director Deutsche Welle; **Holger Zeh**, Head of Design Deutsche Welle; **Dann Smit**, Creative Director Cape Rock; **Frank Gouwy**, Designer Cape Rock; **Jord Veerman**, Motion Design Lead Cape Rock; **Martijn Paasschens**, 3D Design Cape Rock; **Willem Zwaan**, Motion Designer Cape Rock; **Joan Moreno**, Motion Designer Cape Rock

#### **3. Prize**

##### **n-tv: So! Muncu!**

**Creative Team:** **Cornelia Dienstbach**, Director Marketing n-tv & Special Interest Verticals Mediengruppe RTL Deutschland; **Sabrina Engel**, Brandmanager n-tv Mediengruppe RTL Deutschland; **Alex Krumm**, Art Director Mediengruppe RTL Deutschland; **Julia Sann**, Designer Mediengruppe RTL Deutschland

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

### **1. Prize**

**ZDF: Pur+**

'Pur+' is the explorer magazine in the children's and youth programme of ZDF. And that's exactly what the opening credits are all about: the programme's logo becomes a friendly constant on a trip through the world of adventure. Surprising, modern and high-quality, the opening credits do their target group justice!

**Creative Team:** Thomas Grimm, Leitung Marketing ZDF; Astrid Kämmerer, Leitung Programm-Marketing 1 ZDF; Christian Kohl, Projektleitung ZDF; Konrad Wielandt, Konzeption/Regie/Compositing/3D-Animation Wielandt; Iris Engler, Konzept/Design Wielandt; Arne Langenbach, 3D-Animation Wielandt; Ariana Gebhardt, Konzept/Design Wielandt; Christian Bumba, 3D-Animation Wielandt; Federico Richiusa, 3D-Animation Wielandt

### **2. Prize**

**Nickelodeon BLX: De Ludwigs – Op Jacht naar de Stenen Schat**

**Creative Team:** Simone Schreiner, Manager Creative & Design VIMN Germany | NICKELODEON CREATIVE BERLIN; Ignaas Vanden Poel, Senior Creative Producer VIMN Germany | NICKELODEON CREATIVE BERLIN; Marc René Schmid, Creative Director Monkey Pictures; Ingo Böhm, Project Management Monkey Pictures; Susann Stötzner, Animation & Motion Design Monkey Pictures; Natalie Sage, Designer

### **2. Prize**

**Nickelodeon BLX: De Viral Fabriek**

**Creative Team:** Simone Schreiner, Manager Creative & Design VIMN Germany | NICKELODEON CREATIVE BERLIN; Jana Kritchever, Concept & Creative Producer VIMN Germany | NICKELODEON CREATIVE BERLIN; Ignaas Vanden Poel, Concept & Senior Creative Producer VIMN Germany | NICKELODEON CREATIVE BERLIN; Ole Keune, Creative Director dyrdee Media; Ljubisa Djukic, Creative Director dyrdee Media; Sven Henrichs, Producer dyrdee Media; Marc Pantenburg, 3D Supervisor dyrdee Media; Konrad Müller, Compositing dyrdee Media; Sebastian Müller, Sound Design Hofkapellmeister

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

### **1. Prize**

**Studio Bode: ProSieben – Late Night Berlin**

The challenge was to create something new that was simultaneously tailored to a single person – the presenter. The result is authentic opening credits without graphics, animations or 3D. Klaas Heufer-Umlauf dances through a very reduced environment – over a bridge, down a staircase and finally arrives where the real action takes place: in the studio of 'Late Night Berlin'. Perfect introduction to the format!

**Creative Team:** Bode Brodmüller, Director & Editor & Post & CD Studio Bode; Katharina Köhrich, Producer F.L.O.R.I.D.A. TV; Thomas Schmitt, Client Creative F.L.O.R.I.D.A. TV; Muli Multhoff, DoP; Benny Zurek, Graphic Animation; Etienne Heinrich, Graphic Animation; Lars Winkler, Audio Scout; Christin Franke, Audio Scout

### **2. Prize**

**RTL: Let's Dance**

**Creative Team:** Björn Klimek, Leiter Marketing & Creative Director RTL Mediengruppe RTL Deutschland; Klaus Schwab, Teamleiter On Air Design Team RTL Mediengruppe RTL Deutschland; Sabine Damerow, Art Director Mediengruppe RTL Deutschland; Michael Zschiesche, Brand Manager Mediengruppe RTL Deutschland; Petra Matuschek-Schuster, Projektmanagement Mediengruppe RTL Deutschland; Hamish Hutchinson, VFX Designer Mediengruppe RTL Deutschland

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

### **1. Prize**

**France 5: It was written**

A ball starts rolling and triggers a chain reaction that can't be stopped: that's exactly why the opening credits of 'It was written' fit the bill. The format is a collection of documentaries that

explain important political events in France and why they had to happen that way. A simple idea, consistent with the theme and beautifully executed!

**Creative Team:** Sophiane Tilikete, Creative Director France 5; **Neels Castillon**, Director France 5

## 2. Prize

### **France 5: High Format Science**

**Creative Team:** Sophiane Tilikete, Creative Director France 5; **Neels Castillon**, Director France 5

## 3. Prize

### **RTL2: Die Gruppe – Schrei nach Leben**

**Creative Team:** Veronika Athenstädt, Projektmanagerin Kreation, Promotion & Marketing RTL2 Fernsehen; **Kristina Wiesner**, Leiterin Kreation, Promotion & Marketing RTL2 Fernsehen; **Carlos Zamorano**, Direktor Marketing und Kommunikation & CMCO RTL2 Fernsehen; **Klaus Schäfer**, CEO mehappy

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

### 1. Prize

#### **Studio Bode: ProSieben – Late Night Berlin**

Nature was the model for the studio of the talk show 'Late Night Berlin'. Warm wood tones, a completely digital desk and parametric shapes set the tone. A special feature is the constantly changing light, which becomes darker and darker in the course of the show – hardly noticeable, but subconsciously perceptible. Thus, the Late Night Talk guides the viewer into a peaceful night. A loving concept, implemented to match the format!

**Creative Team:** Bode Brodmüller, Stage Design & Creative Director Studio Bode; **Thomas Schmitt**, Client F.L.O.R.I.D.A. TV; **Thorsten Dunkel**, Technischer Leiter F.L.O.R.I.D.A. TV; **Kim Hüfner**, Bau-Management Film-Bauarbeiter; **Stefan Vogel**, Bau Film-Bauarbeiter

### 2. Prize

#### **ZDF: Redesign Sportformate**

**Creative Team:** Thomas Grimm, Leitung Marketing ZDF; **Tino Windisch**, Leitung Programm-Marketing 2 ZDF; **Olaf Repovs**, Projektleitung ZDF; **Prof. Lars Uwe Bleher**, Geschäftsführer/Architekt Atelier Markgraph; **Jürgen Kloster**, Architekt Atelier Markgraph; **Markus Dittrich**, Medientechnik Atelier Markgraph; **Ralf Schnürer**, Herstellungsleitung Exponate Atelier Markgraph; **Holger Geisler**, Kreativdirektion Alpenblick; **Ives Bartell**, Projekt-Assistenz Studio Hamburg

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

### 1. Prize

#### **n-tv: Relaunch**

The relaunch of n-tv is characterised by a modern, young look. The graphic system more than meets the requirements of a reliable and serious news channel. Through clarity and reduction, the focus here is clearly on the latest news. Straightforward and of high-quality!

**Creative Team:** Cornelia Dienstbach, Director Marketing n-tv & Special Interest Verticals Mediengruppe RTL Deutschland; **Sabrina Engel**, Brandmanager n-tv Mediengruppe RTL Deutschland; **Alex Krumm**, Art Director Mediengruppe RTL Deutschland; **Julia Sann**, Designer Mediengruppe RTL Deutschland; **HD Hochhaus Digital Köln**

### 2. Prize

#### **Cape Rock: ZDF – WISO**

**Creative Team:** Dann Smit, Creative Director Cape Rock; **Martijn Wolff**, Head of Production Cape Rock; **Marco-Paul de Jeu**, Strategy Director Cape Rock; **Frank Gouwy**, Brand Developer Cape Rock; **Roger van Baren**, Concept Developer Cape Rock; **Wesley Vermeer**, Motion Designer Cape Rock

### 3. Prize

#### **MDR: FAKT**

**Creative Team:** Klaus W Schuntermann, Creative Director MDR; **Doreen Zörkler**, Head of Design MDR; **Ulrike Zoller**, Project Management MDR; **Andrea Dionisio**, Creative & Managing Director METAphrenie; **Nico Bolacha**, Associate Creative Director METAphrenie; **Elaina Porter**, Executive

Producer METAphrenie; **Carlo Angelini**, Creative & Managing Director angelini design; **Christopher von Deylen**, Electronic Artist & Composer SCHILLER

## ***Best sports design***

### **1. Prize**

#### **Alpenblick: ZDF – Sport Redesign**

Dynamic, emotional and powerful – these are the words that describe the ZDF Sport Redesign. The intense visual world shows the tension using extreme tempo changes, unusual camera perspectives and emotional superslomos, which are very close to athletes and events. A functional graphics and information system completes the design!

**Creative Team:** **Holger Geisler**, Creative Direction Alpenblick; **Jana Geisler**, Design Direction Alpenblick; **Isabell Musiol**, Project Management Alpenblick; **Thomas Grimm**, Leitung Marketing ZDF; **Tino Windisch**, Leitung Programm-Marketing 2 ZDF; **Olaf Repovs**, Projektleitung ZDF; **Joachim Hellinger**, Film Production HelliVenture; **Jacob Sutton**, Film Production HelliVenture

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

### **1. Prize**

#### **Superunion: LSO – Always Moving**

The task: to strategically review the London Symphony Orchestra's brand communications in light of Sir Simon Rattle's appointment as Music Director. It was important to communicate the heritage and long-standing reputation of the LSO as a courageous and progressive company. The result: high-end motion capture technology made Sir Simon Rattle the heart of the brand. His recorded conductor gestures form a visual language that reflects the emotional power of the performance itself. Extraordinary!

**Creative Team:** **Stuart Radford**, Executive Creative Director Superunion; **Marc Spicer**, Senior Designer Superunion; **Suzanne Neal**, Account Director Superunion; **Miki Nathan**, Account Manager Superunion; **Edward Appleyard**, Senior Marketing Manager LSO; **Karen Cardy**, Marketing Director LSO; **University of Portsmouth & Vicon Motion Systems**, Motion Capture; **Tobias Gremmler**, Animation; **David Macleod**, Animation

### **2. Prize**

#### **BDA Creative: BR – Sweetspot**

**Creative Team:** **Tim Finnamore**, Executive Creative Director BDA Creative; **Paula Gomez**, Art Director/Animator BDA Creative; **Simona Olivieri**, Projectmanagement BDA Creative; **Benjamin Kerneck**, Managing Director BDA Creative; **Uwe Kassner**, Leitung Design & Promotion BR Fernsehen; **Sibylle Unseld**, Projekt- & Prozessmanagerin BR Fernsehen

### **3. Prize**

#### **ARTE: Summer of Fish & Chips**

**Creative Team:** **Cécile Chavepayre**, Creative Director ARTE; **Henri Ehrhard**, Head of Promotion ARTE; **Sylvia Tournerie**, Concept & Design ARTE; **Stephane Jarreau**, Graphic Designer ARTE; **Anne Seymor**, Production ARTE; **Christian Gyss**, Editing ARTE; **Sebastien Cappe**, Web Design ARTE

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

### **1. Prize**

#### **Alpenblick: ZDF – Die Vogelhochzeit**

For the ZDF children's programme 'Siebenstein', Alpenblick lovingly animated the folk song "Ein Vogel wollte Hochzeit machen" ("A bird wanted to get married"). Special attention was paid to the harmony of composition and image. The charming and whimsical characters were all individually developed and imaginatively staged. Adorable!

**Creative Team:** **Holger Geisler**, Managing Director Alpenblick; **Jana Geisler**, Creative Director Alpenblick; **Andrea Stadlmann**, Senior Art Director Alpenblick; **Stephanie Tietz**, Production Supervisor Alpenblick; **Ina Werner**, Redaktion ZDF; **Katrin Pilz**, Redaktion ZDF; **Ute Engelhardt**, Musik serafim music; **Isabelle Favez**, Charakteranimation; **Jochen Rall**, Charakteranimation/Animation

### 1. Prize

#### **Filmakademie Baden-Württemberg: After Silence**

'After Silence' deals with the inner process of mental and emotional regeneration of the human psyche. As a visual symbol of this, the film makes use of Egyptian mythology in a conceptual way: Abstract and tangible representations of deities illustrate the process. Modern animated graphics complete the short film. Great visualization!

