



Eyes&EarsEurope

**Embargo: 18 November 2019, 10pm**

## **CREATION, INNOVATION & EFFECTIVENESS – 21st International Eyes & Ears Awards 2019**

### **Winners**

#### **Category Design**

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

###### **1<sup>st</sup> Prize**

**Superunion: London Symphony Orchestra – Roots & Origins**

The London Symphony Orchestra is promoting its new season under the theme "Roots & Origins". The title reflects the programme on the unique posters: the lines represent the blossoming of nature, which – like music – is set in motion with a simple (baton) swing. Beautifully realised by Superunion!

**Creative Team: Stuart Radford**, Executive Creative Director Superunion; **Marc Spicer**, Senior Designer Superunion; **Sam Ratcliffe**, Designer Superunion; **Miki Nathan**, Account Manager Superunion; **University of Portsmouth & Vicon Motion Systems – Motion Capture**; **Lukas Vojir**, Animator; **Alexa Sirbu**, Animator

###### **2<sup>nd</sup> Prize**

**BDA Creative: Amazon Prime Video – Beat**

**Creative Team: Marc Strotmann**, Executive Creative Director BDA Creative; **Lisa Kästner**, Copywriter BDA Creative; **Tobias Fleck**, Copywriter BDA Creative; **Emanuel Cojocaru**, Senior Editor BDA Creative; **Markus Eckl-Jordan**, Director of Operations BDA Creative; **Damian Sturm**, Art Director BDA Creative; **Almuth Fischer**, Senior Marketing Manager Prime Video Amazon Prime Video; **Caner Tekin**, Marketing Manager Prime Video Amazon Prime Video

###### **3<sup>rd</sup> Prize**

**CRIME + INVESTIGATION**

**Creative Team: Sebastian Wilhelmi**, Senior 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; **Caren Weeks**, Geschäftsführerin weeks.de-Werbeagentur; **Sebastian Ross**, Grafik & Entwicklung weeks.de-Werbeagentur

##### ***Best new design package of a channel or platform***

###### **1<sup>st</sup> Prize**

**3sat: Redesign 2019**

What does 3sat have that other stations don't? Clearly the 3, which stands for the 3 participating countries. This number is exactly what the station has focused its new design on. The 3 is composed of just as many parts, which drift apart playfully and always come together again. All promotional elements are opened and closed by the 3 and thus graphically represent a unit. The jury says: Fitting, clear and perfectly integrated into the programme processes.

**Creative Team: Thomas Grimm**, Leitung Marketing ZDF; **Uli Dankemeyer**, Leitung Programm-Marketing, Team 3sat ZDF; **Anja Strnisha**, Projektleitung ZDF; **Maike Baum**, Produktionsleitung ZDF;

**Tim Finnamore**, Creative Director BDA Creative; **Anika Flade**, Senior Art Director BDA Creative; **Paula Gomez**, Art Director BDA Creative; **Astrid Nowak**, Art Director BDA Creative

### 2<sup>nd</sup> Prize

#### **Superunion: ESL**

**Creative Team:** **Marta Swannie**, Creative Director Superunion; **Mark Smith**, Design Director Superunion; **Peter Hollstein**, Lead Designer Superunion; **Mark Diamond**, Strategy Director Superunion; **Cecylia Grendowicz**, Strategist Superunion; **Ben Beardmore**, Account Director Superunion; **Andrew Maxwell**, Account Manager Superunion; **Brad Bishop**, Account Manager Superunion

### 3<sup>rd</sup> Prize

#### **CapeRock: Nelonen**

**Creative Team:** **Dann Smitt**, Creative Director CapeRock; **Marco-Paul de Jeu**, Strategy Director CapeRock; **Martijn Wolff**, Head of Production CapeRock; **Roger van Baren**, Edit & Grade CapeRock; **Jord Veerman**, Motion Design CapeRock; **Wesley Vermeer**, Motion Design CapeRock; **Heini Häyrinen**, Senior Vice President Marketing Nelonen Media; **Juha Harju**, Art Director Nelonen Media

## ***Best bumper or station-IDs***

### 1<sup>st</sup> Prize

#### **Superunion: BBC Two**

For the Superunion bumpers, BBC Two has skilfully staged the iconic curve of the number 2: Sometimes as a fluffy, orange creature running across the screen on wobbly legs, sometimes as a green jelly with eyes and sometimes as screen-filling colourful balls. Superunion manages to redefine the image of BBC Two and reactivate the station's coolness.

**Creative Team:** Superunion; BBC Two; BBC Creative; **Alex Baranowski**, Composer; **Various Animation Collaborators**

### 2<sup>nd</sup> Prize

#### **3sat: IDs**

**Creative Team:** **Thomas Grimm**, Leitung Marketing ZDF; **Uli Dankemeyer**, Leitung Programm-Marketing, Team 3sat ZDF; **Anja Strnischa**, Projektleitung ZDF; **Günter Herbert**, Motion Designer ZDF; **Tim Finnamore**, Creative Director BDA Creative; **Paula Gomez**, Art Director BDA Creative; **Astrid Nowak**, Art Director BDA Creative; **Benjamin Kerneck**, Projektleitung BDA Creative

### 3<sup>rd</sup> Prize

#### **ARTE: Christmas**

**Creative Team:** **Cécile Chavepayre**, Artistic Director ARTE; **Eric Nung**, Creative Director UNDERCOVER.WORKS; **Cyril Drouin**, Director UNDERCOVER.WORKS; **Charlotte Dumortier**, Illustration UNDERCOVER.WORKS; **Cécile Laporte**, Production UNDERCOVER.WORKS; **Laurent Box**, Motion Designer UNDERCOVER.WORKS; **Charlotte Baker**, Motion Designer UNDERCOVER.WORKS; **Françoise Losito**, Motion Designer UNDERCOVER.WORKS

## ***Best seasonal design package***

### 1<sup>st</sup> Prize

#### **Das Erste: Schnappschüsse zur Weihnachtszeit 2018**

Merry, merrier, First German Television during Christmas season. The "Christmas Snapshots" design package highlights what is lacking in the midst of Christmas stress: love, joy and togetherness are captured in three different scenarios and illuminated from a new angle. Emotional and aesthetic!

**Creative Team:** **Henriette Edle von Hoessle**, Creative Director/Leiterin ARD Design & Präsentation ARD – Das Erste; **Werner Mayer**, Art Director ARD Design & Präsentation ARD – Das Erste; **Gabi Madračević**, Creative Direction Luxlotusliner; **Tatjana Živanović-Wegele**, Executive Producer Luxlotusliner; **Nadja Doth**, Projektmanager Luxlotusliner; **Frank Papenbroock**, Film Executive Producer BLM Film; **Andreas Haustein**, Film Producer BLM Film; **Maurus vom Scheidt**, Regie BLM Film

## 2<sup>nd</sup> Prize

### **NITRO: Western an Ostern**

**Creative Team:** **Holger Sum**, Leitung Marketing Mediengruppe RTL Deutschland; **Ilona Hellmiss**, Design/Art Direction Mediengruppe RTL Deutschland; **Doris Mertens**, Design/Art Direction Mediengruppe RTL Deutschland; **Philipp Pauls**, Text Mediengruppe RTL Deutschland; **Suse Engel**, Promotion Producerin Mediengruppe RTL Deutschland; **Jennifer Pleuger**, Brand Managerin Mediengruppe RTL Deutschland; **Uwe Wiesemann**, VFX- Design Phaze Two; **Andreas Stephan**, Sounddesign Phaze Two

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

### 1<sup>st</sup> Prize

#### **13th Street: Prost Mortem**

**No ordinary pub! In different settings the opening credits introduces the complexity of the series "Prost Mortem". The credits can be found on all surfaces: on the menu board, on the jukebox and on the bottles behind the counter. With a passion for detail, the opening credits pique your curiosity for every episode!**

**Creative Team:** **Elmar Krick**, Creative Brand Director NBC Universal Global Networks Deutschland; **Tobias Mader**, Lead Creative NBC Universal Global Networks Deutschland; **Karin Schrader**, VP Programming & Acquisitions NBC Universal Global Networks Deutschland; **Lukas Zweng**, Producer DOR Film Produktionsgesellschaft m.b.H.; **Valentin Lilgenau**, DOP DOR Film Produktionsgesellschaft m.b.H.; **Winnie Küchl**, Ausstattung DOR Film Produktionsgesellschaft m.b.H.; **Michael Podogil**, Redaktion DOR Film Produktionsgesellschaft m.b.H.; **Jochen Donauer**, Editor

### 2<sup>nd</sup> Prize

#### **France 5: Time for cinema**

**Creative Team:** **Sophiane Tilikete**, Creative Director France 5; **Neels Castillon**, Director Motion Palace; **Ariane Cornic**, Executive Producer Motion Palace; **Yann Rouquet**, Music Motion Palace

### 3<sup>rd</sup> Prize

#### **Panenka: VRT/één – Over Water**

**Creative Team:** **Tom Lenaerts**, Writer/Executive Producer Panenka; **Kato Maes**, Executive Producer Panenka; **Maarten Verlinden**, Editor Pixmix Studios; **Norman Bates**, Director; **James Wood**, Colorist; **Ward Leten**, VFX; **Isaac Gozin**, Graphics; **Björn Charpentrier**, Director of Photography

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

### 1<sup>st</sup> Prize

#### **SRF: Schwingen**

**The SRF impresses with the presentation of the Swiss national sport Schwingen (Wrestling). Two athletes try to lift each other out of gravity. The clou: they reveal what is only shadowy in the background: the imposing Swiss mountains. A representation that you won't quickly forget.**

**Creative Team:** **Alex Hefter**, Leiter Marketing & Gestaltung SRF; **Thomas Gloor**, Art Director SRF; **Gemma Kim**, Projektmanagerin SRF; **Patrick Arnecke**, Leiter Design & Promotion SRF; **Cyril Gfeller**, Senior Designer SRF; **Urs Eppler**, Produktionsleiter tpc; **Thomas Gyger**, Audiotrack Buetzer Buebe; **Philipp Böhlen**, Kamera

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

### 1<sup>st</sup> Prize

#### **ZDF: Magische Momente**

**On ZDF, a mysterious fish with a charming underbite looks gently around the corner and a pair of deer kisses cheerfully – and all that on a simple wallpaper. The station takes the infinite childlike imagination as its inspiration and creates a magical package for the Christmas movie series "Magic Moments".**

**Creative Team:** **Thomas Grimm**, Leitung Marketing ZDF; **Astrid Kämmerer**, Leitung Programm-Marketing 1 ZDF; **Irena Pavor**, Projektleitung ZDF; **Jana Geisler**, Creative Direction & Konzept/Design

Alpenblick; **Isabelle Favez**, Illustration & Animation Alpenblick; **Jochen Rall**, Illustration & Animation Alpenblick; **Marc Fischer**, 3D Alpenblick; **Stephanie Tietz**, Projektmanagement Alpenblick

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

### **1<sup>st</sup> Prize**

#### **UnitedSenses: Promax Awards Branding**

**The task: To develop a new opening title for the Promax Awards in black and gold including the trophy. In the realisation UnitedSenses tells the story of a creative idea and what it takes to turn it into a golden award.**

**Creative Team: Markus Schmidt**, Creative Director UnitedSenses; **Alex Rusitoru**, Senior Designer/Animation UnitedSenses; **Sven Mueller**, Projekt Manager UnitedSenses; **Tanya Filimonova**, Creative Director United Senses/Shandesign; **Sergey Shanovich**, General Producer/Director UnitedSenses/Shandesign; **Igor Demin**, CGI Artist UnitedSenses/Shandesign; **Steve Kazanijan**, CEO Promax; **Noura Chehade**, Marketing Manager Promax

### **1<sup>st</sup> Prize**

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

**Like a phoenix from the ashes, the Bachelor rises from a golden rose. The battle for the desired Bachelor becomes visible through the contrast of black and white. The seduction is illustrated by hands that repeatedly reach for the Bachelor. With the sexy soundtrack "It's a Man's Man's Man's World" by Seal there is an opening that captures all aspects of the show.**

**Creative Team: Björn Klimek**, Leiter Marketing & Creative Director RTL Mediengruppe RTL Deutschland; **Angela Rudert**, Brand Manager Mediengruppe RTL Deutschland; **Anja Pelzer**, Projektmanagerin Mediengruppe RTL Deutschland; **Frederik Geisler**, Art Director + Director Mediengruppe RTL Deutschland; **Markus Döpfer**, VFX Design Mediengruppe RTL Deutschland; **Niklas Weidmann**, 3D Design Mediengruppe RTL Deutschland; **Christian Steuler**, Graphic Designer Mediengruppe RTL Deutschland; **Andreas Stephan**, Sound Designer Mediengruppe RTL Deutschland

### **2<sup>nd</sup> Prize**

#### **VOX: Guidos Masterclass**

**Creative Team: Jutta Hertel**, Leiter Marketing & Creative Director VOX Mediengruppe RTL Deutschland; **Michael Arends**, Brand Manager Mediengruppe RTL Deutschland; **Torsten Lohrmann**, Regie Mediengruppe RTL Deutschland; **Stefan Ditner**, Director of Photography Mediengruppe RTL Deutschland; **Nadine Lembcke**, Art Director Mediengruppe RTL Deutschland; **Sara Appenrodt**, Art Director Mediengruppe RTL Deutschland; **Carina Schmidt**, Projektmanagement Mediengruppe RTL Deutschland; **Frank Schlieder**, Produktionsmanagement Mediengruppe RTL Deutschland

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

### **1<sup>st</sup> Prize**

#### **GROSSE8: Toni Kroos**

**Many lines that form a whole, an 8 hidden in the name and in the background the atmosphere of the football stadium. With the opening credits for "Toni Kroos", GROSSE8 captured the arranging and reserved role of the football star and made it visible to the audience. Hypnotic to look at!**

**Creative Team: Harald Mönch**, Creative Director GROSSE8; **Daniel Ossio**, 3D Animation & Design GROSSE8; **Christian Schiffler**, Compositing & Animation GROSSE8; **Leopold Hoesch**, Produzent Broadview TV; **Peter Wolf**, Creative Producer Broadview TV

### **2<sup>nd</sup> Prize**

#### **Alpenblick: A&E – Total Control - Im Bann der Seelenfänger**

**Creative Team: Holger Geisler**, Creative Director Alpenblick; **Andrea Stadlmann**, Senior Art Director Alpenblick; **Stephanie Tietz**, Senior Projektmanager Alpenblick; **Emanuel Rotstein**, Senior Director Programming A&E Networks Germany; **Marta Rumszauer**, Senior Art Director

### **3<sup>rd</sup> Prize**

#### **France 5: Passage of arts**

**Creative Team: Sophiane Tilikete**, Creative Director France 5; **Aleksandra Brajeux**, Director Demoiselles; **Sabrina Chesneau**, Art Director Demoiselles

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

### **1<sup>st</sup> Prize**

**ARTE: Information & News Design**

A new News design could hardly be more courageous. ARTE shows its reporting as it is: free and European, without ornaments, without bells and whistles. Only information and design, nothing else. Clear, concise and informative!

**Creative Team:** **Cécile Chavepayre**, Artistic Director ARTE; **Pauline Bugeon**, Production Manager ARTE; **Eric Nung**, Artistic Director MOVEMENT; **Sébastien Cannone**, Artistic Director MOVEMENT; **Eddie Petrequin**, Artistic Director MOVEMENT; **Fabien Farrachi**, Animation/Special Effects MOVEMENT; **Cyril Drouin**, Animation/Special Effects MOVEMENT; **Cécile Laporte**, Production MOVEMENT

### **2<sup>nd</sup> Prize**

**DW: +90**

**Creative Team:** **Filippos Papadopoulos**, Creative Management/Corporate Design Deutsche Welle; **Jan Scholz**, Designer Deutsche Welle; **Holger Zeh**, Head of Design Deutsche Welle; **Gabi Madračević**, Creative Director/Managing Director Luxlotusliner; **Jan Rinkens**, Creative Director/Animation Luxlotusliner; **Iris Rinkens**, Art Director Luxlotusliner; **Tatjana Živanović-Wegele**, Executive Producer Luxlotusliner

### **3<sup>rd</sup> Prize**

**ZDF: auslandsjournal**

**Creative Team:** **Thomas Grimm**, Leitung Marketing ZDF; **Tino Windisch**, Leitung Programm-Marketing 2 ZDF; **Felix Weitekamp**, Projektleitung ZDF; **Florian Hausberger**, Konzeption & Design FEEDMEE; **Susanne Frericks**, Kreativleitung FEEDMEE; **Jennifer Feist**, Producer FEEDMEE; **Loy Wesselburg**, Musikkomposition & Sounddesign LOY PRODUCTION; **Jürgen Bieling**, Set-Design Billionpoints / Bieling Design

## ***Best sports design***

### **1<sup>st</sup> Prize**

**BDA Creative: Magenta Sport Rebrand**

BDA Creative's design package for Magenta Sport manages to capture the excitement of the different sports Basketball, Ice Hockey and 3rd League Football. Combined with the typical Magenta, the result is a harmonious overall picture – modern, fast, light.

**Creative Team:** **Tim Finnamore**, Executive Creative Director BDA Creative; **Meritxell Monso**, Senior Art Director BDA Creative; **Matthias Hofbauer**, Designer BDA Creative; **Emanuel Cojocar**, Senior Editor BDA Creative; **Markus Eckl-Jordan**, Director of Operations BDA Creative; **Alexander Dechant**, Leitung Creation thinXpool TV; **Henning Stiegenroth**, SVP Sport-Marketing Telekom Deutschland

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

### **1<sup>st</sup> Prize**

**CapeRock: DW – Eco**

A brief, crisp and concise presentation of the different continents – this is what the design package for "Eco - The Environment Magazine" has to offer. For the four regions Africa, Asia, India and South America, CapeRock has developed its own opening titles, which introduce the magazine with typical pictures from the countries and the matching musical background. The design package of the DW magazine is completed by clear graphics.

**Creative Team:** **Dann Smit**, Creative Director CapeRock; **Marco-Paul de Jeu**, Strategy Director CapeRock; **Martijn Wolff**, Head of Production CapeRock; **Roger van Baren**, Editor CapeRock; **Wesley Vermeer**, Motion Design CapeRock; **Holger Zeh**, Head of Design DW; **Maria Regenspurger**, Art Director DW

### **2<sup>nd</sup> Prize**

**DW: popxport Musikmagazin**

**Creative Team:** **Holger Zeh**, Head of Design DW; **Sven Windszus**, Art Director & Head of 3D; **Alex Bootz**, Animator; **Can Erduman**, Character Technical Director/Animator; **Pablo B. De Falcon**, Composer

### 3<sup>rd</sup> Prize

#### **VOX: Guidos Masterclass**

**Creative Team:** **Jutta Hertel**, Leiter Marketing & Creative Director VOX Mediengruppe RTL Deutschland; **Michael Arends**, Brand Manager Mediengruppe RTL Deutschland; **Torsten Lohrmann**, Regie Mediengruppe RTL Deutschland; **Nadine Lembcke**, Art Director Mediengruppe RTL Deutschland; **Sara Appenrodt**, Art Director Mediengruppe RTL Deutschland; **Carina Schmidt**, Projektmanagement Mediengruppe RTL Deutschland; **Frank Schlieder**, Produktionsmanagement Mediengruppe RTL Deutschland

## **Category Digital**

### ***Best online presence***

#### 1<sup>st</sup> Prize

##### **RTL2: Love Island – Heiße Flirts & wahre Liebe**

Involving viewers on all channels – that was RTL2's mission for the second season of "Love Island": not only watching, but also participating in decisions via the app or searching for your own dream couple on the island in a mobile game. RTL2 understands the target group and fully uses all platforms!

**Creative Team:** **Kristina Wiesner**, Leiterin Kreation, Promotion & Marketing RTL2; **Hannah Rackwitz**, Stellvertretende Leiterin & Teamleiterin Kampagnen RTL2; **Carlos Zamorano**, Direktor Marketing & Kommunikation/CMCO RTL2

#### 2<sup>nd</sup> Prize

##### **Universal TV: Interactive Chicago Map**

**Creative Team:** **Julia Lorenz**, Marketing Manager NBC Universal Global Networks Deutschland; **Henning Roch**, Marketing Director Central & Eastern Europe NBC Universal Global Networks Deutschland; **Gaston Soso**, Director de cuentas Nocaut Contenidos SRL

#### 3<sup>rd</sup> Prize

##### **Mediaschool Bayern: M94.5**

**Creative Team:** **Klaus Kranewitter**, Programmleiter Mediaschool Bayern e.V.; **Tomas Sajdak**, Meister Medienproduktion Mediaschool Bayern e.V.; **Johannes Vogl**, Redaktion Mediaschool Bayern e.V.; **Simon Kerber**, Redaktion Mediaschool Bayern e.V.; **Markus Hensel**, Redaktion Mediaschool Bayern e.V.; **Volker Heinrich**, Konzept & Design Lührsen // Heinrich; **Hendrick Lührsen**, Konzept & Code Lührsen // Heinrich; **Maurice van Brast**, Designer Studio Maurice van Brast – Grafische Betriebe

### ***Best use of social media***

#### 1<sup>st</sup> Prize

##### **Grabow & Bartetzko: #4BlocksLive – 1 Tag, 4 Blöcke, 4 Challenges**

Rapping to unlock 16 leaked minutes of the new season. What sounds crazy worked wonderfully for the series "4 BLOCKS". Grabow & Bartetzko have managed to motivate the viewers far beyond the normal engagement in order to reach the goal in the team interaction. The jury says: an ingenious use of social media!

**Creative Team:** **Philip Grabow**, Kreativgeschäftsführung Grabow & Bartetzko; **Lena Deutinger**, Kundenberatung Grabow & Bartetzko; **Nea Draganic**, Strategische Planung Grabow & Bartetzko; **Matthias Ring**, Creative Producer Grabow & Bartetzko; **Sebastian Bartetzko**, Geschäftsführung Produktion Grabow & Bartetzko; **Sebastian Weber**, Marketing Executive Turner Broadcasting System; **Kathrein Gest**, Marketing Manager Turner Broadcasting System; **Astrid Kappesser**, Marketing Manager Turner Broadcasting System

#### 2<sup>nd</sup> Prize

##### **SevenOne AdFactory & Achtung!: EON Powergames**

**Creative Team:** **Thomas Schwarz**, Kreative GF SevenOne AdFactory; **Daniel Koller**, Creative Director & Konzeption SevenOne AdFactory; **Stephan Beyschlag**, Produktion SevenOne AdFactory; **Mirko Kaminski**, Kreative GF Achtung!; **Niat Asfaw Graça**, Creative Director & Konzeption Achtung!; **Tim**

**Oliver Struck**, Projektplanung Achtung!; **Laura Schenk**, Social Media Achtung!; **Pio Porciello**, Produktion/Produzent Constantin Entertainment

### 3<sup>rd</sup> Prize

#### **ZDF: Mädchen WG – Backstage**

**Creative Team:** **Thomas Grimm**, Leitung Marketing ZDF; **Astrid Kämmerer**, Leitung Programm-Marketing 1 ZDF; **Sandra Hebel**, Projektleitung ZDF; **Alex Schulte**, Redaktion Trailer ZDF; **Kelly Dooling**, Art Director KNSK Hamburg; **Tom Schwanke**, Junior Art Director KNSK Hamburg; **Carsten Dammer**, Senior Copywriter KNSK Hamburg

## ***Best digital marketing spot***

### 1<sup>st</sup> Prize

#### **RTL2: Berlin – Tag & Nacht Fanvideo**

"Berlin Day & Night" has been with many fans for years. For RTL2 it was time to give back in form of a special gift: a meeting with their personal heroes from the series. Great empathy in combination with classic storytelling – the fan video quickly became a digital marketing success!