**Creative Team:** Henning Himmelreich, Regie & Motion Design Filmakademie Baden-Württemberg; Chiara Strickland, Filmmusik Filmakademie Baden-Württemberg; Jan Brett, Sounddesign Filmakademie Baden-Württemberg; Marvin Marte, Produktion Filmakademie Baden-Württemberg; Kiana Naghshineh, Compositing Filmakademie Baden-Württemberg; Philip Krüger, Rigging-Artist Filmakademie Baden-Württemberg; Marta Trela, Kreative Beratung Filmakademie Baden-Württemberg

### 2. Prize

#### **Viasat World: Epic Drama Idents**

**Creative Team:** Paul Evans: Head of Creative Viasat World; Tristan Wickham, Design Creative Viasat World; Stephen Simmonds, Creative Director 3D Design and Animation WeareSeventeen

## ***Best typographical design***

### 1. Prize

#### **Superunion: LSO – Always Moving**

Superunion created its own typeface for the London Symphony Orchestra's brand communication: Sir Simon Rattle's conducting movements "struck" all the letters and "marked" them with his baton. The result was a unique and creative typography!

**Creative Team:** Stuart Radford, Executive Creative Director Superunion; Marc Spicer, Senior Designer Superunion; Suzanne Neal, Account Director Superunion; Miki Nathan, Account Manager Superunion; Edward Appleyard, Senior Marketing Manager LSO; Karen Cardy, Marketing Director LSO; University of Portsmouth & Vicon Motion Systems, Motion Capture; Tobias Gremmler, Animation; David Macleod, Animation

### 2. Prize

#### **BDA Creative: BR – Sweetspot**

**Creative Team:** Tim Finnamore, Executive Creative Director BDA Creative; Paula Gomez, Art Director/Animator BDA Creative; Simona Olivieri, Projectmanagement BDA Creative; Benjamin Kerneck, Managing Director BDA Creative; Uwe Kassner, Leitung Design & Promotion BR Fernsehen; Sibylle Unseld, Projekt- & Prozessmanagerin BR Fernsehen

### 3. Prize

#### **Studio Bode: ProSieben – Late Night Berlin**

**Creative Team:** Bode Brodmüller, Creative Direction Studio Bode; Thomas Schmitt, Client F.L.O.R.I.D.A. TV; Benny Zureck, Art Director/Motion Design; Christin Franke, Logo Design/Vector Art; Etienne Heinrich, Art Director

## **Category Digital**

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

#### 1. Prize

#### **HISTORY: Guardians of Heritage - Hüter der Geschichte**

In the HISTORY documentary 'Guardians of Heritage', Hannes Jaenicke takes the attacks on the World Heritage Sites in Iraq and Syria as an opportunity to explore how people around the world can preserve their cultural identity. The complexity of the topic "cultural endangerment" is communicated in an intuitive way through the interactive presentation on the corresponding microsite. The clear and user-friendly structure of the site creates a digital presence that conveys knowledge in an exciting way.

**Creative Team:** Sebastian Wilhelmi, Director Marketing & Communications A+E Networks Germany; Angelika Zank, Head of Marketing A+E Networks Germany; Florian Kemeter, Senior Marketing Manager A+E Networks Germany; Marc Buchholz, Geschäftsführer MOKOM01

## **2. Prize**

### **SRF: 50 Jahre Hitparade**

**Creative Team:** **Christian Erni**, D ONE Gesamtverantwortung; **Michael Hinderling**, Web Experience Hinderling Volkart Agentur; **Christian Erni**, Analytics & Storytelling; **Severin Klaus**, Master of Web Experience; **Simon Hefti**, Data Concept; **Nicola Hefti**, D3; **Christian Erni**, D ONE Solutions

## **3. Prize**

### **DW: Stories auf Instagram**

**Creative Team:** **Maren Wintersberg**, Head of Visual Services Deutsche Welle; **Stephan Riebel**, Head of Promotion Deutsche Welle; **Patrick Ruch**, Executive Producer Deutsche Welle; **Silvia Lippok**, Producer Deutsche Welle; **René Lange**, Graphic Design Deutsche Welle; **Marcus Waibel**, Sound-Design Deutsche Welle

## ***Best online advertising***

### **1. Prize**

#### **RTL: Bachelor in Paradise**

On 'Bachelor in Paradise', former participants of the Bachelor and Bachelorette seasons meet each other. The corresponding online advertising uses the possibilities of social media in an individual and effective way. The panorama search image and the carousel ad present all candidates, playfully work with the recurring rose motif and offer users interactive possibilities.

**Creative Team:** **Björn Klimek**, Leiter Marketing & Creative Director RTL Mediengruppe RTL Deutschland; **Susanne Jung**, Brand Managerin Mediengruppe RTL Deutschland; **Felix Lange**, Producer Mediengruppe RTL Deutschland; **Patrick Gericke**, Producer/Regie Mediengruppe RTL Deutschland; **Frederik Geisler**, Art Director/Regie Mediengruppe RTL Deutschland; **Anja Pelzer**, Projektmanagerin Mediengruppe RTL Deutschland; **Anna Sauther**, Digitalmarketing Mediengruppe RTL Deutschland

### **1. Prize**

#### **RTL 2: The Walking Dead - Zombie-News**

To launch 'The Walking Dead Season 7', FOX and RTL 2 launched a joint campaign in which regionally targeted and personalised TV zombie NEWS were distributed on Facebook. An ingenious and attention-grabbing online advertisement that is perfectly tailored to the target audience!

**Creative Team:** **Lea Lex**, Projektmanagerin Kreation, Promotion & Marketing RTL2 Fernsehen; **Kristina Wiesner**, Leiterin Kreation, Promotion & Marketing RTL2 Fernsehen; **Carlos Zamorano**, Direktor Marketing und Kommunikation & CMCO RTL2 Fernsehen; **Ellen Boos**, Leiterin Web & Social Media-Kommunikation RTL2 Fernsehen

### **3. Prize**

#### **HISTORY: Guardians of Heritage - Hüter der Geschichte**

**Creative Team:** **Sebastian Wilhelmi**, Director Marketing & Communications A+E Networks Germany; **Angelika Zank**, Head of Marketing A+E Networks Germany; **Florian Kemeter**, Senior Marketing Manager A+E Networks Germany; **Daniela Drossard**, Digital Specialist Brainagency Media

## ***Best viral***

### **1. Prize**

#### **DW: Das bewegte Land**

The web video 'The Moving Countryside' ('Das bewegte Land') was produced by the DW magazine EUROMAXX for its German and English Facebook page. It shows an art project in which the Saale Valley was transformed into a 30 km long theatre stage – with the passengers of the passing trains as the audience. The online audience also celebrated the creative and extraordinary action and made the clip a viral success!

**Creative Team:** **Hendrik Welling**, Reporter Deutsche Welle; **Mirja Viehweger**, Redakteurin vom Dienst Deutsche Welle; **Daniela Späth**, Social-Media-Redakteurin Deutsche Welle; **Samira Schellhaaß**, Abteilungsleitung Deutsche Welle



## 2. Prize

### **RTL: Schwiegertochter gesucht...**

**Creative Team:** **Björn Klimek**, Leiter Marketing & Creative Director RTL Mediengruppe RTL Deutschland; **Thorsten Kaufmann**, Producer Mediengruppe RTL Deutschland; **Arne Thomas**, Sounddesign Mediengruppe RTL Deutschland; **Axel Bartling**, Projektmanager Mediengruppe RTL Deutschland; **Oliver Bittner**, Brand Manager Mediengruppe RTL Deutschland

## 3. Prize

### **FOX: The Gifted Vending Machine**

**Creative Team:** **Rebecca Gauss**, Senior Marketing Manager FOX Networks Group Germany; **Stefan Wenhart**, Digital Marketing Manager FOX Networks Group Germany; **Sarina Baumann**, Trade Marketing Coordinator FOX Networks Group Germany; **Isabelle Renollet**, Business Development Manager flimmer; **Sarah Woerner**, Unit Director elbdudler

## **Best digital marketing spot**

### 1. Prize

#### **ZDF: ZDFtivi-App**

For the relaunch of the ZDFtivi app, a spot was produced that explains the new features and content to parents and young users alike. The charming and detailed spot makes the little ones stand out and shows what is really important for the TV programme and the app: child-friendly entertainment on all platforms!

**Creative Team:** **Thomas Grimm**, Leitung Marketing ZDF; **Astrid Kämmerer**, Leitung Programm-Marketing 1 ZDF; **Sandra Hebel**, Projektleitung ZDF; **Alexandra Schulte**, Redakteurin On Air ZDF; **Facundo V. Scalerandi**, Regie btf; **Jakob Beurle**, DoP btf; **Matthias Murmann**, Creative Producer btf; **Sebastian Colley**, Drehbuch btf; **Daniela Nickel**, Executive Producer btf

### 2. Prize

#### **National Geographic: Genius – Picasso Art History**

**Creative Team:** **Nicholas Economides**, Creative Manager FOX Networks Group Germany; **Stefan Wenhart**, Digital Marketing Manager FOX Networks Group Germany; **Matthias Pasedag**, Sound Designer Klangstueberl; **Iris Pfennig**, GFX Designer

### 3. Prize

#### **ARTE: Liebe Lust**

**Creative Team:** **Cécile Chavepayre**, Creative Director ARTE; **Henri Ehrhard**, Head of Promotion ARTE; **Laure Isenmann**, Editing ARTE; **Anne Mangin**, Graphic Design ARTE; **Annegret Karstens**, Editor ARTE; **Karl Weege**, Sound Design ARTE

## **Best digital marketing campaign**

### 1. Prize

#### **Grabow & Bartetzko: TNT Serie – #4Blocks - Der Zuschauer als Teil der Serie!**

The online campaign for the TV show '4 BLOCKS' allows the viewer to become a part of the series by expanding the series with independent stories that are tailored specifically for online viewing. Facebook mini teasers, a web series, an elaborate 360° video – across all platforms, the campaign provides the viewer with additional content that not only motivates immersion, but also interaction with the story by the user. An all-round successful campaign: enthusiastic fans and high click rates!

**Creative Team:** **Philip Grabow**, Creative Director Grabow & Bartetzko Filmproduktion; **Oliver Schwamb**, Producer Grabow & Bartetzko Filmproduktion; **Lena Deutinger**, Produktionskoordination Grabow & Bartetzko Filmproduktion; **Barbara Anticevic**, Texter Grabow & Bartetzko Filmproduktion; **Erec Brehmer**, Texter Grabow & Bartetzko Filmproduktion; **Sebastian Weber**, Marketing Executive Turner Broadcasting System; **Kathrein Gest**, Marketing Manager Turner Broadcasting System; **Astrid Kappesser**, Marketing Manager Turner Broadcasting System

## 2. Prize

### **SPORT 1: FIFA WM 2018 – #wirfuer5**

**Creative Team:** **Carolin Melzer-Benz**, Director Marketing SPORT 1; **Arman Kavrailoglu**, Leiter Art Direction SPORT 1; **Maurizio Casas**, Senior Art Director SPORT 1; **Niclas Seidel**, Motion Designer SPORT 1; **Domenico Corrado**, Motion Designer SPORT 1; **Jan Hutschalik**, Projekt Manager SPORT 1 **Sven Helgert**, Leiter On Air Promotion SPORT 1; **Amir Sufi**, Geschäftsführer Mayolove

## 3. Prize

### **Universal Channel: Advent, Advent, Chicago brennt**

**Creative Team:** **Julia Lorenz**, Junior Marketing Manager NBCUniversal Global Networks Deutschland; **Henning Roch**, Marketing Director Central & Eastern Europe NBCUniversal Global Networks Deutschland; **Elmar Krick**, Creative Brand Director Central & Eastern Europe NBCUniversal Global Networks Deutschland; **Daniel Saini**, Senior Creative Producer NBCUniversal Global Networks Deutschland; **Richard Flikowski**, Designer MA Büro Alba; **Christian Rother**, Dipl. Designer/Geschäftsführung Büro Alba; **Lili Clemens**, Producer WELOVEFILM; **Gerald Schneider**, Producer WELOVEFILM; **Chris Hof**, Kamera/DOP WELOVEFILM

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

### 1. Prize

#### **SevenOne AdFactory: Opel Crossland X meets Knallerfrau**

In amusing social media clips, **Martina Hill** shows how **Crossland X** can make the life of a 'Knallerfrau' easier in certain everyday situations. Four vehicle features are presented wittily in the style of the Sat.1 sketch show 'Knallerfrauen'. The clips were scattered across various channels and made into an online success through **Martina Hill's** comedic style. The Facebook raffle, in which viewers could win a test drive with **Martina** through **Cologne**, effectively completed the audience-oriented campaign!

**Creative Team:** **Tom Schwarz**, Geschäftsführung SevenOne AdFactory; **Maria Matulina**, Sales Manager/Concept Sales SevenOne AdFactory; **Henrik Schäfer**, Senior Content Consultant SevenOne AdFactory; **Sylvia Gößwein**, Campaign Management Consultant SevenOne AdFactory; **Björn Abels**, Senior Conceptioner SevenOne AdFactory; **Anja Griep**, Key Account Lead SMARTSTREAM.TV; **Giuseppe Fiordispina**, Head of Marketing Communication Germany Adam Opel; **Vesselina Geisler**, Senior Communication Consultant Carat Deutschland

### 2. Prize

#### **SYFY: Humans of SCI FI**

**Creative Team:** **Henning Roch**, Marketing Director Central & Eastern Europe NBCUniversal Global Networks Deutschland; **Monika Sersea-Bratic**, Senior Marketing Manager Central & Eastern Europe NBCUniversal Global Networks Deutschland; **David Bogner**, Client Service Director papabogner; **Philipp Papapostolu**, Creative Director papabogner; **Matthias Innauer**, Regie/Kamera/Postproduktion bounty.studio; **Sebastian Freudenschuss**, Regie/Kamera/Postproduktion bounty.studio **Karolin Pernegger**, Fotografie; **Klaus Heller**, Media Planning

### 3. Prize

#### **FOX: Deep State Blacked Out**

**Creative Team:** **Rebecca Gauss**, Senior Marketing Manager Fox Networks Group Germany; **Stefan Wenhart**, Digital Marketing Manager Fox Networks Group Germany; **Felix Brauer**, Senior Account Manager OneTwoSocial; **Ina Schulte-Uentrop**, Social Media Manager OneTwoSocial; **Rainer Froemmel**, Creative Director OneTwoSocial; **Karoline Henschel**, Lead Editor OneTwoSocial

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

### 1. Prize

#### **SYFY: Humans of SCI FI**

'Humans of SCI FI' celebrates the diversity, openness and tolerance of the science fiction community and puts it at the heart of SYFY's Instagram campaign. To deepen the channel's closeness to its viewers and the community, the stories are presented by six sci-fi fans, including influencers **Lilli Hollunder** and **playr.one**. Authentic storytelling and a strong focus on the target audience make 'Humans of SCI FI' an effective and personalised influencer campaign!

**Creative Team:** **Henning Roch**, Marketing Director Central & Eastern Europe NBCUniversal Global Networks Deutschland; **Monika Sersea-Bratic**, Senior Marketing Manager Central & Eastern Europe NBCUniversal Global Networks Deutschland; **David Bogner**, Client Service Director papabogner; **Philipp Papapostolu**, Creative Director papabogner; **Matthias Innauer**, Regie/Kamera/Postproduktion bounty.studio; **Sebastian Freudenschuss**, Regie/Kamera/Postproduktion bounty.studio  
**Karolin Pernegger**, Fotografie; **Klaus Heller**, Media Planning

## 2. Prize

### **VOX: First Dates – Youtuber Date**

**Creative Team:** **Jutta Hertel**, Marketingleitung VOX Mediengruppe RTL Deutschland; **Enisa Nesimovic**, Brandmanager VOX Mediengruppe RTL Deutschland; **Svenja Pasternacki**, Digital Marketing Manager Mediengruppe RTL Deutschland; **André Włodarczak**, Digital Marketing Manager Mediengruppe RTL Deutschland; **Martina Gentile**, Projektmanager Mediengruppe RTL Deutschland; **Klaus Müller**, Creative Director TERRITORY webguerillas; **Sarah Lamperti**, Beratung TERRITORY webguerillas; **Mirella Precek**, Influencer; **Stephan Gerick**, Influencer

## ***Best digital innovation***

### 1. Prize

#### **MediaApes: Rhein-Neckar Löwen 360°**

For the last home game of the Rhine-Neckar Lions, the MediaApes, together with bfw and Quadrolux, created an immersive experience that takes viewers to places they would otherwise not be able to see from this perspective, through an innovative 360-degree camera and sound pilot project. In addition to the 360° image world developed by Quadrolux, the core is the 3D object-based sound specially recorded and post-produced by the MediaApes. The trend-setting 3D audio technology leads to a further emotionalisation of the fans and sponsors, who can experience the game up close in front of their screens at home. A completely new, emotional and immersive experience concept!

**Creative Team:** **Sebastian Gsuck**, Strategie / Konzeption / 3D Audio PM MediaApes; **Nûjîn Kartal**, 3D Audio Tech Lead / 3D Audio PM MediaApes; **Tobias Strauch**, Komposition / Produktion MediaApes; **Björn Wojtaszewski**, Strategie / Konzeption PRplusCOM; **Marcus Stiehl-Bruch**, Idee & Konzeption 360° Bild Quadrolux; **Matthias Kirchmayer**, Konzeption 360° Bild & Umsetzung Quadrolux; **Alina Baierl**, Projektkoordination Quadrolux; **Philip Wessa**, Projektkoordination bfw tailormade; **Maïke Hohmeyer**, Marketingleitung & Neue Medien Rhein-Neckar Löwen

### 2. Prize

#### **pilot Hamburg: Panik City**

**Creative Team:** **Damian Rodgett**, Geschäftsführer (Kreativdirektion) pilot Screentime: Panik City; **Hannes Rossacher**, Executive Producer & Regie pilot Screentime: Panik City; **Florian Wirthgen**, Beratung, Konzeption & Regie pilot Hamburg; **Jasmin Sanehy**, Projektleitung Content Produktion pilot Hamburg; **Corny Littmann**, Geschäftsführer (Idee) Panik City Betriebs GmbH; **Axel Strehlitz**, Geschäftsführer (Idee) Panik City Betriebs GmbH; **Volker Philipp**, Geschäftsführer Panik City Betriebs GmbH; **Andrea Bohacz**, Konzeption, Ausstattungsdesign & Realisation SceneDeluxe; **Timo Mugele**, Konzeption & Kreativdirektion Framgrabber Medien

### 3. Prize

#### **HolodeckVR: Worlds. Together.**

**Creative Team:** **Jeff Burton**, Chairman HolodeckVR; **Dr. Stephan Otto**, Managing Director HolodeckVR  
**Jonathan Nowak**, Managing Director HolodeckVR; **Christian Daxer**, CTO HolodeckVR; **Dr. Barbara Lippe**, Head of Content HolodeckVR; **Florian Carls**, Head of Business Development HolodeckVR

## **Category Promotion**

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

#### 1. Prize

##### **INFOSPORT+**

With humour and irony, the INFOSPORT+ channel spot undermines viewers' expectations by playing different sports with the wrong balls: Golf with a basketball, rugby with a ping-pong ball

and football with a bowling ball! The irritation quickly turns into a smile and the channel wins the sympathies of the audience with the sophisticated and poignant spot!

**Creative Team:** Olivier Schaack, Creative Director CANAL+; Java Jacobs, Director & Copywriter

## 2. Prize

### **ARTE: Got The Music**

**Creative Team:** Cécile Chavepayre, Creative Director ARTE; Henri Ehrhard, Head of Promotion ARTE; Christian Gyss, Editing ARTE; Mikael Cuchard, Graphic Design ARTE; Anne Seymor, Production ARTE

## 3. Prize

### **GEO Television**

**Creative Team:** Niels Ney, Brand Manager/CV Mediengruppe RTL Deutschland; Thorsten Kaufmann, Producer Mediengruppe RTL Deutschland; Jochen Langner, Sprecher Mediengruppe RTL Deutschland; Vera Papias, Producer/Beratung Mediengruppe RTL Deutschland; Andreas Stephan, Sounddesign Mediengruppe RTL Deutschland

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

### 1. Prize

#### **Universal Channel: Advent, Advent, Chicago brennt**

On Advent Sundays, Universal Channel shows the favourite episodes of the Chicago Fire seasons selected by the viewers. The channel combines the festive season with the content of the series in a clever, creative and coherent spot: The characters of the series stand as candles on an Advent wreath and are lit one after the other, while a boy recites the title of the special: Advent, Advent, Chicago on fire!

**Creative Team:** Elmar Krick, Creative Brand Director NBCUniversal Global Networks Deutschland; Daniel Saini, Senior Creative Producer NBCUniversal Global Networks Deutschland; Julia Lorenz, Junior Marketing Manager NBCUniversal Global Networks Deutschland; Henning Roch, Marketing Director NBCUniversal Global Networks Deutschland; Lili Clemens, Producer WELOVEFILM; Gerald Schneider, Producer WELOVEFILM; Chris Hof, Kamera/DOP WELOVEFILM

### 2. Prize

#### **ARTE: Hochspannung**

**Creative Team:** Cécile Chavepayre, Creative Director ARTE; Henri Ehrhard, Head of Promotion ARTE; Delphine Werner, Director ARTE; Mikael Cuchard, Graphic Design ARTE; Ines Roscher, Editor ARTE; Joan Appel, Production ARTE

### 3. Prize

#### **Super RTL & spotville: Dr. House**

**Creative Team:** Mara L'Assainato, Leitung On-Air Promotion RTL Disney Fernsehen; Tasja Hoverath, Senior On-Air Promotion Manager RTL Disney Fernsehen; Marco Kuschnier, Creative Director spotville; Sven Braun, Executive Producer spotville; Markus Seisenbacher, Motion Design spotville; Marc Menzel, Creative Producer spotville; Jochen Rall, Grafikdesign spotville

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

### 1. Prize

#### **Hochspannung Made by SAT.1**

To introduce the label 'HIGH TENSION MADE BY SAT.1', the station effectively focuses on reduction - no off-text, no original sounds, no music in the conventional sense. The excerpts from the film adaptations of the bestsellers are only driven and held together by the heartbeat of the typewriter. The result is a spot that generates suspense and at the same time leaves you wanting more!

**Creative Team:** Sebastian Schwarzer, Vice President Promotion ProSiebenSat.1 TV Deutschland; Niels Müller, Creative Director ProSiebenSat.1 TV Deutschland; Alexander Gruber, Senior Writer/Producer ProSiebenSat.1 TV Deutschland; Paul Taylor, Head of Audio ProSiebenSat.1 TV Deutschland; Rudolf Hochrein, Senior Audio Designer ProSiebenSat.1 TV Deutschland; Mathias von Wyschetzki, Senior Designer ProSiebenSat.1 TV Deutschland; Matthias Piskernik, Senior

Texter/Konzeptioner ProSiebenSat.1 TV Deutschland; **Judith Kirschner-Seewald**, Senior Project Manager ProSiebenSat.1 TV Deutschland; **Manuela Liebel**, Senior Marketing Manager ProSiebenSat.1 TV Deutschland

## **2. Prize**

### **RTL: Sankt Maik**

**Creative Team:** **Björn Klimek**, Leitung Marketing & Creative Director RTL Mediengruppe RTL Deutschland; **Lars Truhn**, Brand Manager Mediengruppe RTL Deutschland; **Eva Frings**, Projektmanagement Mediengruppe RTL Deutschland; **Marc Rhiem**, Producer Mediengruppe RTL Deutschland; **Gregor Wagner**, Sound Design Mediengruppe RTL Deutschland; **Andreas Schuster**, VFX Design Mediengruppe RTL Deutschland

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

### **1. Prize**

#### **CANAL+: PSG-Marseille – It's going to hurt**

'Le Classique' is the name given to the duel between Paris St. Germain and Olympique Marseille. In order to illustrate the explosive nature of the game, CANAL+ has opted for a humorous and quirky clip, in which fans stab the players of the opposing team, who are in the form of Voodoo dolls, with needles. This has an effect on the football game itself and so CANAL+ not only provides a witty explanation for the missed shots, but also lets the fans become protagonists of the game!

**Creative Team:** **Mathilde Villette**, Brand Director CANAL+; **Olivier Schaack**, Creative Director CANAL+; **Stephen Cafiero**, Director BETC

### **2. Prize**

#### **SRF: Eishockey WM**

**Creative Team:** **Alex Hefter**, Creative Director SRF; **Patrick Arnecke**, Head of Design & Promotion SRF; **Thomas Schümperli**, Teamleiter Crossmedia Promotion SRF; **Romano Piffaretti**, Producer Crossmedia Promotion SRF; **Jürg Krebs**, Video Composer tpc; **Martin Krattiger**, Video Composer tpc; **Remo Häberli**, Sound Editor tpc

### **3. Prize**

#### **RTL: Formel 1**

**Creative Team:** **Björn Klimek**, Leitung Marketing & Creative Director RTL Mediengruppe RTL Deutschland; **Annett Krause**, Projektmanagement Mediengruppe RTL Deutschland; **Frank Schneider**, GF/Regie Filmstyler Pictures; **Pia Ihling**, Junior Producer Filmstyler Pictures; **Max Krumbe**, Producer Filmstyler Pictures

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

### **1. Prize**

#### **ZDF: Bundestagswahl 2017**

Overhang seat, traffic light coalition, swing voters – terms from the election language are reinterpreted in this ZDF spot in a playful, visual way. The unusual combinations of term and image surprise the viewer, make him smile or stimulate interest. This effectively communicates the actual message: understand the election correctly with ZDF!