**Creative Team:** **Kristina Wiesner**, Leiterin Kreation, Promotion & Marketing RTL2; **Lea Lex**, Projektmanagerin Kreation Promotion & Marketing RTL2; **Carlos Zamorano**, Direktor Marketing & Kommunikation/CMCO RTL2; **Klaus Schäfer**, CEO mehappy; **Monty Kreisköther**, Creative Director mehappy

### 2<sup>nd</sup> Prize

#### **Kabel Eins: Eko Fresh – Ab ins Kloster!**

**Creative Team:** **Jürgen Rieger**, Creative Director Digital ProSiebenSat.1 TV Deutschland – Creative Solutions; **Vinzenz Gebhardt**, Senior Texter/Konzeptioner ProSiebenSat.1 TV Deutschland – Creative Solutions; **Benjamin Nitsch**, Designer Digital ProSiebenSat.1 TV Deutschland – Creative Solutions; **Rudolf Hochrein**, Senior Audio Designer ProSiebenSat.1 TV Deutschland – Creative Solutions; **Michael Schweigkofler**, Senior Marketing Manager ProSiebenSat.1 TV Deutschland – Central Marketing; **Alexander Wagner**, Vice President Kabel Eins Marketing ProSiebenSat.1 TV Deutschland – Central Marketing; **Christian Dückminor**, Designer AIM Studio; **Celina Celebi**, Manager TV Partnerships Studio 71

### 3<sup>rd</sup> Prize

#### **hr: Der Hinteregger-Song!**

**Creative Team:** **Jan Vogel**, Redakteur Hessischer Rundfunk; **Marvin Mendel**, Autor Hessischer Rundfunk; **Emanuel Raggi**, Autor Hessischer Rundfunk; **Mark Weidenfeller**, Autor Hessischer Rundfunk; **Bastian Roth**, Autor Hessischer Rundfunk; **Phil Hofmeister**, Autor Hessischer Rundfunk; **Marc Brockmüller**, Cutter Hessischer Rundfunk; **Tom Löffler**, Musik Hessischer Rundfunk

## ***Best digital marketing campaign for a station or platform***

### 1<sup>st</sup> Prize

#### **Diva: Digital Spring Campaign**

"We celebrate women every day!" A strong message for a strong broadcaster, that was the theme set by NBCUniversal for the spring campaign of the Romanian TV channel Diva. Not only are they supported by the nationally known singer Alexandra Ungureanu, but international stars also speak to the viewers in the digital spots. The right message for the women's channel!

**Creative Team:** **Torben Kessler**, Marketing Manager Central & Eastern Europe NBC Universal Global Networks Deutschland; **Henning Roch**, Marketing Director Central & Eastern Europe NBC Universal Global Networks Deutschland; **Monika Sersea-Bratic**, Senior Marketing Manager Central & Eastern Europe NBC Universal Global Networks Deutschland; **Mihai Calotă**, Art Director Stuff Media Consult SRL; **Ionut Negrilă**, Director Stuff Media Consult SRL; **Alex Tocilescu**, Copywriter Stuff Media Consult SRL; **Alina Caraclischi**, Projekt Manager Stuff Media Consult SRL

## ***Best digital marketing campaign for a programme***

### **1<sup>st</sup> Prize**

#### **VOX: Die Höhle der Löwen ... nur so 'ne Idee**

Simplicity in times of abundance. For the new season "Lion's Den" VOX has not only attracted the attention of the viewers with the simple white surface and the hashtag "just an idea", but has also kept up the curiosity until the end of the season. This is also impressively confirmed by the numbers. Refreshingly different, says the jury.

**Creative Team:** **Jutta Hertel**, Leiter Marketing & Creative Director VOX Mediengruppe RTL Deutschland; **Serhat Mansuroglu**, Brandmanager Mediengruppe RTL Deutschland; **Guido Lange**, Art Director Mediengruppe RTL Deutschland; **Annett Krause**, Projektmanagement Mediengruppe RTL Deutschland; **Patrick Springler**, Art Director Mediengruppe RTL Deutschland; **Heiko Fischer**, On Air Producer Mediengruppe RTL Deutschland; **André Wlodarczak**, Marketing Manager Digital Mediengruppe RTL Deutschland; **Linda Kawalleck**, Marketing Managerin Digital Mediengruppe RTL Deutschland

### **2<sup>nd</sup> Prize**

#### **Grabow & Bartetzko: #4BlocksLive – 1 Tag, 4 Blöcke, 4 Challenges**

**Creative Team:** **Philip Grabow**, Kreativgeschäftsführung Grabow & Bartetzko; **Lena Deutlinger**, Kundenberatung Grabow & Bartetzko; **Nea Draganic**, Strategische Planung Grabow & Bartetzko; **Matthias Ring**, Creative Producer Grabow & Bartetzko; **Sebastian Bartetzko**, Geschäftsführung Produktion Grabow & Bartetzko; **Sebastian Weber**, Marketing Executive Turner Broadcasting System; **Kathrein Gest**, Marketing Manager Turner Broadcasting System; **Astrid Kappesser**, Marketing Manager Turner Broadcasting System

### **3<sup>rd</sup> Prize**

#### **RTL2: Nik x The Dome**

**Creative Team:** **Kristina Wiesner**, Leiterin Kreation, Promotion & Marketing RTL2; **Lea Lex**, Projektmanagerin Kreation, Promotion & Marketing RTL2; **Carlos Zamorano**, Direktor Marketing & Kommunikation/CMCO RTL2; **David Löwe**, Managing Partner BAUERNFEIND + LÖWE; **Karim Jasper**, Geschäftsführer WAALD Creative Group

## ***Best influencer marketing***

### **1<sup>st</sup> Prize**

#### **MESH Collective: #EarthOvershootDay**

The campaign "#EarthOvershootDay" by MESH Collective shows that the earth's resources concern everyone. Over a period of one year, influencers provide information on various climate change topics such as "plastic in the sea", "biodiversity" or "sustainable fashion". The jury says: Highly emotional and inspiring.

**Creative Team:** **Nikolas Kappe**, Senior Editor MESH Collective by Divimove; **Amanda Brennan**, Editor in Chief MESH Collective by Divimove; **Julia Althoff**, Head of MESH Collective by Divimove; **Tina Harms**, Inhaltlicher Kooperationspartner WWF Deutschland; **Bettina Münch-Epple**, Inhaltlicher Kooperationspartner WWF Deutschland; **Niels Barth**, Auftraggeber Robert Bosch Stiftung

### **2<sup>nd</sup> Prize**

#### **Kabel Eins: Rosin's Fettkampf – Sido's Lipsync Allstars**

**Creative Team:** **Richard Schweiger**, Senior Vice President ProSiebenSat.1 TV Deutschland – Creative Solutions; **Oliver Rojschl**, Creative Director/Head of Promotion Kabel Eins ProSiebenSat.1 TV Deutschland – Creative Solutions; **Dominik Schütz**, Senior Writer/Producer ProSiebenSat.1 TV Deutschland – Creative Solutions; **Thomas Gerlach**, Writer/Producer ProSiebenSat.1 TV Deutschland – Creative Solutions; **Mona Tautz**, Senior Project Manager ProSiebenSat.1 TV Deutschland – Operations; **Michael Schweigkofler**, Senior Marketing Manager ProSiebenSat.1 TV Deutschland – Central Marketing; **Alexander Wagner**, Vice President Kabel Eins Marketing ProSiebenSat.1 TV Deutschland – Central Marketing

### **3<sup>rd</sup> Prize**

#### **SevenOne AdFactory & Achtung!: EON Powergames**

**Creative Team:** **Thomas Schwarz**, Kreative GF SevenOne AdFactory; **Daniel Koller**, Creative Director & Konzeption SevenOne AdFactory; **Stephan Beyschlag**, Produktion SevenOne AdFactory; **Mirko Kaminski**, Kreative GF Achtung!; **Niat Asfaw Graça** Creative Director & Konzeption Achtung!; **Tim**



**Oliver Struck**, Projektplanung Achtung!; **Laura Schenk**, Social Media Achtung!; **Pio Porciello**, Produktion/Produzent Constantin Entertainment

## **Category Promotion**

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

#### **1<sup>st</sup> Prize**

##### **ZDF: Sehen**

The ZDF spot "Seeing" shows the journalistic attitude of the station to draw a precise and diverse picture of our society and environment. The idea: to present core competences such as "looking closely" and "being seen" in condensed way. ZDF manages to keep this idea going until the end – great idea, strong text and consistently realised!

**Creative Team:** **Thomas Grimm**, Leitung Marketing ZDF; **Astrid Kämmerer**, Leitung Programm Marketing 1 ZDF; **Doris Biagioni**, Redakteurin ZDF; **Kim Schwaner**, Producing/Finishing/Editing/Cutting Brand New Media; **Christina Gerken**, Producing/Music Supervision Brand New Media; **Ulrike Wegert**, Creative Director Text KNSK Hamburg; **Carsten Dammer**, Senior Copywriter KNSK Hamburg; **Christina Holzer**, Senior Art Director KNSK Hamburg

#### **2<sup>nd</sup> Prize**

##### **ARTE in 6 Sprachen**

**Creative Team:** **Cécile Chavepayre**, Artistic Director ARTE; **Delphine Werner**, Author & Editor ARTE; **Cédric Chambin**, Director ARTE; **Pauline Bugeon**, Production Manager ARTE

#### **3<sup>rd</sup> Prize**

##### **FOX: Refresh**

**Creative Team:** **Christina Leucht**, Director Marketing & Creative Services Fox Networks Group; **Sarina Baumann**, Marketing Manager Fox Networks Group; **Sandra Beul**, Creative Director Sandra Beul Concept & Creation; **Maria Holzmann**, Schnitt Sandra Beul Concept & Creation; **Stefan Heckl**, Design The Findest Motion Artists; **Hanne Wiesener**, Konzept

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

#### **1<sup>st</sup> Prize**

##### **SAT.1: Zoomania**

Well-known Disney heroes advertise on your own channel? Who wouldn't want that? SAT.1 has spared no expense and effort and has asked for hare Judy Hopps, fox Nick Wilde and sloth Flash – and they feel especially comfortable on SAT.1. A simple idea with beloved characters.

**Creative Team:** **Niels Müller**, Creative Director ProSiebenSat.1 TV Deutschland – Creative Solutions; **Gerald Kabiczek**, Senior Writer/Producer ProSiebenSat.1 TV Deutschland – Creative Solutions; **Johanna Kolb**, Writer/Producer ProSiebenSat.1 TV Deutschland – Creative Solutions; **André Otto**, Creative Director ProSiebenSat.1 TV Deutschland – Creative Solutions; **Bettina Prieler**, Texter/Konzeptioner ProSiebenSat.1 TV Deutschland – Creative Solutions; **Boris Breitenreicher**, Audio Designer ProSiebenSat.1 TV Deutschland – Creative Solutions; **Judith Kirschner-Seewald**, Senior Projekt Manager ProSiebenSat.1 TV Deutschland – Operations; **Homa Moniri**, Senior Marketing Manager ProSiebenSat.1 TV Deutschland – Central Marketing

#### **2<sup>nd</sup> Prize**

##### **Universal TV: Chicago Fire S7 Fan Reel**

**Creative Team:** **Elmar Krick**, Creative Brand Director NBC Universal Global Networks Deutschland; **Daniel Saini**, Senior Producer NBC Universal Global Networks Deutschland; **Tobias Mader**, Lead Creative NBC Universal Global Networks Deutschland; **Henning Roch**, Marketing Director NBC Universal Global Networks Deutschland; **Julia Lorenz**, Marketing Manager NBC Universal Global Networks Deutschland; **Raphael Brunner**, Tonmeister NBC Universal Global Networks Deutschland; **Diana Kovacevic**, Program Manager NBC Universal Global Networks Deutschland

### 3<sup>rd</sup> Prize

#### **ProSieben: Alien – Covenant**

**Creative Team:** **Richard Schweiger**, Senior Vice President ProSiebenSat.1 TV Deutschland – Creative Solutions; **Markus Baier**, Vice President Promotion ProSieben/Kabel Eins & Performance ProSiebenSat.1 TV Deutschland – Creative Solutions; **Christian Giegerich**, Senior Writer/Producer ProSiebenSat.1 TV Deutschland – Creative Solutions; **Philipp Pleier**, Writer/Producer ProSiebenSat.1 TV Deutschland – Creative Solutions; **Rudolf Hochrein**, Audio Designer ProSiebenSat.1 TV Deutschland – Creative Solutions; **Laura Hasse**, Project Manager ProSiebenSat.1 TV Deutschland – Operations; **David Hoffmann**, Product Manager ProSiebenSat.1 TV Deutschland – Central Marketing

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

#### 1<sup>st</sup> Prize

#### **BDA Creative: Amazon Prime Video – Beat**

**The trailer for the Amazon Prime video series "Beat" by BDA Creative takes viewers into the techno scene of Berlin. The tense and stringent narrative style, underscored by a driving beat, creates a pull that no one can escape. A trailer that not only arouses curiosity, but also captivates!**

**Creative Team:** **Marc Strotmann**, Executive Creative Director BDA Creative; **Lisa Kästner**, Copywriter BDA Creative; **Tobias Fleck**, Copywriter BDA Creative; **Emanuel Cojocar**, Senior Editor BDA Creative; **Markus Eckl-Jordan**, Director of Operations BDA Creative; **Damian Sturm**, Art Director BDA Creative; **Almuth Fischer**, Senior Marketing Manager Prime Video Amazon Prime Video; **Caner Tekin**, Marketing Manager Prime Video Amazon Prime Video