**Creative Team:** **Thomas Grimm**, Leitung Marketing ZDF; **Tino Windisch**, Leitung Programm-Marketing 2 ZDF; **Sabine Ramseger-Kurz**, Projektleitung ZDF; **Patrick Volm-Dettenbach**, Head of Production Element E Filmproduktion; **Georg von Mitzlaff**, Regie Element E Filmproduktion; **Florian Banicki**, DoP Element E Filmproduktion; **Torsten Nietzsche**, Management Supervisor KNSK Werbeagentur; **Christina Holzer**, Art Director KNSK Werbeagentur; **Carsten Dammer**, Copywriter KNSK Werbeagentur

### **2. Prize**

#### **n-tv: 25 Jahre**

**Creative Team:** **Cornelia Dienstbach**, Director Marketing n-tv & Special Interest Verticals Mediengruppe RTL Deutschland; **Sabrina Engel**, Brandmanager n-tv Mediengruppe RTL Deutschland; **Alessandro Taschetta**, Senior Promotion Producer Mediengruppe RTL Deutschland; **Panajiota Franken**, Promotion Producer Mediengruppe RTL Deutschland

### **3. Prize**

#### **DW: Shift – Vorprogrammiert**

**Creative Team:** **Maren Wintersberg**, Head of Visual Services Deutsche Welle; **Stephan Riebel**, Head of Promotion Deutsche Welle; **Patricia Fehlberg**, Executive Producer Deutsche Welle; **Sebastian Katzer**, Producer Deutsche Welle; **Sarah Weber**, Editing Deutsche Welle; **Ute Schmidt**, Sound-Design Deutsche Welle

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

#### **1. Prize**

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

**"Rejoice, Voice Kids are coming soon" – Sat.1 is releasing a funny spot to coincide with the festive season that picks up on the tradition of carol singing and at the same time highlights the talents and special features of 'The Voice Kids'. A creative idea implemented effectively!**

**Creative Team:** **Niels Müller**, Creative Director ProSiebenSat.1 TV Deutschland; **Matthias Piskernik**, Senior Texter/Konzeptioner ProSiebenSat.1 TV Deutschland; **Josephine Döll**, Project Manager ProSiebenSat.1 TV Deutschland; **Rudolf Hochrein**, Senior Audio Designer ProSiebenSat.1 TV Deutschland; **Alexander Salzeder**, Writer/Producer ProSiebenSat.1 TV Deutschland; **Ute Deutschmann**, Executive Producer ProSiebenSat.1 TV Deutschland; **Sylvia Zimmermann**, Senior Marketing Manager ProSiebenSat.1 TV Deutschland

#### **2. Prize**

##### **Disney Channel: Sommerfilm Sonntag**

**Creative Team:** **Ole Türck**, Senior Manager Creative Services The Walt Disney Company Germany; **Thorben Osthus**, Senior Writer/Producer The Walt Disney Company Germany; **Gunnar Graewert**, Composer The Walt Disney Company Germany; **Ralph Loop**, Director Patrick Sterly Film; **Tobias Rupp**, DOP Patrick Sterly Film; **Patrick Sterly**, Producer Patrick Sterly Film; **Nik Flotow**, Senior Executive Producer BDA Creative; **Anika Flade**, Senior Art Director BDA Creative; **Simona Olivieri**, Senior Project Manager BDA Creative

#### **3. Prize**

##### **Super RTL & spotville: TOGGOLINO**

**Creative Team:** **Susanne Schildknecht**, Head of Marketing RTL Disney Fernsehen; **Mara L'Assainato**, Leitung On-Air Promotion RTL Disney Fernsehen; **Adriane Korbach**, Senior On-Air Promotion Manager RTL Disney Fernsehen; **Stefanie Engels**, Teamleitung Brand Marketing RTL Disney Fernsehen; **Marco Kuschnier**, Creative Director spotville; **Sven Braun**, Executive Producer spotville; **Christiane Rudolph**, Editor spotville; **Janosch Kreft**, Regie spotville; **Karolina Sauer**, Konzeption spotville

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

#### **1. Prize**

##### **ProSieben: Young Sheldon**

**A baby mobile full of references is the core of ProSieben's advertising spot for 'Young Sheldon'. An original image to combine the content of the new series with elements that are recognisable and familiar to the audience. By picking up content from 'The Big Bang Theory', the audience's expectations are effectively stirred up, which paid off in the most successful in-house series start of the millennium!**

**Creative Team:** **Richard Schweiger**, Senior Vice President ProSiebenSat.1 TV Deutschland; **Markus Baier**, Head of Promotion ProSiebenSat.1 TV Deutschland; **Christian Giegerich**, Senior Writer/Producer ProSiebenSat.1 TV Deutschland; **Andrea Hartl**, Writer/Producer ProSiebenSat.1 TV Deutschland; **Christian Threimer**, Vice President Design ProSiebenSat.1 TV Deutschland; **Paul Taylor**, Head of Audio ProSiebenSat.1 TV Deutschland; **Gesa Malin Gemba**, Project Manager ProSiebenSat.1 TV Deutschland; **David Hoffmann**, Marketing Manager ProSiebenSat.1 TV Deutschland; **Christian Dueckminor**, Designer AIM Studio

#### **2. Prize**

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

**Creative Team:** **Björn Klimek**, Leitung Marketing & Creative Director RTL Mediengruppe RTL Deutschland; **Michael Zschiesche**, Brand Manager Mediengruppe RTL Deutschland; **Hamid Behbudi**,

Producer Mediengruppe RTL Deutschland; **Petra Matuschek-Schuster**, Projektmanagement Mediengruppe RTL Deutschland; **Patrick Laukemper**, VFX Design Mediengruppe RTL Deutschland; **Andreas Ortmanns**, Produktionsleiter Mediengruppe RTL Deutschland; **Stefan Plagemann**, Aufnahmeleiter Mediengruppe RTL Deutschland; **Tom Dederichs**, Produktionsassistent Mediengruppe RTL Deutschland; **Sven Lützenkirchen**, Kamera Mediengruppe RTL Deutschland

### **3. Prize**

#### **Sat.1: LUKE - Der beste Herbst des Jahres**

**Creative Team:** **Sebastian Schwarzer**, Vice President Promotion ProSiebenSat.1 TV Deutschland; **Niels Müller**, Creative Director ProSiebenSat.1 TV Deutschland; **Matthias Piskernik**, Senior Texter/Konzeptioner ProSiebenSat.1 TV Deutschland; **Stephan Körner**, Writer/Producer ProSiebenSat.1 TV Deutschland; **Gerald Gutberlet**, Compositing Artist ProSiebenSat.1 TV Deutschland; **Katrin Maier**, Junior Designer ProSiebenSat.1 TV Deutschland; **Reinhard Keller**, Audio Designer ProSiebenSat.1 TV Deutschland; **Ute Deutschmann**, Executive Producer ProSiebenSat.1 TV Deutschland; **Bernd Wolf**, Senior Marketing Manager ProSiebenSat.1 TV Deutschland

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

#### **1. Prize**

##### **ARTE: Hellfest 2018**

In order to make the live broadcast of the metal festival 'Hellfest' appealing to both metalheads and the majority of ARTE audiences, the station opted for an extremely charming and entertaining spot: The characteristic and unmistakable gesture of the worldwide metal community is prepared by a manicure that breaks the seriousness of the gesture ironically. A witty and effective approach!

**Creative Team:** **Cécile Chavepayre**, Creative Director ARTE; **Henri Ehrhard**, Head of Promotion ARTE; **Jean-Baptiste Sejourné**, Director & Editing ARTE; **Olivia Rehazack**, Production ARTE

#### **2. Prize**

##### **Filmstyler Pictures: RTL – Supertalent**

**Creative Team:** **Frank Schneider**, Regie Filmstyler Pictures; **Bertram Schlooss**, Producer Filmstyler Pictures; **Ivan Anderson**, Regieassistenz Filmstyler Pictures; **Björn Klimek**, Leiter Marketing & Creative Director RTL Mediengruppe RTL Deutschland; **Oliver Bittner**, Brand Manager Mediengruppe RTL Deutschland

#### **3. Prize**

##### **RAI: Dancing with the Stars**

**Creative Team:** **Pierluigi Colantoni**, Chief of Promotion & Managing Creative Director Rai Radiotelevisione Italiana; **Matteo Lanzi**, Director & Creative Director Rai Radiotelevisione Italiana; **Simona Francheschetti**, Executive Producer Supervisor Rai Radiotelevisione Italiana; **Francesco Baggetta**, Executive Producer Rai Radiotelevisione Italiana; **Amedeo Domenicucci**, Executive Producer Supervisor Videocam; **Francesco Rotondo**, Executive Producer Videocam; **Alessandro Pavoni**, DoP Videocam; **Federica Boldrini**, Costumes Videocam; **Andrea Briganti**, Editor Videocam

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

#### **1. Prize**

##### **DW: Global Inequalities**

Deutsche Welle is preparing the topic 'Global Inequalities' on the subject of waste. The spot asks what dealing with garbage says about a society and contrasts images from Nairobi against images from New York. In this way, the gap between rich and poor is depicted on film. Moving images in combination with a haunting narrative voice and meaningful interview excerpts merge into a perfect form that communicates the content of the show!

**Creative Team:** **Maren Wintersberg**, Head of Visual Services Deutsche Welle; **Stephan Riebel**, Head of Promotion Deutsche Welle; **Patrick Ruch**, Executive Producer Deutsche Welle; **Anette Breuker**, Producer Deutsche Welle; **Sarah Weber**, Editing Deutsche Welle; **Max Spona**, Sound-Design Deutsche Welle

### 1. Prize

#### **RAI: Scala Premiere – Love in the Age of Revolution**

An impressive one-shot accompanies the fleeing lovers through the revolutionary upheavals in this RAI spot. The scenographic set is accentuated by dramatic opera music, thus creating a lavish picture-sound composition that focuses on the basic elements of love and revolution. An aesthetically remarkable spot that fully captures the greatness of the live opera event 'Andrea Chénier'.

**Creative Team:** Pierluigi Colantoni, Chief of Promotion & Managing Creative Director Rai Radiotelevisione Italiana; Daniel Marini, Director & Creative Director Rai Radiotelevisione Italiana; Riccardo Topazio, DoP Rai Radiotelevisione Italiana; Federica Fruhwirth, Illustrator & Ass. Director Rai Radiotelevisione Italiana; Simona Franceschetti, Executive Producer Supervisor Rai Radiotelevisione Italiana; Francesco Baggetta, Executive Producer Rai Radiotelevisione Italiana; Rodolfo Migliari, VFX Artist Supervisor Chromatica; Luca Cimino, 3D Artist Chromatica; Daniele Starnoni, Digital Compositor Chromatica

### 2. Prize

#### **Viasat World: The Story of Europe**

**Creative Team:** Paul Evans, Head of Creative Viasat World; Simone Heineck, Design Creative Viasat World; Lukasz Malisiewicz, Producer Viasat World; Mike Sharpe, Creative Director 3D Design and Animation Found Studio

## ***Best B2B spot***

### 1. Prize

#### **RTL: Screenforce Days 2018 – Sport**

At the Screenforce Days 2018, RTL presented an opulent B2B spot to its advertising customers who want to place ads in the sports programme. Emotional and spectacular pictures of Formula 1 and various football matches were shown, accompanied by dramatic, climactic music. This is how the station advertises its newly acquired, extensive football rights. The powerful trailer presents in a fascinating format the motto: "Great sport for everyone - free of charge!"

**Creative Team:** Björn Klimek, Leitung Marketing & Creative Director RTL Mediengruppe RTL Deutschland; Eva Deutinger, Brand Manager Mediengruppe RTL Deutschland; Dustin Zöller, Producer Mediengruppe RTL Deutschland; Solène Reichelt, Projektmanagement Mediengruppe RTL Deutschland; Biggi Reuscher, TV Designerin Mediengruppe RTL Deutschland

### 2. Prize

#### **Sat.1: Fun Freitag – Wir hahahaben sie alle**

**Creative Team:** Niels Müller, Creative Director ProSiebenSat.1 TV Deutschland; André Otto, Senior Art Director ProSiebenSat.1 TV Deutschland; Alexander Gruber, Senior Writer/Producer ProSiebenSat.1 TV Deutschland; Andreas Kutscher, Senior Project Manager ProSiebenSat.1 TV Deutschland; Reinhard Keller, Audio Designer ProSiebenSat.1 TV Deutschland; Benjamin Gump, Head of Marketing Sat.1 ProSiebenSat.1 TV Deutschland

### 3. Prize

#### **VOX: Unternehmensfilm 2018**

**Creative Team:** Jutta Hertel, Marketingleitung VOX Mediengruppe RTL Deutschland; Heiko Fischer, On Air Producer Mediengruppe RTL Deutschland; Daniel Lembke, Design Mediengruppe RTL Deutschland; Torsten Lohrmann, Art Director Mediengruppe RTL Deutschland; Philipp Pauls, Text Mediengruppe RTL Deutschland; Rolf Amann, Sounddesign Mediengruppe RTL Deutschland

## ***Best special advertising***

### 1. Prize

#### **SevenOne AdFactory: Vodafone GigaTV & The Big Bang Theory**

For the promotion of GigaTV, SevenOne AdFactory relies on the popularity of the series 'The Big Bang Theory'. An original scene from the series is used as a hook for a smooth transition to a specially created GigaTV spot. The reproduced look of the series and Sheldon Cooper's dubbing



**voice reduce the gap between content and advertising, giving the spot additional credibility. An effectively combined advertising campaign!**

**Creative Team:** **Tom Schwarz**, Geschäftsführung SevenOne AdFactory; **Stefan Meyer**, Unit Director Concept Sales SevenOne AdFactory; **Melanie Schmidt**, Project Manager SevenOne AdFactory; **Elena Trisner**, Content Consultant SevenOne AdFactory; **Leo Gammler**, Unit Director Content Production SevenOne AdFactory; **Elke Nagengast**, Senior Licensing Manager ProSiebenSat.1 Licensing  
**Michaela Nöthlich**, Research Manager SevenOne Media; **Anne Stilling**, Head of Media & Advertising Vodafone; **Jens Pompe**, Managing Partner MEC (jetzt: Wavemaker)

## **2. Prize**

### **RTL: Ninja Warrior Germany / Pickup**

**Creative Team:** **Björn Klimek**, Leitung Marketing & Creative Director RTL Mediengruppe RTL Deutschland; **Ulli Schumacher**, Creative Director Mediengruppe RTL Deutschland; **Ina Beckmann**, Projektmanagement Mediengruppe RTL Deutschland; **Mirco Sanftleben**, Design Mediengruppe RTL Deutschland; **Patricia Press**, Design Mediengruppe RTL Deutschland; **Philipp Pauls**, Text Mediengruppe RTL Deutschland; **Uli Westerhausen**, VFX Design Mediengruppe RTL Deutschland; **Jan Poerschke**, Ton Mediengruppe RTL Deutschland; **Jens Warncke**, Konzept IP Deutschland Mediengruppe RTL Deutschland

## **3. Prize**

### **SevenOne AdFactory: Perfect Shot & Samsung Galaxy S9 – Storytelling weiter gedacht**

**Creative Team:** **Tom Schwarz**, Geschäftsführung SevenOne AdFactory; **Maximilian Klopsch**, Director Content & Platforms SevenOne AdFactory; **Leo Gammler**, Unit Director Content Production SevenOne AdFactory; **Melanie Schmidt**, Project Manager SevenOne AdFactory; **Bianca Stephan**, Senior Manager Business Development SevenOne AdFactory; **Björn Rußwurm**, Sales Manager SevenOne AdFactory  
**Marc-Pascal Faulhaber**, Senior Art Director SevenOne AdFactory; **Inga Schmandt**, Marketing Manager Samsung Electronics Deutschland; **Tamara Bopp**, Account Manager Starcom

## ***Best special marketing***

### **1. Prize**

#### **RTL2: Call the Boys Kontaktanzeige**

**Before the start of the series 'Call the Boys', RTL 2 placed a classic personal ad in numerous newspapers and magazines. Whoever dialed the number shown received a voicemail announcement to promote the series in a playful way. An extraordinary idea implemented in a cheeky way!**

**Creative Team:** **Lea Lex**, Projektmanagerin Kreation, Promotion & Marketing RTL2 Fernsehen; **Kristina Wiesner**, Leiterin Kreation, Promotion & Marketing RTL2 Fernsehen; **Carlos Zamorano**, Direktor Marketing und Kommunikation & CMCO RTL2 Fernsehen

### **2. Prize**

#### **VOX: Club der roten Bänder – Finale im Zoo Palast Berlin**

**Creative Team:** **Jutta Hertel**, Marketingleitung VOX Mediengruppe RTL Deutschland; **Nina Gless**, Brandmanager VOX Mediengruppe RTL Deutschland; **Michael Arends**, Brandmanager VOX Mediengruppe RTL Deutschland; **Carina Schmidt**, Projektmanagement Mediengruppe RTL Deutschland; **Martina Köllen-Willms**, Eventmanagement Mediengruppe RTL Deutschland; **Susanne Laenger**, Eventmanagement Mediengruppe RTL Deutschland; **Mirjam Wilhelm**, Online Redaktion RTL INTERACTIVE; **Julian Kneidl**, Kamera/Postproduktion

### **3. Prize**

#### **VOX: Die Höhle der Löwen – Pop Up Store**

**Creative Team:** **Jutta Hertel**, Marketingleitung VOX Mediengruppe RTL Deutschland; **Serhat Mansuroglu**, Brandmanager VOX Mediengruppe RTL Deutschland; **Annett Krause**, Projektmanagement Mediengruppe RTL Deutschland; **Guido Lange**, Art Director Mediengruppe RTL Deutschland; **Markus Möltgen**, Produktionsmanagement Mediengruppe RTL Deutschland; **Greta Gierden**, Produktionsmanagement Mediengruppe RTL Deutschland; **Christoph Edler**, Managing Director POP UP MY BRAND

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

### **1. Prize**

#### **SYFY: Haippy New Year**

A shark mascot, shark jokes and the song 'Haippy New Year' announce SYFY's New Year's Eve special. 14 different shark films – from Sharknado to Zombie Sharks to 5-Headed Shark Attack – are shown in the special, from which short excerpts are cut together in the style of a music video. Witty, imaginative and multi-layered, the spot invites you to watch it several times!

**Creative Team:** Elmar Krick, Creative Brand Director NBCUniversal International Networks; **Sebastian Geller**, Lead Creative NBCUniversal International Networks; **Fabian Schneider**, Creative Producer NBCUniversal International Networks; **Oliver Driemel**, Creative Director Pixelschickeria; **Javier Collantes**, Art Director Pixelschickeria; **Alex Förderer**, Kamera Pixelschickeria; **Flo Wiesner**, Audio Pixelschickeria; **Yves Rham**, PM Pixelschickeria

### **2. Prize**

#### **RTL2: Bruce Willis Wochenende**

**Creative Team:** Jan Wulf, Teamleiter Cross-Media Promotion Kreation, Promotion & Marketing RTL2 Fernsehen; **Kristina Wiesner**, Leiterin Kreation, Promotion & Marketing RTL2 Fernsehen; **Carlos Zamorano**, Direktor Marketing und Kommunikation & CMCO RTL2 Fernsehen; **Klaus Schäfer**, CEO mehappy

### **3. Prize**

#### **3sat: Starke Stücke - Theatertreffen 2018**

**Creative Team:** Thomas Grimm, Leitung Marketing ZDF/3sat; **Uli Dankemeyer**, Marketing Leitung Team 3sat ZDF/3sat; **Anna Saup**, Projektleitung ZDF/3sat; **Ingrid Buss**, Designer ZDF/3sat; **Laetitia Monecke**, Musikredakteurin ZDF/3sat

## ***Best radio spot***

### **1. Prize**

#### **RTL: Sankt Maik**

In the RTL series 'Sankt Maik', a petty criminal becomes a parish priest against his will. The radio spot also plays with this, in which typical church noises like the Hallelujah are interrupted by sudden thunder and an irritated voice asks: "A new priest who lies, who steals, who smooches?" A promotion that arouses curiosity and wittily plays with the content!

**Creative Team:** Björn Klimek, Leiter Marketing & Creative Director RTL Mediengruppe RTL Deutschland; **Lars Truhn**, Brand Manager Mediengruppe RTL Deutschland; **Eva Frings**, Projektmanagement Mediengruppe RTL Deutschland; **Marc Rhiem**, Producer Mediengruppe RTL Deutschland; **Gregor Wagner**, Sound Design Mediengruppe RTL Deutschland

### **2. Prize**

#### **VIP.de: Wir lieben Promis**

**Creative Team:** Cornelia Dienstbach, Director Marketing n-tv & Special Interest Verticals Mediengruppe RTL Deutschland; **Sebastian Schmidt**, Brandmanager Marketing n-tv & Special Interest Verticals Mediengruppe RTL Deutschland; **Katrin Schott**, Creative Director Concept TERRITORY webguerillas Köln; **Henry Horn**, Junior Account Manager TRO

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

### **1. Prize**

#### **Sat.1: Morgen kommt der Ripper**

For the promotion of the pre-Christmas broadcast of 'Jack The Ripper', the text of the Christmas song "Morgen kommt der Weihnachtsmann" is thematically converted into "Morgen kommt der Ripper dann" in the Sat.1 spot. At the same time the text appears with cut letters over excerpts from the film, so that typography and the spoken text together with the pictures result in a successful overall package!

**Creative Team:** Sebastian Schwarzer, Vice President Promotion ProSiebenSat.1 TV Deutschland; **Niels Müller**, Creative Director ProSiebenSat.1 TV Deutschland; **Alexander Gruber**, Senior Writer/Producer ProSiebenSat.1 TV Deutschland; **Matthias Piskernik**, Senior Texter/Konzeptioner

ProSiebenSat.1 TV Deutschland; **Gerald Kabciczek**, Senior Writer/Producer ProSiebenSat.1 TV Deutschland; **Judith Kirschner-Seewald**, Senior Project Manager ProSiebenSat.1 TV Deutschland; **Rudolf Hochrein**, Senior Audio Designer ProSiebenSat.1 TV Deutschland; **Andrea Hartl**, Writer/Producer ProSiebenSat.1 TV Deutschland; **Manuela Liebel**, Senior Marketing Manager ProSiebenSat.1 TV Deutschland

## 2. Prize

### **ZDF: Ku'damm 59**

**Creative Team:** **Thomas Grimm**, Leitung Marketing ZDF; **Tino Windisch**, Leitung Programm-Marketing 2 ZDF; **Anja Sotscheck**, Redakteurin On Air ZDF; **Martina Seuss**, Produktion ZDF; **Katharina Klumpp**, Produktion ZDF; **Martin Keiffenheim**, Regisseur ZDF; **Gitta Linck**, Kostüm/Styling ZDF; **Katja Reich**, Maske ZDF; **Ulrike Wegert**, Art Direction Text KNSK Werbeagentur

## 3. Prize

### **Tagesschau 24**

**Creative Team:** **Daniela Raskito**, Autorin/Regisseurin & Schnitt NDR; **Matthias Fening**, Leiter On-Air-Promotion NDR; **Marcel Tauer**, Kamera NDR; **Ulrike Stürzbecher**, Sprecherin

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

### 1. Prize

#### **Comedy Central: Wir machen's lustig**

Comedy Central's new campaign shows us that comedy can be in almost anything – even in negative terms! To do this, the station uses various words such as "right-wing populism" and "dictator" and subjects them to a "comedy treatment". Minimal changes, such as switching letters, lead to word plays that are also presented typographically and on a sound level. A humorous campaign that shows that comedy is the heart of the station!

**Creative Team:** **Eric Wilhelm Da Cruz**, Creative Producer Viacom International Media Networks; **Mia Rogelsek**, Project Manager Viacom International Media Networks; **Ulla Eisenberg**, Senior Marketing Manager Viacom International Media Networks; **Nicki Dreyer**, Creative Director Production Viacom International Media Networks; **Arjen Noordeman**, Creative Director Design Viacom International Media Networks; **Sara Hidalgo**, Creative Production Manager Viacom International Media Networks; **Oliver Hernández**, Senior Director Viacom International Media Networks; **Naiara Gómez**, Production Manager Viacom International Media Networks; **Sebastian Müller**, Sound Design Hofkapellmeister

### 2. Prize

#### **RTL: Season**

**Creative Team:** **Björn Klimek**, Leiter Marketing & Creative Director RTL Mediengruppe RTL Deutschland; **Christian Mirow**, Brand Manager Mediengruppe RTL Deutschland; **Klaus Schwab**, Teamleiter On Air Design Team RTL Mediengruppe RTL Deutschland; **Christian Steuler**, TV Designer Mediengruppe RTL Deutschland; **Marc Rhiem**, Producer Mediengruppe RTL Deutschland; **Eva Frings**, Projektmanagement Mediengruppe RTL Deutschland; **Patrick Laukemper**, VFX Designer Mediengruppe RTL Deutschland; **Gregor Wagner**, Sounddesign Mediengruppe RTL Deutschland; **Arne Thomas**, Musik-Komposition Mediengruppe RTL Deutschland

### 3. Prize

#### **RTL2: Approved by The Hoff**

**Creative Team:** **Vera Grünberg**, Senior Account Manager RTL2 Fernsehen; **Kristina Wiesner**, Leiterin Kreation, Promotion & Marketing RTL2 Fernsehen; **Carlos Zamorano**, Direktor Marketing und Kommunikation & CMCO RTL2 Fernsehen; **Klaus Schäfer**, CEO mehappy GmbH

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

### 1. Prize

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

ProSieben's campaign focuses on the diversity of 'The Simpsons'. Whether love story, horror or action - the Simpsons have something to offer in every genre. In order to illustrate this rich diversity, various references within the series were processed in different trailers and programmed to suit the respective broadcasting environment. This way, the viewer gets exactly what he just switched on for in the form of Simpsons. Effective!