#### 2<sup>nd</sup> Prize

#### **Hochspannung – Made by SAT.1**

**Creative Team:** **Richard Schweiger**, Senior Vice President ProSiebenSat.1 TV Deutschland – Creative Solutions; **Sebastian Schwarzer**, Vice President Promotion SAT.1 ProSiebenSat.1 TV Deutschland – Creative Solutions; **Niels Müller**, Creative Director ProSiebenSat.1 TV Deutschland – Creative Solutions; **Alexander Gruber**, Senior Writer/Producer ProSiebenSat.1 TV Deutschland – Creative Solutions; **Rudolf Hochrein**, Senior Audio Designer ProSiebenSat.1 TV Deutschland – Creative Solutions; **Michael Funk**, Designer ProSiebenSat.1 TV Deutschland – Creative Solutions; **Judith Kirschner-Seewald**, Senior Projekt Manager ProSiebenSat.1 TV Deutschland – Operations; **Manuela Liebel**, Senior Marketing Manager ProSiebenSat.1 TV Deutschland – Central Marketing

#### 3<sup>rd</sup> Prize

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

**Creative Team:** **Björn Klimek**, Leiter Marketing & Creative Director RTL Mediengruppe RTL Deutschland; **Lars Truhn**, Brand Manager Mediengruppe RTL Deutschland; **Marc Rhiem**, Producer Mediengruppe RTL Deutschland; **Eva Frings**, Projektmanagerin Mediengruppe RTL Deutschland; **Andreas Stephan**, Sound-Designer Mediengruppe RTL Deutschland; **Markus Döpfer**, VFX-Designer Mediengruppe RTL Deutschland; **Julian Kneidl**, Regie Mediengruppe RTL Deutschland; **Benjamin Pommeranz**, Kamera Mediengruppe RTL Deutschland

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

#### 1<sup>st</sup> Prize

#### **DFL: Football as its meant to be – Poetry**

**"We are the Bundesliga!" The DFL manages to create more than just a spot about football. Highly poetic and memorable, they highlight what the Bundesliga stands for: a unique stadium atmosphere combined with close personal contact. Goose bumps!**

**Creative Team:** **Thomas Markert**, Direktor DFL Digital Sports; **Juan Pablo Kessler**, Head of Design DFL Digital Sports; **Christian Pfennig**, Direktor & MdGL DFL Deutsche Fußball Liga; **Blazenka Ceh**, UMK DFL Deutsche Fußball Liga; **Benjamin Markstein**, GF & Executive Producer Modest Department; **Andreas Rapp**, Berater The Brand Orchestra; **Lars Oehlschlaeger**, Creative Direction The Brand Orchestra; **Fabian Weigele**, Regie The Brand Orchestra

### 2<sup>nd</sup> Prize

#### **Red Bull TV: Bike Generic 2019**

**Creative Team:** **Steffen Brümmer**, Head of Creative Services Red Bull Media House; **Hans-Jörg Weidenholzer**, Senior Creative Producer Red Bull Media House; **Ulrike Mast**, Senior Project Manager Red Bull Media House; **Lukas Griesser**, Senior Editor Red Bull Media House; **Moriz Oepen**, Senior Audio Engineer Red Bull Media House; **Ivan Filipovic**, Senior Colorist Red Bull Media House

### 3<sup>rd</sup> Prize

#### **RTL: Sport – Klinsmann**

**Creative Team:** **Björn Klimek**, Leiter Marketing & Creative Director RTL Mediengruppe RTL Deutschland; **Lars Truhn**, Brand Manager Mediengruppe RTL Deutschland; **Petra Matuschek-Schuster**, Projektmanagerin Mediengruppe RTL Deutschland; **Tom Dederichs**, Produktionsmanagement Mediengruppe RTL Deutschland; **Frank Schneider**, Regie & Konzeption Filmstyler Pictures

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

#### 1<sup>st</sup> Prize

#### **DW: 70 Jahre Grundgesetz**

Happy birthday, Basic Law! Deutsche Welle has dedicated a whole week to the 70th anniversary of the German Basic Law and produced a very special trailer for it: Different people explain which rights personally affect them – whether equality before the law or freedom of expression.

**Creative Team:** **Maren Wintersberg**, Head of Visual Services Deutsche Welle; **Stephan Riebel**, Head of Program Promotion Deutsche Welle; **Patricia Fehlberg**, Executive Producer Deutsche Welle; **Annette Vogelsberg**, Producer Deutsche Welle; **Arndt Baumüller**, Cutter Deutsche Welle; **Marcus Waibel**, Sound-Designer Deutsche Welle

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

#### 1<sup>st</sup> Prize

#### **Disney Channel: Ducktales Lyric-Video**

Who wants to go to Duckburg? After this spot, everybody. The Disney Channel takes the already well-known Ducktales song and gives it a new sound with Mark Forster. A catchy tune is guaranteed!

**Creative Team:** **Ole Türck**, Senior Manager Creative Services The Walt Disney Company (Germany); **Katrin Nestrojil**, Grafik Designer The Walt Disney Company (Germany); **Olaf Neumann**, Grafik Designer The Walt Disney Company (Germany); **Sofia Zuleta**, Writer/Producer The Walt Disney Company (Germany)

### 2<sup>nd</sup> Prize

#### **SAT.1: The Voice Kids – Comic Helden**

**Creative Team:** **Richard Schweiger**, Senior Vice President ProSiebenSat.1 TV Deutschland – Creative Solutions; **Sebastian Schwarzer**, Vice President Promotion SAT.1 ProSiebenSat.1 TV Deutschland – Creative Solutions; **Niels Müller**, Creative Director ProSiebenSat.1 TV Deutschland – Creative Solutions; **Gilles Wolff**, Writer/Producer ProSiebenSat.1 TV Deutschland – Creative Solutions; **Simone Hauff**, Designer ProSiebenSat.1 TV Deutschland – Creative Solutions; **Lena Krylov**, Project Manager ProSiebenSat.1 TV Deutschland – Operations; **Alexander Molnar**, Senior Project Manager ProSiebenSat.1 TV Deutschland – Operations; **Sylvia Zimmermann**, Senior Marketing Manager ProSiebenSat.1 TV Deutschland – Central Marketing

### 3<sup>rd</sup> Prize

#### **Disney Channel: Star Wars Tag**

**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**, Grafik Designer The Walt Disney Company (Germany); **Marco Zanoni**, Schnitt The Walt Disney Company (Germany)

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

### **1<sup>st</sup> Prize**

#### **SAT.1: Fun Freitag – Home of HAHAA**

**With its spot about Fun Friday SAT.1 shows the audience everything they need to know: Only here, in the Home of HAHAA, you can have this much fun with well-known comedians.**

**Creative Team:** **Sebastian Schwarzer**, Vice President Promotion SAT.1 ProSiebenSat.1 TV Deutschland – Creative Solutions; **Niels Müller**, Creative Director ProSiebenSat.1 TV Deutschland – Creative Solutions; **Boris Breitenreicher**, Audio Designer ProSiebenSat.1 TV Deutschland – Creative Solutions; **Alexander Gruber**, Senior Writer/Producer ProSiebenSat.1 TV Deutschland – Creative Solutions; **André Otto**, Creative Director Design ProSiebenSat.1 TV Deutschland – Creative Solutions; **Christian Gerner**, Project Manager ProSiebenSat.1 TV Deutschland – Operations; **Alexander Molnar**, Senior Project Manager ProSiebenSat.1 TV Deutschland – Operations; **Manuela Liebel**, Senior Marketing Manager ProSiebenSat.1 TV Deutschland – Central Marketing

### **2<sup>nd</sup> Prize**

#### **Comedy Central: News Musicvideo**

**Creative Team:** **Eric Wilhelm da Cruz**, Senior Producer Viacom Germany; **Imke Rühle-Gaipi**, Senior Project Manager Viacom Germany; **Janine Schumann**, Senior Marketing Manager Viacom Germany; **Óliver Hernández**, Sr. Director VIMN; **Nicki Dreyer**, Creative Director Production VIMN; **Arjen Noordeman**, Creative Director Brand Design VIMN; **Jörg Strombach**, Producer Fairmedia; **Florian Baeker**, Creative Director; **Jakob Hoff**, Song & Komposition; **Alexander Stolle**, Song & Text

### **3<sup>rd</sup> Prize**

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

**Creative Team:** **Björn Klimek**, Leiter Marketing & Creative Director Mediengruppe RTL Deutschland; **Stefan Brand**, Brand Manager Mediengruppe RTL Deutschland; **Anja Pelzer**, Projektmanagerin Mediengruppe RTL Deutschland; **Hamid Behbudi**, Producer Mediengruppe RTL Deutschland; **Andreas Ortmann**, Produktionsmanager Mediengruppe RTL Deutschland; **Stefan Plagemann**, Aufnahmeleiter Mediengruppe RTL Deutschland; **Patrice Keller**, VFX Design Mediengruppe RTL Deutschland; **Arne Thomas**, Sound Designer Mediengruppe RTL Deutschland

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

### **1<sup>st</sup> Prize**

#### **VOX: Kitchen Impossible – Das Küchendrama Teaser**

**In order to emphasise the drama on the programme around Tim Mälzer, VOX has pulled out the heavy guns: An opera singer disturbs Mälzer's concentration with her aria. However, in order to not miss out on the entertainment, the cook interrupts the singer sometimes by boldly knocking on the wall, sometimes by throwing a towel. Good mix of drama and entertainment!**

**Creative Team:** **Jutta Hertel**, Leiter Marketing & Creative Director VOX Mediengruppe RTL Deutschland; **Serhat Mansuroglu**, Brand Manager Mediengruppe RTL Deutschland; **Enisa Nesimovic**, On Air Producer Mediengruppe RTL Deutschland; **Isabel Grahs**, Regie Mediengruppe RTL Deutschland; **Guido Lange**, Art Director Mediengruppe RTL Deutschland; **Doris Mertens**, Art Director Mediengruppe RTL Deutschland; **Sandra Frei**, Projektmanagement Mediengruppe RTL Deutschland

### **2<sup>nd</sup> Prize**

#### **SAT.1: Promi Big Brother – Puppen**

**Creative Team:** **Sebastian Schwarzer**, Vice President Promotion SAT.1 ProSiebenSat.1 TV Deutschland – Creative Solutions; **Niels Müller**, Creative Director ProSiebenSat.1 TV Deutschland – Creative Solutions; **Peter Wagner**, Art Director ProSiebenSat.1 TV Deutschland – Creative Solutions; **Alexander Gruber**, Senior Writer/Producer ProSiebenSat.1 TV Deutschland – Creative Solutions; **Paul Taylor**, Creative Director Promotion Audio ProSiebenSat.1 TV Deutschland – Creative Solutions; **Michael Funk**, Designer ProSiebenSat.1 TV Deutschland – Creative Solutions; **Alexander Molnar**, Senior Project Manager ProSiebenSat.1 TV Deutschland – Operations; **Sylvia Zimmermann**, Senior Marketing Manager ProSiebenSat.1 TV Deutschland – Central Marketing

### 3<sup>rd</sup> Prize

#### **SAT.1: Dancing on Ice**

**Creative Team:** **Richard Schweiger**, Senior Vice President ProSiebenSat.1 TV Deutschland – Creative Solutions; **Sebastian Schwarzer**, Vice President Promotion SAT.1 ProSiebenSat.1 TV Deutschland – Creative Solutions; **Niels Müller**, Creative Director ProSiebenSat.1 TV Deutschland – Creative Solutions; **Paul Taylor**, Creative Director Promotion SAT.1 ProSiebenSat.1 TV Deutschland – Creative Solutions; **Stephan Körner**, Senior Writer/Producer ProSiebenSat.1 TV Deutschland – Creative Solutions; **Ute Deutschmann**, Executive Producer ProSiebenSat.1 TV Deutschland – Creative Solutions; **Andreas Kutscher**, Senior Project Manager ProSiebenSat.1 TV Deutschland – Operations; **Sylvia Zimmermann**, Senior Marketing Manager ProSiebenSat.1 TV Deutschland – Central Marketing

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

#### 1<sup>st</sup> Prize

#### **VOX: 6 Mütter – Mutterliebe geht unter die Haut Teaser**

VOX shows how to illustrate the title of a show with the teaser for "6 Mothers – A mother's love goes under the skin". A mother gets a tattoo of her child's drawing. A symbolism that not only touches the mothers among the viewers.

**Creative Team:** **Jutta Hertel**, Leiter Marketing & Creative Director VOX Mediengruppe RTL Deutschland; **Michael Arends**, Brand Manager Mediengruppe RTL Deutschland; **Alexandra Felgendreher**, Regie & On Air Producer Mediengruppe RTL Deutschland; **Frank Labusga**, Director of Photography Mediengruppe RTL Deutschland; **Rolf Amann**, Sounddesign Mediengruppe RTL Deutschland; **Jessica Düren**, Art Director Mediengruppe RTL Deutschland; **Martina Gentile**, Projektmanagement Mediengruppe RTL Deutschland; **Niko Djordjevic**, Produktionsmanagement Mediengruppe RTL Deutschland

#### 2<sup>nd</sup> Prize

#### **DW: Null Toleranz – Philippinen im Visier des IS**

**Creative Team:** **Maren Wintersberg**, Head of Visual Services Deutsche Welle; **Stephan Riebel**, Head of Program Promotion Deutsche Welle; **Patrick Ruch**, Executive Producer Deutsche Welle; **Martin Reinhold**, Producer Deutsche Welle; **Tim Tabellion**, Sound-Designer Deutsche Welle

#### 3<sup>rd</sup> Prize

#### **DMAX: Steel Buddies – Stahlharte Geschäfte**

**Creative Team:** **Jan Leitz**, Manager On Air Promotion Discovery Communications Deutschland; **Philipp Mahla**, On Air Promotion Executive Discovery Communications Deutschland; **Joachim Brodhäcker**, Volontär On Air Promotion Discovery Communications Deutschland; **Marc Strotmann**, Creative Direction BDA Creative; **Nik Flotow**, Regie/Konzeption & Text BDA Creative; **Nik Kohler**, Schnitt BDA Creative; **Sami El-Eslambouly**, Projektmanagement/Konzeption & Text BDA Creative; **Alexander Oberrader**, Tonmischung & Sounddesign Wavefront Studios

### ***Best B2B spot***

#### 1<sup>st</sup> Prize

#### **RTL2: Screenforce Days 2019 Intro**

Welcome to the flight with AIRTL TWO! This is how RTL2 opens its show at the Screenforce Days 2019 and leads the audience into a virtual airplane. What's special about the idea is that all the roles in the image film are taken over by RTL2 and ECM staff, including hidden industry jokes. Friendly, entertaining, simply RTL2!

**Creative Team:** **Kristina Wiesner**, Leiterin Kreation, Promotion & Marketing RTL2; **Hannah Rackwitz**, Stellvertretende Leiterin & Teamleiterin Kampagnen RTL2; **Carlos Zamorano**, Direktor Marketing & Kommunikation/CMCO RTL2; **Klaus Schäfer**, CEO mehappy; **Monty Kreisköther**, Creative Director mehappy

#### 2<sup>nd</sup> Prize

#### **RTL: Sportblock IP Preview**

**Creative Team:** **Björn Klimek**, Leiter Marketing & Creative Director RTL Mediengruppe RTL Deutschland; **Eva Deutinger**, Brand Managerin Mediengruppe RTL Deutschland; **Alexander Marchet**, Teamleiter Producing Mediengruppe RTL Deutschland; **Biggi Reuscher**, Art Directorin Mediengruppe

RTL Deutschland; **Dustin Zöller**, Producer Mediengruppe RTL Deutschland; **Christian Steuler**, Graphic Designer Mediengruppe RTL Deutschland; **Patrice Keller**, VFX Design Mediengruppe RTL Deutschland; **Bastian Scheffer**, Sound Design Mediengruppe RTL Deutschland; **Rolf Amann**, Sound Design Mediengruppe RTL Deutschland

### 3<sup>rd</sup> Prize

#### **ZDF: Koproduktionen Berlinale**

**Creative Team:** **Thomas Grimm**, Leitung Marketing ZDF; **Norbert Menkel**, Projektleitung ZDF; **Marc Bredtmann**, Geschäftsführer Trailerhaus; **Tina Grünberg**, Head of ONAIR Trailerhaus; **Matthias Schönberger**, Producer Edit/GFX Trailerhaus

## ***Best special advertising***

### 1<sup>st</sup> Prize

#### **RTL2: Köln 50667 & Penny RealityTV Recruiting**

**Job hunting 2.0 with RTL2. While the actors of "Köln 50667" go shopping at Penny, an overlay shows the number of Alex, who is looking for employees. Behind the number there is a chatbot interviewing potential candidates for a job at Penny. Result: several hundred new employees for Penny. This is how target-group-specific advertising works without being pushy!**

**Creative Team:** **Kristina Wiesner**, Leiterin Kreation, Promotion & Marketing RTL2; **Lea Lex**, Projektmanagerin Kreation, Promotion & Marketing RTL2; **Carlos Zamorano**, Direktor Marketing & Kommunikation/CMCO RTL2; **Markus Koch**, Managing Partner Serviceplan Gruppe

### 2<sup>nd</sup> Prize

#### **RTL2: Köln 50667 & Subway**

**Creative Team:** **Kristina Wiesner**, Leiterin Kreation, Promotion & Marketing RTL2; **Lea Lex**, Projektmanagerin Kreation, Promotion & Marketing RTL2; **Carlos Zamorano**, Direktor Marketing & Kommunikation/CMCO RTL2; **Maria Zygalski**, Projektmanagerin Brand Partnership & Entertainment EL CARTEL MEDIA

### 3<sup>rd</sup> Prize

#### **RTL: Lego-Master / Sponsoring Amazon**

**Creative Team:** **Björn Klimek**, Leiter Marketing & Creative Director RTL Mediengruppe RTL Deutschland; **Ulli Schumacher**, Creative Director Mediengruppe RTL Deutschland; **Arne Barmscheidt**, Projektmanager Ad Alliance Mediengruppe RTL Deutschland; **Christiane Brühl**, Projektmanagerin, MGRTL Mediengruppe RTL Deutschland; **Thomas Meurer**, Design/Konzeption Mediengruppe RTL Deutschland; **Mirco Sanftleben**, Design/Konzeption Mediengruppe RTL Deutschland; **Lenny Grade**, Motion Design Mediengruppe RTL Deutschland; **Arne Thomas**, Sounddesign Mediengruppe RTL Deutschland; **Philipp Pauls**, Text Mediengruppe RTL Deutschland

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

### 1<sup>st</sup> Prize

#### **ARTE: Concert**

**What makes concerts, theatre and dance performances more accessible than a ticket? And exactly that is the star of the ARTE Concert spot. The trailer shows a colourful potpourri of tickets for the aired stage performances – from opera and rock concerts to classical music – ARTE has a stylised ticket for each performance. The matching beat ensures a complete "not being able to look away" moment.**

**Creative Team:** **Cécile Chavepayre**, Artistic Director ARTE; **Juliette Nioré**, Creative Direction & Director Magasin N; **Julien Tandé**, Director & Motion Design Magasin N; **Camille Matinal**, Production Magasin N

### 2<sup>nd</sup> Prize

#### **DMAX: Ostern 2019**

**Creative Team:** **Jan Leitz**, Manager On Air Promotion Discovery Communications Deutschland; **Florian Hartmann**, On Air Promotion Producer Discovery Communications Deutschland; **Marc Strotmann**, Creative Direction BDA Creative; **Tobias Fleck**, Text & Konzeption BDA Creative; **Johanna Bakdi**, Schnitt BDA Creative; **Johannes Berner**, Lead Design & Regie BDA Creative; **Ngoc Mai Sixomphon**, Design BDA Creative; **Matthias Hofbauer**, Animation BDA Creative

### 3<sup>rd</sup> Prize

#### **Discovery Channel: Ostern 2019**

**Creative Team:** Jan Leitz, Manager On Air Promotion Discovery Communications Deutschland; Lisa Michel, On Air Promotion Executive Discovery Communications Deutschland; Theresa Schmid, Volontärin On Air Promotion Discovery Communications Deutschland; Tilo Fischer, Managing Direction DMC; Bina Biemann, Project Management DMC; Matthias Weng, Art Direction DMC; Sabrina Meilhaus, Editing DMC; Michael Betz, Sprecher

### ***Best radio spot***

#### 1<sup>st</sup> Prize

#### **RTL2: Krass Schule – Die jungen Lehrer**

The school bell is one of those sounds that attract the attention of everyone. RTL2 is well aware of this and has used it as a marker for three radio spots for "Krass Schule – The young teachers". The spots cleverly combine the seriousness of a school announcement with unusual content: a student has to stop hitting on her teacher or nude pictures of a teacher have surfaced! The curiosity of the target group is guaranteed!

**Creative Team:** Kristina Wiesner, Leiterin Kreation, Promotion & Marketing RTL2; Veronika Athenstädt, Projektmanagerin Kreation, Promotion & Marketing RTL2; Carlos Zamorano, Direktor Marketing & Kommunikation/CMCO RTL2; Dirk Eßer, Geschäftsführer honeymilkpepper

#### 2<sup>nd</sup> Prize

#### **RTL: Freundinnen**

**Creative Team:** Björn Klimek, Leiter Marketing & Creative Director RTL Mediengruppe RTL Deutschland; Susanne Jung, Brand Manager Mediengruppe RTL Deutschland; Carina Schmidt, Projektmanagerin Mediengruppe RTL Deutschland; Karima Ortani, Writer/Producer Mediengruppe RTL Deutschland; Gregor Wagner, Sound Designer Mediengruppe RTL Deutschland

#### 3<sup>rd</sup> Prize

#### **VOX: Sing meinen Song – So hört es sich an**

**Creative Team:** Jutta Hertel, Leiter Marketing & Creative Director VOX Mediengruppe RTL Deutschland; Michael Arends, Brand Manager Mediengruppe RTL Deutschland; Florian Grünwald, Konzeption Mediengruppe RTL Deutschland; Joel Ney, On Air Producer Mediengruppe RTL Deutschland; Rolf Amann, Sounddesign Mediengruppe RTL Deutschland; Carina Schmidt, Projektmanagement Mediengruppe RTL Deutschland

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

#### 1<sup>st</sup> Prize

#### **ProSieben: Entertainment Factory + Rita Ora**

We love to entertain you! In ProSieben's Entertainment Factory, the station's presenters are constantly working on new ways to thrill their viewers. On one occasion the Simpsons are reproduced in test tubes using colourful chemicals, on the other Rebecca Mir performs a new beat on rainbow-coloured pipes. Always in the background: The ProSieben claim sung by world star Rita Ora. A campaign that perfectly reflects the essence of the station!

**Creative Team:** Markus Baier, Vice President Promotion ProSieben ProSiebenSat.1 TV Deutschland – Creative Solutions; Ralph Aubele, Creative Director Concept ProSiebenSat.1 TV Deutschland – Creative Solutions; Andrea Hartl, Writer/Producer ProSiebenSat.1 TV Deutschland – Creative Solutions; Teresa von Wyschetzki, Art Director ProSiebenSat.1 TV Deutschland – Creative Solutions; Steven König, Senior Art Director ProSiebenSat.1 TV Deutschland – Creative Solutions; Alexander Krause, Creative Director Design ProSiebenSat.1 TV Deutschland – Creative Solutions; Paul Taylor, Creative Director Audio ProSiebenSat.1 TV Deutschland – Creative Solutions; Melanie Kufner, Senior Project Manager ProSiebenSat.1 TV Deutschland – Operations

#### 2<sup>nd</sup> Prize

#### **RTL: Oster-Kampagne 2019**

**Creative Team:** Björn Klimek, Leiter Marketing & Creative Director RTL Mediengruppe RTL Deutschland; Christian Mirow, Brand Manager Mediengruppe RTL Deutschland; Christine Frese,

Projektmanagerin Mediengruppe RTL Deutschland; **Barbara Marheineke**, Art Directorin Mediengruppe RTL Deutschland; **Niklas Weidmann**, Motion Graphic Designer Mediengruppe RTL Deutschland; **Felix Lange**, Producer Mediengruppe RTL Deutschland; **Philipp Pauls**, Texter/Konzeptioner Mediengruppe RTL Deutschland; **Harun Hajdarevic**, Graphic Designer Mediengruppe RTL Deutschland

### 3<sup>rd</sup> Prize

#### **n-tv: Call-to-Action Spots**

**Creative Team:** **Cornelia Dienstbach**, Leitung Marketing n-tv & Mediengruppe RTL Deutschland; **Thomas Hilbrecht**, Brand Manager n-tv & Mediengruppe RTL Deutschland; **Philipp Pauls**, Texter/Konzeptioner Mediengruppe RTL Deutschland; **Alessandro Taschetta**, Senior Promotion Producer n-tv Mediengruppe RTL Deutschland; **Panajjota Franken**, Promotion Producerin n-tv Mediengruppe RTL Deutschland; **Alex Krumm**, Art Director n-tv Mediengruppe RTL Deutschland; **Julia Sann**, Designerin n-tv Mediengruppe RTL Deutschland

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

#### 1<sup>st</sup> Prize

#### **Screenworks: RTL Crime – Humans**

What happens when robots, which are becoming more and more human, no longer get along with humans? When even a war breaks out between man and machine? This is shown in the 3rd season of the series "Humans" on RTL Crime. The on-air campaign for the series picks up on this theme: each trailer shows new scenarios in which intense conflicts and the serious differences between the camps are revealed. Makes you curious for more!