**Creative Team:** **Richard Schweiger**, Senior Vice President ProSiebenSat.1 TV Deutschland; **Markus Baier**, Head of Promotion ProSiebenSat.1 TV Deutschland; **Christian Giegerich**, Senior Writer/Producer ProSiebenSat.1 TV Deutschland; **Andrea Hartl**, Writer/Producer ProSiebenSat.1 TV Deutschland; **Markus Goles**, Art Director ProSiebenSat.1 TV Deutschland; **Cindy Grellner**, Designerin ProSiebenSat.1 TV Deutschland; **Joachim Manuel Weber**, Audio Designer ProSiebenSat.1 TV Deutschland; **Gesa Malin Gemba**, Project Manager ProSiebenSat.1 TV Deutschland; **David Hoffmann**, Marketing Manager ProSiebenSat.1 TV Deutschland

## **2. Prize**

### **ProSieben: Indiana Jones**

**Creative Team:** **Richard Schweiger**, Senior Vice President ProSiebenSat.1 TV Deutschland; **Markus Baier**, Head of Promotion ProSiebenSat.1 TV Deutschland; **Christian Giegerich**, Senior Writer/Producer ProSiebenSat.1 TV Deutschland; **Florian Winter**, Writer/Producer ProSiebenSat.1 TV Deutschland; **Christian Threimer**, Vice President Design ProSiebenSat.1 TV Deutschland; **Michael Funk**, Designer ProSiebenSat.1 TV Deutschland; **Kurt Rehling**, Audio Designer ProSiebenSat.1 TV Deutschland; **Rudolf Hochrein**, Audio Designer ProSiebenSat.1 TV Deutschland; **Ankush Bhatia**, Project Manager ProSiebenSat.1 TV Deutschland

## **3. Prize**

### **RTL Crime: Ash v. Evil Dead Staffel 2**

**Creative Team:** **Niels Ney**, Brand Manager/CV Mediengruppe RTL Deutschland; **Joel Ney**, Producer Mediengruppe RTL Deutschland; **Andreas Stepahn**, Sounddesign Mediengruppe RTL Deutschland; **Markus Döpfer**, VFX Design Mediengruppe RTL Deutschland

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

### **1. Prize**

#### **RTL: Sankt Maik**

At the centre of the RTL series 'Sankt Maik' is the conflict of the protagonist: a petty criminal pretending to be a priest. The on-air campaign accordingly depicts the contradictions between the two sides 'sinner' and 'priest'– by contrasting the chanting of hallelujah and the ringing of a church bell with current pop songs for example. The spots leave you wanting more and thus it is no surprise that 'Sankt Maik' was the most successful RTL series start in 2018.

**Creative Team:** **Björn Klimek**, Leiter Marketing & Creative Director RTL Mediengruppe RTL Deutschland; **Lars Truhn**, Brand Manager Mediengruppe RTL Deutschland; **Eva Frings**, Projektmanagement Mediengruppe RTL Deutschland; **Marc Rhiem**, Producer Mediengruppe RTL Deutschland; **Arne Thomas**, Sound Design Mediengruppe RTL Deutschland; **Andreas Schuster**, VFX Design Mediengruppe RTL Deutschland; **Yasmin El Sayed-Dernbach**, TV Design Mediengruppe RTL Deutschland; **Simone Krost**, Media Mediengruppe RTL Deutschland

### **2. Prize**

#### **WDR: Mord mit Aussicht**

**Creative Team:** **Michael Worringen**, Redaktionsleiter On-Air-Promotion/Konzept WDR Fernsehen; **Claudia Kynast**, CvD On-Air-Promotion/Konzept WDR Fernsehen; **Petra Lohmeier**, On-Air-Design WDR Fernsehen; **Bert Didillon**, Producer/Idee act Videoproduktion; **Jukka Schmidt**, Schnitt act Videoproduktion; **Frank Balzer**, Ton act Videoproduktion; **Matthias Paeper**, Grafik black and code

### **3. Prize**

#### **SRF: Private Banking**

**Creative Team:** **Alex Hefter**, Creative Director SRF; **Patrick Arnecke**, Leiter Design & Promotion SRF; **Sven Volz**, Art Director SRF; **Jessica Lanter**, Projektmanagerin SRF; **Janine Schärer**, Senior Designer SRF; **Ralph Bühler**, Redaktor SRF; **Marco Edmonds**, Digital Storyteller SRF; **Oliver Tremel**, Teamleiter SRF; **Simon Renfer**, Realisation/Produktion Ploy Studio; **Jürg Dummermuth**, Realisation/Produktion Ploy Studio

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

### **1. Prize**

**ZDF: Die Olympischen Winterspiele & Paralympics Pyeongchang 2018**

For the Winter Olympic Games and the Paralympics 2018 the ZDF has created a campaign which connects the South Korean culture with the sport event in a unique way. The fascinating and dynamic collages awaken the curiosity and the emotion of the viewer. **Stunning composition!**

**Creative Team:** Thomas Grimm, Leitung Marketing ZDF; Astrid Kämmerer, Leitung Programm-Marketing 1 ZDF; Laura Ohletz, Projektleitung ZDF; Maïke Baum, Produktionsleitung ZDF; Marco Lutz, Director/Concept Writer Film Deluxe; Katharina Strauss, Executive Producer Film Deluxe; Helge Schmidt, Head of Postproduction Film Deluxe; Thomas Kuerzel, DoP Film Deluxe; Philipp Feit, Music German Wahnsinn

### **2. Prize**

**VOX: Ewige Helden - Nicht in ihrem Element**

**Creative Team:** Jutta Hertel, Marketingleitung VOX Mediengruppe RTL Deutschland; Florian Grünwald, Brandmanager / Text Mediengruppe RTL Deutschland; Heiko Fischer, Regie/On Air Producer Mediengruppe RTL Deutschland; Torsten Lohrmann, Art Director Mediengruppe RTL Deutschland; Rolf Amann, Sounddesign Mediengruppe RTL Deutschland; Christian Weiß, Redaktion VOX Television; Alena Klothen, Redaktion VOX Television; Robert Grischek, Kamera; Patricia Lange, Kamera

### **3. Prize**

**RTL: Formel 1**

**Creative Team:** Björn Klimek, Leiter Marketing & Creative Director RTL Mediengruppe RTL Deutschland; Annett Krause, Projektmanagement Mediengruppe RTL Deutschland; Frank Schneider, GF/Regie Filmstyler Pictures; Pia Ihling, Junior Producer Filmstyler Pictures; Max Krumbe, Producer Filmstyler Pictures

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

### **1. Prize**

**DW: Tag der Pressefreiheit**

"No day for celebration", says the station Deutsche Welle about the World Press Freedom Day and spotlights the attacks on the freedom of the press in their campaign. Arrested and murdered journalists, censorship and intransparency are illuminated in the short clips. **An attention-grabbing and important campaign!**

**Creative Team:** Maren Wintersberg, Head of Visual Services Deutsche Welle; Stephan Riebel, Head of Promotion Deutsche Welle; Patrick Ruch, Executive Producer Deutsche Welle; Andreas Börner, Producer Deutsche Welle; Stefanie Kunze, Producer Deutsche Welle; Sarah Weber, Editing Deutsche Welle; Mark Wegner, Sound-Design Deutsche Welle; Joschka Lippelt, Camera Operator Deutsche Welle

### **2. Prize**

**ICTV: The Morning in the Big City**

**Creative Team:** Oleksandr Tarsenko, Director ICTV; Yevhen Tsyren, Editor ICTV; Dmytro Mayatskiy, Design ICTV

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

### **1. Prize**

**Super RTL & spotville: SPIRIT – Wild & Frei**

For the promotion of the series 'SPIRIT - Wild & Frei', Super RTL & spotville have brought in reinforcements: the singer Jamie-Lee Kriewitz not only performs the title song, but is also the protagonist of the campaign. A mixture of music video and promotion makes the spots effective and child-friendly!

**Creative Team:** Mara L'Assainato, Leiterin On-Air Promotion RTL Disney Fernsehen; Sabine Müsken, Manager Lizenzmarketing RTL Disney Fernsehen; Marco Kuschnier, Creative Director spotville; Sven

**Braun**, Executive Producer spotville; **Markus Seisenbacher**, Motion Design spotville; **Pascal Remond**, DoP spotville

## 2. Prize

### **Disney Channel: An die Töpfe fertig lecker**

**Creative Team:** **Ole Türck**, Senior Manager Creative Services The Walt Disney Company Germany; **Berns Huebl**, Senior Writer/Producer The Walt Disney Company Germany; **Bernd Mayershofer**, Graphic Designer The Walt Disney Company Germany; **Patrizia Severin**, Konzept/Schnitt Bilderbande; **Christoph Lumpe**, Schnitt Bilderbande

## 3. Prize

### **Disney Channel: Die Beni Challenge**

**Creative Team:** **Ole Türck**, Senior Manager Creative Services The Walt Disney Company Germany; **Berns Huebl**, Senior Writer/Producer The Walt Disney Company Germany; **Bernd Mayershofer**, Graphic Designer The Walt Disney Company Germany

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

### 1. Prize

#### **ICTV: The Dizel Show – Spring Fever**

'The Dizel Show' glows in spring fever! ICTV has chosen a romantic concept for the promotion of the new season: warm pastel colours, flowers and trumpets. But these are broken wittily when spring makes the comedians' hormones go crazy! Entertaining and consistent!

**Creative Team:** **Anna Lapina**, Stage Director ICTV; **Oleksandr Tarasenko**, Idea ICTV; **Ludmila Zarochinceva**, Line Producer ICTV; **Evhen Tsyren**, Editor ICTV; **Alex Gerasimenko**, Sound ICTV; **Serhiy Chernyh**, Post-Production ICTV

### 2. Prize

#### **ProSieben Young Sheldon**

**Creative Team:** **Richard Schweiger**, Senior Vice President ProSiebenSat.1 TV Deutschland; **Markus Baier**, Head of Promotion ProSiebenSat.1 TV Deutschland; **Christian Giegerich**, Senior Writer/Producer ProSiebenSat.1 TV Deutschland; **Andrea Hartl**, Writer/Producer ProSiebenSat.1 TV Deutschland; **Christian Threimer**, Vice President Design ProSiebenSat.1 TV Deutschland; **Friedrich-Immanuel Musolf**, Designer ProSiebenSat.1 TV Deutschland; **Paul Taylor**, Head of Audio ProSiebenSat.1 TV Deutschland; **Kurt Rehling**, Audio Designer ProSiebenSat.1 TV Deutschland; **Gesa Malin Gemba**, Project Manager ProSiebenSat.1 TV Deutschland

### 3. Prize

#### **Sat.1: LUKE - Der beste Herbst des Jahres**

**Creative Team:** **Sebastian Schwarzer**, Vice President ProSiebenSat.1 TV Deutschland; **Niels Müller**, Creative Director ProSiebenSat.1 TV Deutschland; **Matthias Piskernik**, Senior Texter/Konzeptioner ProSiebenSat.1 TV Deutschland; **Stephan Körner**, Writer/Producer ProSiebenSat.1 TV Deutschland; **Gerald Gutberlet**, Compositing Artist ProSiebenSat.1 TV Deutschland; **Katrin Maier**, Junior Designer ProSiebenSat.1 TV Deutschland; **Reinhard Keller**, Audio Designer ProSiebenSat.1 TV Deutschland; **Ute Deutschmann**, Executive Producer ProSiebenSat.1 TV Deutschland; **Bernd Wolf**, Senior Marketing Manager ProSiebenSat.1 TV Deutschland

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

### 1. Prize

#### **RTL: Der Bachelor**

"Caution! Hunting season!" – the hunting motive runs through the campaign for the new season of 'The Bachelor'. The candidates run through the woods to hunt down their dream man. Black, white and red dominate the colour imaging and, in combination with the set design, lend the ensemble a dreamlike and enchanted aesthetic as well as a dangerous atmosphere. You can feel it here: the hunt for great love, where different laws apply!

**Creative Team:** **Björn Klimek**, Leitung Marketing & Creative Director RTL Mediengruppe RTL Deutschland; **Desirée van der Pas**, Producerin Mediengruppe RTL Deutschland; **Angela Rudert**, Brand Managerin Mediengruppe RTL Deutschland; **Markus Döpper**, VFX Design Mediengruppe RTL

Deutschland; **Gregor Wagner**, Sound Design Mediengruppe RTL Deutschland; **Anja Pelzer**, Projektmanagement Mediengruppe RTL Deutschland

## **2. Prize**

### **RTL2: Naked Attraction – Dating hautnah**

**Creative Team:** **Jan Wulf**, Teamleiter Cross-Media Promotion Kreation, Promotion & Marketing RTL2 Fernsehen; **Kristina Wiesner**, Leiterin Kreation, Promotion & Marketing RTL2 Fernsehen; **Carlos Zamorano**, Direktor Marketing und Kommunikation & CMCO RTL2 Fernsehen; **Klaus Schäfer**, CEO mehappy

## **3. Prize**

### **VOX: Ewige Helden - Nicht in ihrem Element**

**Creative Team:** **Jutta Hertel**, Marketingleitung VOX Mediengruppe RTL Deutschland; **Florian Grünewald**, Brandmanager/Text Mediengruppe RTL Deutschland; **Heiko Fischer**, Regie/On Air Producer Mediengruppe RTL Deutschland; **Torsten Lohrmann**, Art Director Mediengruppe RTL Deutschland; **Rolf Amann**, Sounddesign Mediengruppe RTL Deutschland; **Christian Weiß**, Redaktion VOX Television; **Alena Klothen**, Redaktion VOX Television; **Robert Grischek**, Kamera; **Patricia Lange**, Kamera

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

### **1. Prize**

#### **DW: DJ-Wunder**

In order to promote the documentary 'DJ-Wunder', Deutsche Welle is putting DJ stars like Felix Jaehn and Paul van Dyk in the focus of its campaign. Live footage of performances, interview excerpts and electronic music form a harmonious overall package that leaves you wanting more!