**Creative Team:** **Annika Hauke**, Producer Screenworks; **Gregor Buchkremer**, Producer Screenworks; **Daniela Graudzus**, Producer Screenworks; **Angelika Hessler**, Senior Producer Screenworks; **Matthias Lehnigk**, Chief Producer Screenworks; **Silvio Blasi**, Motion Design Screenworks; **Christoph Kuhlmann**, Sound Design Screenworks; **Holger Sum**, Leiter Markenteam Mediengruppe RTL Deutschland; **Niels Ney**, Brandmanager Mediengruppe RTL Deutschland

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

#### 1<sup>st</sup> Prize

#### **BDA Creative: Amazon Prime Video – Beat**

A series about the techno scene in Berlin and illegal organ trade. BDA Creative has highlighted the content of the Amazon Prime video series "Beat" not only in an attention-grabbing teaser and a trailer with a pull effect. In addition, they produced three completely different trailers aimed at the different target groups, serving the moods crime, soul and drama. A holistic approach that ensures individual targeting for each viewer!

**Creative Team:** **Marc Strotmann**, Executive Creative Director BDA Creative; **Lisa Kästner**, Copywriter BDA Creative; **Tobias Fleck**, Copywriter BDA Creative; **Emanuel Cojocaru**, Senior Editor BDA Creative; **Markus Eckl-Jordan**, Director of Operations BDA Creative; **Damian Sturm**, Art Director BDA Creative; **Almuth Fischer**, Senior Marketing Manager Prime Video Amazon Prime Video; **Caner Tekin**; Marketing Manager Prime Video Amazon Prime Video

#### 2<sup>nd</sup> Prize

#### **VOX: Das Wichtigste im Leben**

**Creative Team:** **Jutta Hertel**, Leiter Marketing & Creative Director VOX Mediengruppe RTL Deutschland; **Michael Arends**, Brand Manager Mediengruppe RTL Deutschland; **Bastian Suhr**, On Air Producer Mediengruppe RTL Deutschland; **Doris Mertens**, Art Director Mediengruppe RTL Deutschland; **Isabel Grahs**, Regie Mediengruppe RTL Deutschland; **Sven Lützenkirchen**, Director of Photography Mediengruppe RTL Deutschland; **Laura Hatko**, Projektmanagement Mediengruppe RTL Deutschland; **Niko Djordjevic**, Produktionsmanagement Mediengruppe RTL Deutschland

#### 3<sup>rd</sup> Prize

#### **RTL: Alarm für Cobra 11 – Aprilstart**

**Creative Team:** **Björn Klimek**, Leiter Marketing & Creative Director RTL Mediengruppe RTL Deutschland; **Lars Truhn**, Brand Manager Mediengruppe RTL Deutschland; **Caroline Zocher**, Projektmanagerin Mediengruppe RTL Deutschland; **Alexandra Felgendreher**, Promotion Producerin Mediengruppe RTL Deutschland; **Patrick Gericke**, Producer Mediengruppe RTL Deutschland; **Nico**



Grein, Redaktion RTL Mediengruppe RTL Deutschland; **Sabine Peth**, Redaktion RTL Mediengruppe RTL Deutschland

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

### **1<sup>st</sup> Prize**

**RTL: Sport**

**Closer to the action? That is only possible when you are standing on the field or sitting behind the steering wheel. In the campaign for its sports broadcasts, RTL shows great enthusiasm for Football and Formula One. Not only the presenters speak to the viewers, but also familiar faces like Nico Rosberg are convinced: Watch sports live? That's only possible with RTL! Great emotions included!**

**Creative Team: Björn Klimek**, Leiter Marketing & Creative Director RTL Mediengruppe RTL Deutschland; **Lars Truhn**, Brand Manager Mediengruppe RTL Deutschland; **Dustin Zöller**, Producer Mediengruppe RTL Deutschland; **Biggi Reuscher**, Art Direction Mediengruppe RTL Deutschland; **Christian Steuler**, VFX Mediengruppe RTL Deutschland; **Patrice Keller**, VFX Mediengruppe RTL Deutschland; **Hamish Hutchison**, VFX Mediengruppe RTL Deutschland; **Gregor Wagner**, Sounddesign Mediengruppe RTL Deutschland

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

### **1<sup>st</sup> Prize**

**rbb: 60 Jahre Abendschau**

**Whether "Ich bin ein Berliner", the press conference for the opening of the Berlin Wall or the Love Parade – the evening show of the rbb was always live and in the midst. The rbb celebrates the 60th anniversary of the regional news flagship with a review of the most formative events in Berlin's history and lets the makers of that time speak for themselves. A campaign where everyone can feel the journalists' passion for their profession!**

**Creative Team: Kerstin Anicker**, Teamleitung rbb Promotion Rundfunk Berlin-Brandenburg; **Petra Schmitz**, Head of rbb On Air Design & Promotion Rundfunk Berlin-Brandenburg

### **2<sup>nd</sup> Prize**

**Atresmedia: ANTENA 3 – News Vocation**

**Creative Team: Juan Ramón Martín Muñoz**, Image & Creativity Director Atresmedia

### **3<sup>rd</sup> Prize**

**ZDF: Auslandskorrespondenten-Kampagne**

**Creative Team: Thomas Grimm**, Leitung Marketing ZDF; **Stavros Amoutzias**, Leitung Programm-Marketing 2 ZDF; **Sabine Ramseger-Kurz**, Projektleitung ZDF; **Oliver Waldhauer**, Regie Soup Film; **Jörg Offer**, Regie Soup Film; **Martin Richter**, Producer Soup Film; **Stephan Fruth**, Executive Producer Soup Film; **Adrian Kuchenreuther**, Kamera Soup Film

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

### **1<sup>st</sup> Prize**

**SUPER RTL: TOGGO Tour & Hol die TOGGO Tour in deine Stadt 2019**

**SUPER RTL invites their little fans to the TOGGO Tour. The campaign not only attracts with the well-known heroes and presenters of the series, but also with music acts and various activities. SUPER RTL knows how to spark excitement among its young viewers.**

**Creative Team: Ariane Hilgefert**, Leiterin Eventmarketing SUPER RTL; **Ulrich Höppner**, Executive Designer SUPER RTL; **Lena Eberl**, Trainee Marketing SUPER RTL; **Laura Gudowski**, Senior Marketing Manager SUPER RTL; **Carmen Schlüter**, Group Account Director PBL MILK; **Tobias Langen**, Art Director PBL MILK; **Alexander Gerdes**, Creative Director TOF Pictures; **Sarah Ciano**, Redakteurin TOF Pictures

## 2<sup>nd</sup> Prize

### **Disney Channel: Micky 90**

**Creative Team:** **Ole Türck**, Senior Manager Creative Services The Walt Disney Company (Germany); **Berns Huebl**, Senior Writer/Producer The Walt Disney Company (Germany); **Thomas Richter**, Writer/Producer The Walt Disney Company (Germany); **Ute Mayer**, Supervisor Marketing The Walt Disney Company (Germany)

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

### 1<sup>st</sup> Prize

#### **Comedy Central: Modern Family**

**Gloria and Jay, Claire and Phil, Mitchell and Cameron – well known names for Modern Family fans. Comedy Central introduces the characters of the comedy series in the programme campaign using 3-word stories. The main focus is on highlighting the wit of the show through extreme contrasts. This way not only fans are captured, but new viewers become curious. Goal achieved!**

**Creative Team:** **Eric Wilhelm da Cruz**, Senior Producer Viacom Germany; **Imke Rühle-Gaipl**, Senior Project Manager Viacom Germany; **Janine Schumann**, Senior Marketing Manager Viacom Germany; **Volker Jensen**, Creative Director Motor Kommunikation; **Frederik Hofmann**, Creative Director Motor Kommunikation; **Sebastian Müller**, Sound Design Hofkapellmeister; **Óliver Hernández**, Sr. Director VIMN; **Nicki Dreyer**, Creative Director Production VIMN; **Arjen Noordeman**, Creative Director Brand Design VIMN

### 2<sup>nd</sup> rize

#### **SAT.1: Der meiste Luke aller Zeiten**

**Creative Team:** **Niels Müller**, Creative Director ProSiebenSat.1 TV Deutschland – Creative Solutions; **Alexander Gruber**, Senior Writer/Producer ProSiebenSat.1 TV Deutschland – Creative Solutions; **Stephan Körner**, Senior Writer/Producer ProSiebenSat.1 TV Deutschland – Creative Solutions; **Gerald Gutberlet**, Compositing Artist ProSiebenSat.1 TV Deutschland – Creative Solutions; **Paul Taylor**, Creative Director Promotion Audio ProSiebenSat.1 TV Deutschland – Creative Solutions; **Boris Breitenreicher**, Audio Designer ProSiebenSat.1 TV Deutschland – Creative Solutions; **Christian Gerner**, Project Manager ProSiebenSat.1 TV Deutschland – Operations; **Manuela Liebel**, Senior Marketing Manager ProSiebenSat.1 TV Deutschland – Central Marketing

### 3<sup>rd</sup> Prize

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

**Creative Team:** **Björn Klimek**, Leiter Marketing & Creative Director RTL Mediengruppe RTL Deutschland; **Stefan Brand**, Brand Manager Mediengruppe RTL Deutschland; **Anja Pelzer**, Projektmanagerin Mediengruppe RTL Deutschland; **Hamid Behbudi**, Producer Mediengruppe RTL Deutschland; **André Włodarczyk**, Digitalmarketing Mediengruppe RTL Deutschland; **Tanja Kocem**, Graphic Designer Mediengruppe RTL Deutschland; **Philipp Pauls**, Texter/Konzeptioner Mediengruppe RTL Deutschland; **Simone Krost**, Media Mediengruppe RTL Deutschland

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

### 1<sup>st</sup> Prize

#### **VOX: Kitchen Impossible – Das Küchendrama**

**The VOX campaign for "Kitchen Impossible" features pure drama. In various teasers Tim Mälzer's Alter Ego, an opera diva, sings about his failures in the kitchen and makes the visible despair of the cook audible through her aria. His rivals finally have their chance to speak in the trailers and there are harsh insults that create excitement for the confrontations. The mix of drama and entertainment becomes obvious in all trailers and makes you curious for more!**

**Creative Team:** **Jutta Hertel**, Leiter Marketing & Creative Director VOX Mediengruppe RTL Deutschland; **Serhat Mansuroglu**, Brand Manager Mediengruppe RTL Deutschland; **Enisa Nesimovic**, On Air Producer Mediengruppe RTL Deutschland; **Isabel Grahs**, Regie Mediengruppe RTL Deutschland; **Guido Lange**, Art Director Mediengruppe RTL Deutschland; **Doris Mertens**, Art Director Mediengruppe RTL Deutschland; **Sandra Frei**, Projektmanagement Mediengruppe RTL Deutschland

### 2<sup>nd</sup> Prize

#### **ARTE: Hellfest 2019**

**Creative Team:** **Cécile Chavepayre**, Artistic Director ARTE; **Henri Ehrhard**, Head of Promotion ARTE; **Anne Seymour**, Promotion, Design & Production Administration ARTE; **Philippe Petit**, Director Continental Productions; **Aidan Obrist**, Director of Photography Continental Productions; **Héloïse Caudé**, Production Continental Productions; **Manuel Morales**, Production Continental Productions; **Nicolas Billob**, Production Continental Productions

### 3<sup>rd</sup> Prize

#### **DMAX: Goldrausch am Yukon**

**Creative Team:** **Jan Leitz**, Manager On Air Promotion Discovery Communications Deutschland; **Eike Immisch**, Senior Director MArComms Discovery Communications Deutschland; **Peter Gotzoll**, Art Director Monkey Pictures

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

### 1<sup>st</sup> Prize

#### **VOX: Sing meinen Song**

The musicians of the new season of "Sing my Song" take the audience with them into the moment shortly before a performance – the microphone in their hands, a deep breath... and then the power is switched off. The campaign frustrates, arouses curiosity and shows the artists from a completely new perspective. When does it start again?

**Creative Team:** **Jutta Hertel**, Leiter Marketing & Creative Director VOX Mediengruppe RTL Deutschland; **Michael Arends**, Brand Manager & Regie Mediengruppe RTL Deutschland; **Franz Lindinger**, Director of Photography Mediengruppe RTL Deutschland; **Joel Ney**, On Air Producer Mediengruppe RTL Deutschland; **Guido Lange**, Art Director Mediengruppe RTL Deutschland; **Carina Schmidt**, Projektmanagement Mediengruppe RTL Deutschland; **Niko Djordjevic**, Produktionsmanagement Mediengruppe RTL Deutschland

### 2<sup>nd</sup> Prize

#### **DW: BauhausWORLD**

**Creative Team:** **Maren Wintersberg**, Head of Visual Services Deutsche Welle; **Stephan Riebel**, Head of Program Promotion Deutsche Welle; **Patricia Fehlberg**, Executive Producer Deutsche Welle; **Annette Vogelsberg**, Producer Deutsche Welle; **Martin Reinhold**, Cutter Deutsche Welle; **Sina Mölleck-Liening**, Cutter Deutsche Welle; **Mark Wegner**, Sound-Designer Deutsche Welle

### 3<sup>rd</sup> Prize

#### **NDR: Klassik Open Air 2018**

**Creative Team:** **Matthias Fening**, Leiter Sendeleitung & Trailerredaktion NDR; **Daniela Raskito**, Regisseurin NDR; **Olaf Schmidt**, Regisseur NDR

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

### 1<sup>st</sup> Prize

#### **n-tv: Thementag Weltmeere**

"Know more. Protect the sea." With this campaign claim for the theme day "World Seas", n-tv has chosen a serious approach in line with the theme: In addition to the sound of the sea in the background, more and more plastic is pushing its way into the beautiful image of the ocean. In addition, there are spots with facts that underline the urgency of the topic. A perfect match for the programme.

**Creative Team:** **Cornelia Dienstbach**, Leitung Marketing n-tv & Mediengruppe RTL Deutschland; **Thomas Hilbrecht**, Brand Manager n-tv & Mediengruppe RTL Deutschland; **Philipp Pauls**, Texter/Konzeptioner Mediengruppe RTL Deutschland; **Alessandro Taschetta**, Senior Promotion Producer n-tv Mediengruppe RTL Deutschland; **Panajiota Franken**, Promotion Producerin n-tv Mediengruppe RTL Deutschland; **Alex Krumm**, Art Director n-tv Mediengruppe RTL Deutschland; **Julia Sann**, Designerin n-tv Mediengruppe RTL Deutschland

## 2<sup>nd</sup> Prize

### **ARTE: Summer of Lovers**

**Creative Team:** Cécile Chavepayre, Artistic Director ARTE; Sylvia Tournerie, Graphic Designer ARTE; Stéphane Jarreau, Motion Designer ARTE; Henri Ehrhard, Head of Promotion ARTE

## ***Best social spot(s) – non-profit***

### 1<sup>st</sup> Prize

#### **Golden Claim: UNICEF Astronaut**

"Together we can create a better world for children!" This is the message of the UNICEF spot "Astronaut" with Alexander Gerst as ambassador. Golden Claim took over the project pro bono and made the most of it on all platforms. Pictures of starving children paired with photos from space and combined with the song by Sido & Andreas Bourani speak the same language and result in a touching overall picture. This spot was spread with enthusiasm and rightfully so!

**Creative Team:** Mark Fleig, Producer Golden Claim; Rüdiger Braun, Kreativgeschäftsführung Golden Claim; Tatjana Scholtz, Projektleitung Golden Claim; Jan Poerschke, Sound Design Golden Claim; Pia Kempen, PR & Werbung UNICEF; Sandra Rausch, Programmkommunikation UNICEF; Kristina Müller, Social Media Management UNICEF; Katharina Kesper, Presse- & Öffentlichkeitsarbeit UNICEF

### 2<sup>nd</sup> Prize

#### **ICTV: Orphan Diseases**

**Creative Team:** Mykhailo Pavlov, General Producer ICTV; Leonid Veselkov, Project Manager ICTV; Liudmyla Zarochintseva, Line Producer ICTV; Olexander Tarasenko, Idea & Editor ICTV; Serhiy Chernyh, Art Director & Post ICTV; Andriy Benkovsky, Camera ICTV

### 3<sup>rd</sup> Prize

#### **DW: Info-Migrants**

**Creative Team:** Maren Wintersberg, Head of Visual Services Deutsche Welle; Stephan Riebel, Head of Program Promotion Deutsche Welle; Patrick Ruch, Executive Producer Deutsche Welle; Anette Breuker, Producer Deutsche Welle; Sarah Weber, Cutter Deutsche Welle; Ute Schmidt, Sound-Designer Deutsche Welle

## **Category Specials & Cross-Media**

### ***Best special marketing***

#### 1<sup>st</sup> Prize

#### **National Geographic: Planet or Plastic BVG Stunt**

It doesn't take much to point out the plastic problem. A metro train full of plastic garbage travelling through Berlin is enough. National Geographic has generated a lot of attention with the BVG campaign. Everything done right!

**Creative Team:** Christina Leucht, Director Marketing & Creative Services Fox Networks Group; Rebecca Eschenbacher, Senior Marketing Manager Fox Networks Group; Nicholas Economides, Creative Manager Fox Networks Group; Steven Batesaki, Senior Producer Fox Networks Group; Sigrid Eberhardt, Producer Fox Networks Group; Ines Conrad, Creative & Social Media Coordinator Fox Networks Group; Oliver Deska, Creative Director CAA; Therese Scholz, Producer Doity-Produktion

#### 2<sup>nd</sup> Prize

#### **rbb: Sandmann Aprilscherz**

**Creative Team:** Jan Kucharski, Art Director/rbb On-Air Design Rundfunk Berlin-Brandenburg; Petra Schmitz, Head of rbb On-Air Design & Promotion Rundfunk Berlin-Brandenburg; Sebastian Timm, Editor/Autor Rundfunk Berlin-Brandenburg; Susanne Laser, Designerin Rundfunk Berlin-Brandenburg

#### 3<sup>rd</sup> Prize

#### **RTL: Alarm für Cobra 11 – Crashprämie**

**Creative Team:** Björn Klimek, Leiter Marketing & Creative Director RTL Mediengruppe RTL Deutschland; Lars Truhn, Brand Manager Mediengruppe RTL Deutschland; Andre Wlodarczak, Digital Marketing Manager Mediengruppe RTL Deutschland; Caroline Zocher, Projektmanagerin Mediengruppe

RTL Deutschland; **Patrick Gericke**, Producer Mediengruppe RTL Deutschland; **Lukas Pöggeler**, TV-Coordinator Fiction Mediengruppe RTL Deutschland

## ***Best live or B2B event***

### **1<sup>st</sup> Prize**

**RTL2: TROTZ DEM LEBEN - Geschichten aus Deutschland**

**When a welfare documentary becomes an exhibition that moves everybody: RTL2 has surprised everyone and portrayed the protagonists of the reality programme up close, genuine and humane in their personal stories. The exhibition "TROTZ DEM LEBEN" (Despite/Still Life) provides encounters at eye level. Moments that get under your skin!**

**Creative Team: Kristina Wiesner**, Leiterin Kreation, Promotion & Marketing RTL2; **Veronika Athenstädt**, Projektmanagerin Kreation, Promotion & Marketing RTL2; **Magdalena Possert**, Photographer & Producer RTL2; **Nora Fleckenstein**, Senior Referentin Programmkommunikation RTL2; **Carlos Zamorano**, Direktor Marketing & Kommunikation/CMCO RTL2

### **2<sup>nd</sup> Prize**

**ZDF: re:publica 2019**

**Creative Team: Thomas Grimm**, Leitung Marketing ZDF; **Elke Duckgeischel**, Projektleitung ZDF; **Christian Kohl**, Design ZDF; **Sonja von Struve**, Leitung Social Media Team ZDF; **Anika Lütchens**, Senior Project Manager Uniplan; **Fabian Mohr**, Media & Graphic Designer Uniplan; **Christine Hartwig**, Konzeption & Szenografie; **Henrik Johannes Drecker**, Diplom Designer

### **3<sup>rd</sup> Prize**

**SevenOne AdFactory: ProSieben – GNTM X**

**Creative Team: Thomas Schwarz**, Geschäftsführer SevenOne AdFactory; **Katharina Frömsdorf**, Geschäftsführerin SevenOne AdFactory; **Lisa Mues**, Senior Manager Brand Partnerships SevenOne AdFactory; **Michael Kurz**, Head of External Division SevenOne AdFactory; **Fabian Möbius**, Trainee SevenOne AdFactory; **Susanne Dorn**, Senior Conceptioner SevenOne AdFactory; **Jörg Petzold**, Art Director SevenOne AdFactory; **Julia Emmerl**, Project Managerin SevenOne AdFactory

## ***Best integrated campaign for a channel or platform***

### **1<sup>st</sup> Prize**

**National Geographic: Planet or Plastic**

**"Planet or Plastic"? In order to reach as many people as possible, the station launched a 360°-campaign that involved the public as well as business partners: a BVG tram travelling through Berlin packed with plastic garbage to attract interest. Posters and social media content comparing sustainable alternatives to conventional plastic products. Reports by well-known celebrities who draw attention to various aspects of the topic. The reward followed in the form of 70 million people reached. Simply a campaign that no one can escape!**

**Creative Team: Christina Leucht**, Director Marketing & Creative Services Fox Networks Group; **Rebecca Eschenbacher**, Senior Marketing Manager Fox Networks Group; **Stefan Wenhart**, Digital Marketing Manager Fox Networks Group; **Nicholas Economides**, Creative Manager Fox Networks Group; **Ines Conrad**, Creative & Social Media Coordinator Fox Networks Group; **Oliver Deska**, Creative Director CAA; **Katharina Barthlen**, Account Executive CAA; **Sandra Beul**, Creative Director Sandra Beul Concept & Creation

### **2<sup>nd</sup> Prize**

**ZDFkultur, der digitale Kulturraum in der ZDFmediathek**

**Creative Team: Thomas Grimm**, Leitung Marketing ZDF; **Astrid Kämmerer**, Leitung Programm-Marketing 1 ZDF; **Christian Kohl**, Designer ZDF; **Svenja Pitzer**, Redakteurin ZDF; **Kim Schwaner**, Creative Director Brand New Media; **Michael Kruse**, Head of Design Brand New Media; **Kelly Dooling**, Art Director KNSK Hamburg; **Eva-Maria Capota**, Projektleitung ZDFdigital

## ***Best integrated campaign for a programme: Fiction***

### **1<sup>st</sup> Prize**

#### **BDA Creative: Amazon Prime Video – Beat**

Advertisements that you just have to notice! BDA Creative has achieved this with their campaign for the Amazon Prime video series "Beat". Neon yellow as an attention-grabber, the logo as an entry stamp for nightclubs in Berlin and various trailers for the three different target group-specific moods Drama, Soul and Crime. BDA Creative achieved an individual approach for each viewer and also their goal: Beat on all platforms!

**Creative Team:** Marc Strotmann, Executive Creative Director BDA Creative; Lisa Kästner, Copywriter BDA Creative; Emanuel Cojocar, Senior Editor BDA Creative; Markus Eckl-Jordan, Director of Operations BDA Creative; Ngoc Mai Sixomphon, Designer BDA Creative; Mike Hilzinger, Head of Digital BDA Creative; Almuth Fischer, Senior Marketing Manager Prime Video Amazon Prime Video; Caner Tekin, Marketing Manager Prime Video Amazon Prime Video

### **2<sup>nd</sup> Prize**

#### **VOX: Das Wichtigste im Leben**

**Creative Team:** Jutta Hertel, Leiter Marketing & Creative Director VOX Mediengruppe RTL Deutschland; Michael Arends, Brand Manager Mediengruppe RTL Deutschland; Bastian Suhr, On Air Producer Mediengruppe RTL Deutschland; Doris Mertens, Art Director Mediengruppe RTL Deutschland; Boris Breuer, Fotograf Mediengruppe RTL Deutschland; Isabel Grahs, Regie Mediengruppe RTL Deutschland; Sven Lützenkirchen, Director of Photography Mediengruppe RTL Deutschland; Laura Hatko, Projektmanagement Mediengruppe RTL Deutschland

### **3<sup>rd</sup> Prize**

#### **BDA Creative: TVNOW – M - Eine Stadt sucht einen Mörder**

**Creative Team:** Marc Strotmann, Executive Creative Director BDA Creative; Tobias Fleck, Copywriter BDA Creative; Ronja Schröck, Designer BDA Creative; Ngoc Mai Sixomphon, Designer BDA Creative; Markus Pöll, Senior Editor BDA Creative; Mike Hilzinger, Head of Digital BDA Creative; Meryl Marschall, Brand Managerin Mediengruppe RTL Deutschland; Solène Reichelt, Projekt Managerin Mediengruppe RTL Deutschland

## ***Best integrated campaign for a programme: Non-Fiction***

### **1<sup>st</sup> Prize**

#### **VOX: Die Höhle der Löwen – nur so 'ne Idee**

VOX once had "just an idea": For the new season "Lion's Den" VOX used a white surface instead of colourful advertising – only with an icon and the hashtag. Striking white posters and social media posts attracted attention. In addition, all the posters were collected on a website where VOX only revealed itself as the sender after a countdown. Not only the jury, but also companies such as OTTO, who took up the idea themselves, called it a brilliant move. Chapeau!