**Creative Team:** **Maren Wintersberg**, Head of Visual Services Deutsche Welle; **Stephan Riebel**, Head of Promotion Deutsche Welle; **Patricia Fehlberg**, Executive Producer Deutsche Welle; **Sebastian Katzer**, Producer Deutsche Welle; **Martin Reinhold**, Editing Deutsche Welle; **Ute Schmidt**, Sound-Design Deutsche Welle

### **2. Prize**

#### **ZDF: Terra X – Die Europa-Saga**

**Creative Team:** **Thomas Grimm**, Leitung Marketing ZDF; **Astrid Kämmerer**, Leitung Programm-Marketing 1 ZDF; **Svenja Pitzer**, Projektleitung ZDF; **Laura Ohletz**, On Air Producer ZDF; **Martina Hain**, Produktion ZDF; **Kelly Dooling**, Art Director KNSK Werbeagentur; **Karim Dabbeche**, Designer UMBRUCH kommunikation design; **Ralf Strohmeier**, Brand Director UMBRUCH kommunikation design; **Inka Kardys**, Creative Director UMBRUCH kommunikation design

### **3. Prize**

#### **BR: MYTHOS ´68**

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

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

### **1. Prize**

#### **ARTE: Summer of Fish & Chips**

In its special 'Summer of Fish & Chips' ARTE honours Great Britain as "the motherland of pop culture". But how do you create a graphic design dedicated to Great Britain that also addresses the Brexit? The culture channel finds a brilliant and ingenious solution: the Union Jack is deconstructed and playfully reassembled in various ways. And as a testimonial to the campaign, Sex Pistols singer Johnny Rotten is presented. Great idea, adapted to the theme!

**Creative Team:** **Cécile Chavepayre**, Creative Director ARTE; **Henri Ehrhard**, Head of Promotion ARTE; **Sylvia Tournerie**, Concept & Design ARTE; **Stephane Jarreau**, Graphic Designer ARTE; **Anne Seymor**, Production ARTE; **Christian Gyss**, Editing ARTE; **Sebastien Cappe**, Web Design ARTE

## 2. Prize

### **ProSieben: Young Sheldon meets Late Night Berlin**

**Creative Team:** **Richard Schweiger**, Senior Vice President ProSiebenSat.1 TV Deutschland; **Markus Baier**, Head of Promotion ProSiebenSat.1 TV Deutschland; **Christian Giegerich**, Senior Writer/Producer ProSiebenSat.1 TV Deutschland; **Christian Threimer**, Vice President Design ProSiebenSat.1 TV Deutschland; **Kohyo Hong**, Designerin ProSiebenSat.1 TV Deutschland; **Rudolf Hochrein**, Audio Designer ProSiebenSat.1 TV Deutschland; **Kurt Rehling**, Audio Designer ProSiebenSat.1 TV Deutschland; **Ankush Bhatia**, Project Manager ProSiebenSat.1 TV Deutschland; **David Hoffmann**, Marketing Manager ProSiebenSat.1 TV Deutschland

## 3. Prize

### **DW: Tag der Pressefreiheit**

**Creative Team:** **Maren Wintersberg**, Head of Visual Services Deutsche Welle; **Stephan Riebel**, Head of Promotion Deutsche Welle; **Patrick Ruch**, Executive Producer Deutsche Welle; **Andreas Börner**, Producer Deutsche Welle; **Stefanie Kunze**, Producer Deutsche Welle; **Sarah Weber**, Editing Deutsche Welle; **Mark Wegner**, Sound-Design Deutsche Welle; **Joschka Lippelt**, Camera Operator Deutsche Welle

## **Best editing**

### 1. Prize

#### **ARTE: Got the Music**

"Everything we do is music" – John Cage's sentence runs through this ARTE spot. A flood of images of various programmes cut rhythmically to the music provides insight into the diversity of the musical programme: live broadcasts, concerts, operas, musicals, music films, etc. ARTE got the Music!

**Creative Team:** **Cécile Chavepayre**, Creative Director ARTE; **Henri Ehrhard**, Head of Promotion ARTE; **Christian Gyss**, Editing ARTE; **Mikael Cuchard**, Graphic Design ARTE; **Anne Seymor**, Production ARTE

### 2. Prize

#### **Hochspannung Made by SAT.1**

**Creative Team:** **Sebastian Schwarzer**, Vice President Promotion ProSiebenSat.1 TV Deutschland; **Niels Müller**, Creative Director ProSiebenSat.1 TV Deutschland; **Alexander Gruber**, Senior Writer/Producer ProSiebenSat.1 TV Deutschland; **Paul Taylor**, Head of Audio ProSiebenSat.1 TV Deutschland; **Rudolf Hochrein**, Senior Audio Designer ProSiebenSat.1 TV Deutschland; **Mathias von Wyschetzki**, Senior Designer ProSiebenSat.1 TV Deutschland; **Matthias Piskernik**, Senior Texter/Konzeptioner ProSiebenSat.1 TV Deutschland; **Judith Kirschner-Seewald**, Senior Project Manager ProSiebenSat.1 TV Deutschland; **Manuela Liebel**, Senior Marketing Manager ProSiebenSat.1 TV Deutschland

### 3. Prize

#### **NBCUniversal: Sales Reel 2018**

**Creative Team:** **Elmar Krick**, Creative Brand Director NBCUniversal International Network; **Fabian Schneider**, Creative Producer NBCUniversal International Network; **Yves Rahm**, Geschäftsführer Pixelschickeria; **Oliver Driemel**, Konzept Pixelschickeria; **Thomas Bachmann**, Schnitt Pixelschickeria; **Flo Wiesner**, Audio Pixelschickeria

## **Best direction**

### 1. Prize

#### **RTL: Der Bachelor**

In order to promote the new season of 'The Bachelor', RTL produced a campaign in which the individual image sections look like magical and eerie paintings. The paper-cut look as well as the colour reduction to black, white and red support the unreal and exciting atmosphere. The individual candidates are staged alternately as distinct personalities and as a hunting group. Great direction!

**Creative Team:** **Björn Klimek**, Leitung Marketing & Creative Director RTL Mediengruppe RTL Deutschland; **Desirée van der Pas**, Producerin Mediengruppe RTL Deutschland; **Angela Rudert**, Brand



Managerin Mediengruppe RTL Deutschland; **Sven Lützenkirchen**, Kamera Mediengruppe RTL Deutschland; **Markus Döpfer**, VFX Design Mediengruppe RTL Deutschland; **Anja Pelzer**, Projektmanagement Mediengruppe RTL Deutschland; **Gregor Wagner**, Sound Design Mediengruppe RTL Deutschland

## **2. Prize**

### **Filmstyler: RTL – Formel 1 Experten**

**Creative Team:** **Frank Schneider**, Regie Filmstyler Pictures; **Pia Ihling**, Junior Producer Filmstyler Pictures; **Max Krumbe**, Producer Filmstyler Pictures; **Björn Klimek**, Leitung Marketing & Creative Director RTL Mediengruppe RTL Deutschland

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

### **1. Prize**

#### **Red Bull Media House: Drifting on Red Bull TV**

To promote drifting content on Red Bull TV, Red Bull Media House has produced an impressive spot: Each tone and each sound effect accentuates the tension and concentration of the drifting drivers. A playful mix of silence and volume creates a multi-layered audio design!

**Creative Team:** **Nicolas von Hänisch**, Creative Producer Red Bull Media House; **Philipp Kleibel**, Senior Editor Red Bull Media House; **Bastian Kemmerich**, Senior Audio Engineer Red Bull Media House; **Phil Strahl**, Color Grading Red Bull Media House; **Stefan Bergmayr**, Project Manager Red Bull Media House; **Björn Miniers**, Creative Director Red Bull Media House; **Steffen Brümmer**, Head of Creative Services Red Bull Media House

### **2. Prize**

#### **Hochspannung Made by SAT.1**

**Creative Team:** **Sebastian Schwarzer**, Vice President Promotion ProSiebenSat.1 TV Deutschland; **Niels Müller**, Creative Director ProSiebenSat.1 TV Deutschland; **Alexander Gruber**, Senior Writer/Producer ProSiebenSat.1 TV Deutschland; **Paul Taylor**, Head of Audio ProSiebenSat.1 TV Deutschland; **Rudolf Hochrein**, Senior Audio Designer ProSiebenSat.1 TV Deutschland; **Mathias von Wyschetzki**, Senior Designer ProSiebenSat.1 TV Deutschland; **Matthias Piskernik**, Senior Texter/Konzeptioner ProSiebenSat.1 TV Deutschland; **Judith Kirschner-Seewald**, Senior Project Manager ProSiebenSat.1 TV Deutschland; **Manuela Liebel**, Senior Marketing Manager ProSiebenSat.1 TV Deutschland

### **3. Prize**

#### **3sat: Festspielsommer 2017**

**Creative Team:** **Thomas Grimm**, Leitung Marketing ZDF/3sat; **Uli Dankemeyer**, Marketing Leitung Team 3sat ZDF/3sat; **Anna Saup**, Projektleitung ZDF/3sat; **Jochen Schmidt**, Sound-Design ZDF/3sat; **Alexandra Kaiser-Hatz**, Cutterin ZDF/3sat; **Cordula Menke**, Cutterin ZDF/3sat

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

### **1. Prize**

#### **SYFY: Haippy New Year**

Similarly witty as the shark films SYFY shows on New Year's Eve, the music for the promotion of the special was composed. Catchy sounds to which the shark mascot Hainrich raps shark jokes form the centre of the spot. Self-ironic, entertaining and catchy – the perfect music composition for a shark special!

**Creative Team:** **Elmar Krick**, Brand Director NBCUniversal International Networks; **Oliver Driemel**, Creative Director Pixelschickeria; **Javier Collantes**, Art Director Pixelschickeria; **Alex Förderer**, Kamera Pixelschickeria; **Flo Wiesner**, Audio Pixelschickeria; **Yves Rham**, PM Pixelschickeria

### **2. Prize**

#### **RTL: Watchbox**

**Creative Team:** **Henning Nieslony**, Leiter Markenteam VOD Mediengruppe RTL Deutschland; **Patrick Gericke**, Producer Mediengruppe RTL Deutschland; **Meryll Marschall**, Brand Managerin Mediengruppe

RTL Deutschland; **Markus Döpfer**, VFX Design Mediengruppe RTL Deutschland; **Arne Thomas**, Sound Design Mediengruppe RTL Deutschland

### 3. Prize

#### **Disney Channel: Verliebt in den Mai**

**Creative Team:** **Ole Türck**, Senior Manager Creative Services The Walt Disney Company Germany; **Thorben Osthus**, Senior Writer/Producer The Walt Disney Company Germany; **Gunnar Graewert**, Composer and Singer The Walt Disney Company Germany; **Ania Jools**, Singer The Walt Disney Company Germany; **Matthias Weng**, Art Director DMC Group; **Alice Hetzler**, Design DMC Group; **Sabrina Meilhaus**, Editing DMC Group; **Bina Biemann**, Project Management DMC Group

### 3. Prize

#### **RTL: Deutschland sucht den Superstar!**

**Creative Team:** **Björn Klimek**, Marketing Leiter & Creative Director RTL Mediengruppe RTL Deutschland; **Dieter Bohlen**, Musikkomposition Mediengruppe RTL Deutschland; **Oliver Bittner**, Brand Manager Mediengruppe RTL Deutschland; **Eva Frings**, Projektmanagerin Mediengruppe RTL Deutschland; **Frank Schneider**, GF/Regie Filmstyler Pictures

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

### 1. Prize

#### **The Screeners: 1000 Arten, Regen zu beschreiben**

A boy withdraws completely from life and throws his family into great despair. This is the plot of the film '1000 ways to describe rain'. The trailer emphasizes the strong atmospheric density of the film. The oppressive and dark music blends with the editing and graphics to an ever stronger pull into the depths of the story. A trailer that will not let you go for a long time, especially because of the atmospheric use of music!

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

### 2. Prize

#### **NBCUniversal: Sales Reel 2018**

**Creative Team:** **Elmar Krick**, Creative Brand Director NBCUniversal International Network; **Fabian Schneider**, Creative Producer NBCUniversal International Network; **Yves Rahm**, Geschäftsführer Pixelschickeria; **Oliver Driemel**, Konzept Pixelschickeria; **Thomas Bachmann**, Schnitt Pixelschickeria; **Flo Wiesner**, Audio Pixelschickeria

### 3. Prize

#### **ProSieben & Sat.1: The Voice of Germany**

**Creative Team:** **Richard Schweiger**, Senior Vice President ProSiebenSat.1 TV Deutschland; **Markus Baier**, Head of Promotion ProSiebenSat.1 TV Deutschland; **Ralph Aubele**, Senior Texter/Konzeptioner ProSiebenSat.1 TV Deutschland; **Mareike Sauter**, Project Manager ProSiebenSat.1 TV Deutschland; **Martina Hildebrandt**, Marketing Manager ProSiebenSat.1 TV Deutschland; **Philipp Graml**, Writer/Producer BK Benjamin Klopp Das Büro für Bewegtbild; **Simon Hartl**, Writer/Producer BK Benjamin Klopp Das Büro für Bewegtbild; **Lisa Riethmüller**, Audio Designer BK Benjamin Klopp Das Büro für Bewegtbild; **Lisa Weis**, Project Manager BK Benjamin Klopp Das Büro für Bewegtbild

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

### 1. Prize

#### **SRF: Tag der Gebärdensprache**

The initial irritation caused by the soundless spot lends attention to the subject in a unique way. Fittingly, the SRF produced the spot for the 'Day of sign language' in sign language itself. The harmony of content and form leads to a unique feature, that is especially effective by the reduction to the visual image.

**Creative Team:** **Alex Hefter**, Creative Director SRF; **Patrick Arnecke**, Leiter Design & Promotion SRF; **Thomas Schümperli**, Teamleiter Crossmedia Promotion SRF; **Sandro Müntener**, Producer Crossmedia Promotion SRF; **Stefan Grujic**, Video Composer tpc; **Hagen Scholz**, Video Composer tpc

## 2. Prize

### **Alpenblick: Stiftung Lesen – Welttag des Buches**

**Creative Team:** **Holger Geisler**, Creative Direction Alpenblick; **Andrea Stadlmann**, Senior Art Director Alpenblick; **Aline Stenger**, Kampagnen-Managerin Stiftung Lesen; **Isabelle Favez**, Charakteranimation; **Jochen Rall**, Animation

## 3. Prize

### **Sat.1: Geh wählen**

**Creative Team:** **Sebastian Schwarzer**, Vice President Promotion ProSiebenSat.1 TV Deutschland; **Niels Müller**, Creative Director ProSiebenSat.1 TV Deutschland; **Matthias Piskernik**, Senior Texter/Konzeptioner ProSiebenSat.1 TV Deutschland; **Janina Axer**, Senior Project Manager ProSiebenSat.1 TV Deutschland; **André Otto**, Senior Art Director ProSiebenSat.1 TV Deutschland; **Stephan Winkler**, Writer/Producer ProSiebenSat.1 TV Deutschland; **Rudolf Hochrein**, Senior Audio Designer ProSiebenSat.1 TV Deutschland; **Paul Taylor**, Head of Audio ProSiebenSat.1 TV Deutschland; **Navina Schiele**, Marketing Manager ProSiebenSat.1 TV Deutschland

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

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

#### 1. Prize

#### **n-tv: Wir bleiben dran**

To promote n-tv's new brand identity with its modified logo and the claim "We persevere", the station launched an extensive crossmedia image campaign. The emotional promise of the brand communicates reliability, dedication and courage while simultaneously emphasizing its singularity: "When everyone is chatting, one must talk straight". Whether in print, TV or online – the same applies everywhere: you can rely on n-tv!

**Creative Team:** **Cornelia Dienstbach**, Director Marketing n-tv & Special Interest Verticals Mediengruppe RTL Deutschland; **Sabrina Engel**, Brandmanager n-tv Mediengruppe RTL Deutschland; **Havas Germany, Düsseldorf**

#### 2. Prize

#### **RTL LIVING: Weihnachten 2017**

**Creative Team:** **Thomas Hilbrecht**, Trainee Brand Manager/CV Mediengruppe RTL Deutschland; **Suse Engel**, Producer Mediengruppe RTL Deutschland

#### 3. Prize

#### **BDA Creative: MTV FREE**

**Creative Team:** **Marc Strotmann**, Executive Creative Director BDA Creative; **Benjamin Kerneck**, Managing Director, Projektleitung BDA Creative; **Verena Greiner**, Projektmanagement BDA Creative; **Anika Flade**, Senior Art Director, Motion-Design BDA Creative; **Tobias Fleck**, Text BDA Creative; **Mike Hilzinger**, Art Direction BDA Creative; **Lauren Nola**, Director Youth & Music Brands GSA VIMN Germany; **Ulla Eisenberg**, Senior Manager Marketing GSA Comedy & Entertainment, Youth & Music VIMN Germany; **Mirja Stork**, Senior Manager Engagement GSA VIMN Germany

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

#### 1. Prize

#### **ZDF: Ku'damm 59**

The three-part TV movie 'Ku'damm 59' revives the 50s and places the hypocrisy of the world of glamour in the centre of the story. This is also reflected in ZDF's crossmedia programme campaign: The protagonist between flashes of light on the red carpet with smeared make up and a tear in her eye – a disruption in the illusory world of glamour and in her inner life. The elaborate campaign incorporates trailers, posters, pillars, info screens, station videos as well as a variety of online promotion and social media activities. The thematically complete and impressive campaign generated the highest click rates of a fictional programme in the ZDF media library to date. **Striking and effective!**

**Creative Team:** **Thomas Grimm**, Leitung Marketing ZDF; **Tino Windisch**, Leitung Programm-Marketing 2 ZDF; **Anja Sotscheck**, Redakteurin On Air ZDF; **Daniela Kühn**, Redakteurin Off Air ZDF; **Christina**

**Holzer**, Senior Art Director KNSK Werbeagentur; **Vanessa Menke**, Art Director KNSK Werbeagentur; **Katharina Strauß**, Executive Producer Film Deluxe; **Tobias Schult**, Fotograf; **Jörn Heitmann**, Regisseur

## 2. Prize

### **BDA Creative: Pastewka – Staffel 8**

**Creative Team:** **Marc Strotmann**, Executive Creative Director BDA Creative; **Markus Eckl-Jordan**, Project Lead BDA Creative; **Damian Sturm**, Art Director BDA Creative; **Judith Aloni**, Senior Marketing Manager Amazon Prime Video

## 3. Prize

### **HISTORY: Guardians of Heritage - Hüter der Geschichte**

**Creative Team:** **Sebastian Wilhelmi**, Director Marketing & Communications A+E Networks Germany; **Angelika Zank**, Head of Marketing A+E Networks Germany; **Florian Kemeter**, Senior Marketing Manager A+E Networks Germany

## ***Best cross-media event marketing***

### 1. Prize

#### **Puls 4: 4Gamechangers Festival 2018**

The 4Gamechangers festival is a platform for visionaries, start-ups, pioneers and trendsetting digital projects. The focus is on inspiration, entertainment and networking which is also communicated in the crossmedia marketing. In addition to TV commercials, print ads and invitation mailings, the corporate identity is also implemented through merchandise. Puls4 created an attention-grabbing event campaign with its modern and stylish design!

**Creative Team:** **Jan Hosa**, Executive Creative Director ProSiebenSat.1 Puls4; **Alexandra Feldhofer**, Graphic-Design ProSiebenSat.1 Puls4; **Daniel Hager**, Art-Director On-Air, Motion Design ProSiebenSat.1 Puls4; **Gabriel Moinat**, Art-Director Brand ProSiebenSat.1 Puls4; **Timo Bidla**, Texter/Konzept ProSiebenSat.1 Puls4; **Doris Prodingler**, Client Service, Brand Strategy ProSiebenSat.1 Puls4; **Desiree Wachmann**, Projektmanagerin ProSiebenSat.1 Puls4; **Alexander Kropf**, Projektmanager ProSiebenSat.1 Puls4

### 2. Prize

#### **RTL: Spendenmarathon**

**Creative Team:** **Björn Klimek**, Leiter Marketing & Creative Director RTL Mediengruppe RTL Deutschland; **Michael Zschiesche**, Brand Manager Mediengruppe RTL Deutschland; **Valerie Kerscher**, Projektmanagement Mediengruppe RTL Deutschland; **Niklas Klütsch**, Kommunikation RTL Mediengruppe RTL Deutschland; **Jan Auditor**, Produktionsmanagement Mediengruppe RTL Deutschland; **Martin Tietjen**, Moderation Mediengruppe RTL Deutschland; **Madeline Müller**, Projektmanagement Social Media Mediengruppe RTL Deutschland; **Philipp Welkisch**, Produktionsleiter CNC Mediengruppe RTL Deutschland

### 2. Prize

#### **VOX: ECHO 2018**

**Creative Team:** **Jutta Hertel**, Marketingleitung VOX Mediengruppe RTL Deutschland; **Nina Gless**, Brandmanager VOX Mediengruppe RTL Deutschland; **Martina Gentile**, Projektmanagement Mediengruppe RTL Deutschland; **Thomas Dettinger**, On Air Producer Mediengruppe RTL Deutschland; **Guido Lange**, Art Director Mediengruppe RTL Deutschland; **Juliane Richter**, Art Director Mediengruppe RTL Deutschland; **Rolf Amann**, Sounddesign Mediengruppe RTL Deutschland; **Svenja Pasternacki**, Digital Marketing Manager Mediengruppe RTL Deutschland; **Franziska Keul**, Media Manager Mediengruppe RTL Deutschland

## **Eyes & Ears Excellence Award 2018**

### **Falk Rosenthal, Hamburg**

Falk Rosenthal from Gravity was chosen as this year's Eyes&Ears of Europe Excellence Award winner for his award-winning and innovative contribution to broadcast stage screen design. For 10 years he has been bringing screens on stage to life for a great number of the biggest entertainment brands and artists worldwide, which include casting, music and award shows. He is outstanding in his field and has had ground-breaking productions with augmented reality for live shows, which in that scale have never been risked by anyone else in the business. His dedication to push technology to its limits, while simultaneously creating an environment that supports the show content, the brand and the performing artist is unique. This discipline often goes unnoticed as an integral part of the overall set design, thus it's time to bring it out into the spotlight and honor the international leading talent for television stage screen design.

## **Jury of the International Eyes & Ears Awards 2018**

**Stavros Amoutzias**, ZDF; **Sara Appenrodt**, Mediengruppe RTL Deutschland; **Michael Arends**, Mediengruppe RTL Deutschland; **Patrick Arnecke**, SRF; **Sven Braun**, spotville; **Marc Bühler**, Universal Publishing Music; **Cornelia Dienstbach**, Mediengruppe RTL Deutschland; **Alexander Dinges**, ZDF; **Nicholas Economides**, FOX; **Patricia Fehlberg**, Deutsche Welle; **Daniel Fischer**, SRF; **Frederik Geisler**, Mediengruppe RTL Deutschland; **Kalle Gerber**, Mediengruppe RTL Deutschland; **Cordula Gieriet**, SRF; **Sebastian Gsuck**, MediaApes; **Graeme Haig**, Superunion; **Oliver Haroun**, leondi; **Sandra Hebel**, ZDF; **Volker Jungbäck**, BR; **Nujin Kartal**, MediaApes; **Arman Kavrailoglu**, SPORT1; **Ben Kerneck**, BDA Creative; **Björn Klimek**, Mediengruppe RTL Deutschland; **Prof. Maximilian Kock**, OTH Amberg-Weiden; **Elmar Krick**, NBC Universal Global Networks Deutschland; **Alex Krumm**, Mediengruppe RTL Deutschland; **Lühr-Martin Lemkau**, Sony Pictures Television Deutschland; **Prof. Ralf Lobeck**, AMD; **Serhat Mansuroglu**, Mediengruppe RTL Deutschland; **Lisa Michel**, Discovery Communications Deutschland; **Christian Mirow**, Mediengruppe RTL Deutschland; **Niels Müller**, ProSiebenSat.1 TV Deutschland; **Bernd Mutscheller**, DMC; **Niels Ney**, Mediengruppe RTL Deutschland; **Henning Nieslony**, Mediengruppe RTL Deutschland; **Maria Regenspurger**, Deutsche Welle; **Brett Richards**, Brokendoll; **Stephan Riebel**, Deutsche Welle; **Henning Roch**, NBC Universal Global Networks Deutschland; **Oliver Rojschl**, ProSiebenSat.1 TV Deutschland; **Anna Saup**, 3sat; **Ilka Schildbach**, 3sat; **Susanne Schildknecht**, Super RTL; **Sebastian Schmidt**, Mediengruppe RTL Deutschland; **Frank Schneider**, Filmstyler Pictures; **Stefan Scholz**, BR; **Jörg Schommer**, IP Deutschland; **Thomas Schümperli**, SRF; **Klaus W Schuntermann**, MDR; **Klaus Schwab**, Mediengruppe RTL Deutschland; **Barbara Simon**, Creative Director; **Dann Smit**, CapeRock; **Christian Threimer**, ProSiebenSat.1 TV Deutschland; **Oliver Tremel**, SRF; **Desirée van der Pas**, Mediengruppe RTL Deutschland; **Timon Vielhaber**, World of VR; **Tina Wiesner**, RTL 2; **Pascal Wilfling**, ProSiebenSat.1 TV Deutschland; **Jan Wulf**, RTL 2; **Tom Wünsche**, 3sat; **Holger Zeh**, Deutsche Welle; **Michael Zschiesche**, Mediengruppe RTL Deutschland

## **Partners of the International Eyes & Ears Awards 2018**

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