**Creative Team:** Jutta Hertel, Leiter Marketing & Creative Director VOX Mediengruppe RTL Deutschland; Serhat Mansuroglu, Brandmanager Mediengruppe RTL Deutschland; Guido Lange, Art Director Mediengruppe RTL Deutschland; Annett Krause, Projektmanagement Mediengruppe RTL Deutschland; Patrick Spingler, Art Director Mediengruppe RTL Deutschland; Heiko Fischer, On Air Producer; André Wlodarczak, Marketing Manager Digital Mediengruppe RTL Deutschland; Linda Kawalleck, Marketing Managerin Digital Mediengruppe RTL Deutschland

### **2<sup>nd</sup> Prize**

#### **RTL2: Love Island – Heiße Flirts & wahre Liebe**

**Creative Team:** Kristina Wiesner, Leiterin Kreation, Promotion & Marketing RTL2; Hannah Rackwitz, Stellvertretende Leiterin & Teamleiterin Kampagnen RTL2; Carlos Zamorano, Direktor Marketing & Kommunikation/CMCO RTL2

### **3<sup>rd</sup> Prize**

#### **ProSieben: The Masked Singer**

**Creative Team:** Ralph Aubele, Creative Director Concept ProSiebenSat.1 TV Deutschland – Creative Solutions; Lisa Fickenscher, Art Director ProSiebenSat.1 TV Deutschland – Creative Solutions; Elisabeth Zielinski, Senior Designer ProSiebenSat.1 TV Deutschland – Creative Solutions; Alexander Krause, Creative Director Design ProSiebenSat.1 TV Deutschland – Creative Solutions; Sabrina

**Ghotra**, Writer/Producer ProSiebenSat.1 TV Deutschland – Creative Solutions; **Bernd Lutieschano**, Creative Director Art ProSiebenSat.1 TV Deutschland – Creative Solutions; **Melanie Kufner**, Senior Project Manager ProSiebenSat.1 TV Deutschland – Operations; **Navina Schiele**, Senior Marketing Manager ProSiebenSat.1 TV Deutschland – Central Marketing

## **Category Craft**

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

#### **1<sup>st</sup> Prize**

**GROSSE8: VOX – Weihnachtskampagne Michael Bubl **

Through the studio design of the Christmas campaign with Michael Bubl , VOX manages to prepare the audience for the festive season. The logo is integrated discreetly and the studio itself sparkles brightly. A harmonious ensemble for a Merry Christmas.

**Creative Team:** Daniel Ossio, Creative Director & 3D Animator GROSSE8; Christian Schiffler, Animation GROSSE8; Gerrit Kress, Projection Mapping GROSSE8; Lisa Schmidt, Brandmanagement Mediengruppe RTL Deutschland; Jutta Hertel, Leiter Marketing & Creative Director VOX Mediengruppe RTL Deutschland; Patrick Spingler, Art Direction & Design Mediengruppe RTL Deutschland; Torsten Lohrmann, Creative Direction & Regie Mediengruppe RTL Deutschland; Niko Djordjevic, Produktionsmanagement Mediengruppe RTL Deutschland

#### **2<sup>nd</sup> Prize**

**SRF: Dataland**

**Creative Team:** Alex Hefter, Creative Director SRF; Thomas Gloor, Art Director SRF; Sven Volz, Art Director SRF; Gemma Kim, Projektmanagerin SRF; Cyril Gfeller, Senior Designer SRF; Esther Della Pietra, Regie SRF; Uli Schaub, Produktionsleiter tpc; Ren  Jauch, Setdesigner

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

#### **1<sup>st</sup> Prize**

**Superunion: BBC Two**

The task: cooler bumpers for a fresher image. The BBC entrusted Superunion with this task and they excited all along the line. Superunion has put together a whole army of animators who have produced everything from live action/post animation to CGI all the way to stop-motion. A fluffy creature on thin purple legs or smoke that meets in the iconic curve of the 2 – everything looks impressively real!

**Creative Team:** Superunion; BBC-Two; BBC-Creative; Alex Baranowski, Composer; Various Animation Collaborators

#### **2<sup>nd</sup> Prize**

**Atresmedia: ANTENA 3 – News Vocation**

**Creative Team:** Juan Ram n Mart n Mu oz, Image & Creativity Director Atresmedia

#### **3<sup>rd</sup> Prize**

**Filmakademie Baden-W rttemberg: Social Sincerity**

**Creative Team:** Tobias Frei, Direction & Design/Script Filmakademie Baden-W rttemberg; Jan Brett, Sounddesign Filmakademie Baden-W rttemberg; Markus Zierhofen, Music Filmakademie Baden-W rttemberg; Ragnar Ulricson, Voice Filmakademie Baden-W rttemberg; Julia Lorenz, Script Filmakademie Baden-W rttemberg; Paul Prenissl, Producer Filmakademie Baden-W rttemberg

### ***Best typographical design***

#### **1<sup>st</sup> Prize**

**3sat: Hurme in action**

3sat needed a new font. With "3satHurme" the station found the perfect typography. Toni Hurme developed a design in which every single letter was individually adapted to the needs and the 45° angle of the new 3 in the logo. A harmonious appearance throughout!

**Creative Team:** **Thomas Grimm**, Leitung Marketing ZDF; **Uli Dankemeyer**, Leitung Programm-Marketing Team 3sat ZDF; **Anja Strnisha**, Projektleitung ZDF; **Tim Finnamore**, Creative Director BDA Creative; **Paula Gomez**, Art Director BDA Creative; **Astrid Nowak**, Art Director BDA Creative; **Benjamin Kerneck**, Projektleitung BDA Creative; **Toni Hurme**, Creative Director HURME DESIGN

### 2<sup>nd</sup> Prize

#### **ARTE: Information & News Design**

**Creative Team:** **Cécile Chavepayre**, Artistic Director ARTE; **Pauline Bugeon**, Production Manager ARTE; **Eric Nung**, Artistic Director MOVEMENT; **Sébastien Cannone**, Artistic Director MOVEMENT; **Eddie Petrequin**, Artistic Director MOVEMENT; **Fabien Farrachi**, Animation/Special Effects MOVEMENT; **Cyril Drouin**, Animation/Special Effects MOVEMENT; **Cécile Laporte**, Production MOVEMENT

### 3<sup>rd</sup> Prize

#### **Gédéon: RMC STORY**

**Creative Team:** **Nicolas Famery**, Creative Director Gédéon; **Lazare Bessière**, Artistic Director Gédéon; **Stéphane Gilbert**, Motion Designer Gédéon; **Laurent Carcelle**, 3D Motion Designer Gédéon; **Emmanuelle Lacaze**, Producer Gédéon; **Charlotte Vande Vyvre**, Producer Gédéon

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

### 1<sup>st</sup> Prize

#### **RTL: Sportblock IP Preview**

**Personal, close, intense – this is the best way to describe the RTL Sportblock preview. A voice whispers a motivational speech into the viewer's ear. It asks the viewer to do their best and to not give up. The intense use of language is complemented by epic background music. Well done!**

**Creative Team:** **Björn Klimek**, Leiter Marketing & Creative Director RTL Mediengruppe RTL Deutschland; **Eva Deutinger**, Brand Managerin Mediengruppe RTL Deutschland; **Alexander Marchet**, Teamleiter Producing Mediengruppe RTL Deutschland; **Biggi Reuscher**, Art Directorin Mediengruppe RTL Deutschland; **Dustin Zöller**, Producer Mediengruppe RTL Deutschland; **Patrice Keller**, VFX Design Mediengruppe RTL Deutschland; **Bastian Scheffer**, Sound Design Mediengruppe RTL Deutschland; **Rolf Amann**, Sound Design Mediengruppe RTL Deutschland; **Robert Steudtner**, Sprecher Mediengruppe RTL Deutschland

### 2<sup>nd</sup> Prize

#### **Universal TV: Die Entführung der U-Bahn Pelham 123**

**Creative Team:** **Tobias Mader**, Lead Creative NBC Universal Global Networks Deutschland; **Elmar Krick**, Creative Brand Director NBC Universal Global Networks Deutschland; **Raphael Brunner**, Tonmeister NBC Universal Global Networks Deutschland; **Thomas Wenke**, Voice Talent NBC Universal Global Networks Deutschland

### 3<sup>rd</sup> Prize

#### **hr: Der Hinteregger-Song!**

**Creative Team:** **Jan Vogel**, Redakteur Hessischer Rundfunk; **Marvin Mendel**, Autor Hessischer Rundfunk; **Emanuel Raggi**, Autor Hessischer Rundfunk; **Mark Weidenfeller**, Autor Hessischer Rundfunk; **Bastian Roth**, Autor Hessischer Rundfunk; **Phil Hofmeister**, Autor Hessischer Rundfunk; **Marc Brockmüller**, Cutter Hessischer Rundfunk; **Tom Löffler**, Musik Hessischer Rundfunk

## ***Best sound design***

### 1<sup>st</sup> Prize

#### **Hochspannung – Made by SAT.1**

**While the film sequences from in-house produced SAT.1 thrillers change quickly, a cell phone vibrates in the background and a clock is ticking. Excellent dramaturgy of sound, says the jury.**

**Creative Team:** **Richard Schweiger**, Senior Vice President ProSiebenSat.1 TV Deutschland – Creative Solutions; **Sebastian Schwarzer**, Vice President Promotion SAT.1 ProSiebenSat.1 TV Deutschland – Creative Solutions; **Niels Müller**, Creative Director ProSiebenSat.1 TV Deutschland – Creative Solutions; **Alexander Gruber**, Senior Writer/Producer ProSiebenSat.1 TV Deutschland – Creative Solutions; **Rudolf Hochrein**, Senior Audio Designer ProSiebenSat.1 TV Deutschland – Creative Solutions; **Michael**



**Funk**, Designer ProSiebenSat.1 TV Deutschland – Creative Solutions; **Judith Kirschner-Seewald**, Senior Project Manager ProSiebenSat.1 TV Deutschland – Operations; **Manuela Liebel**, Senior Marketing Manager ProSiebenSat.1 TV Deutschland – Central Marketing

### 2<sup>nd</sup> Prize

**Superunion: BBC Two**

**Creative Team: Superunion; BBC Two; BBC Creative; Alex Baranowski**, Composer; **Various Animation Collaborators**

### 3<sup>rd</sup> Prize

**Red Bull TV: Bike Channel Social Media Trailer**

**Creative Team: Steffen Brümmer**, Head of Creative Services Red Bull Media House; **Hans-Jörg Weidenholzer**, Senior Creative Producer Red Bull Media House; **Ulrike Mast**, Senior Project Manager Red Bull Media House; **Lukas Griesser**, Senior Video Editor Red Bull Media House; **Moriz Oepen**, Senior Audio Engineer Red Bull Media House; **Ivan Filipovic**, Senior Colorist Red Bull Media House

## ***Best musical composition***

### 1<sup>st</sup> Prize

**Comedy Central: News Musikvideo**

A rapping newsreader aka Ingmar Stadelmann, a cool beat and the themes of the 3rd season of CCN as lyrics. Memorable, modern and entertaining to look at. Comedy Central has created a rap à la Böhmermann with their News Music Video, that has certainly left its mark.

**Creative Team: Eric Wilhelm da Cruz**, Senior Producer Viacom Germany; **Imke Rühle-Gaipi**, Senior Project Manager Viacom Germany; **Janine Schumann**, Senior Marketing Manager Viacom Germany; **Óliver Hernández**, Sr. Director VIMN; **Nicki Dreyer**, Creative Director Production VIMN; **Arjen Noordeman**, Creative Director Brand Design VIMN; **Jörg Strombach**, Producer Fairmedia; **Florian Baeker**, Creative Director; **Jakob Hoff**, Song & Komposition; **Alexander Stolle**, Song & Text

### 2<sup>nd</sup> Prize

**RTL: Alarm für Cobra 11 – Rap-Video**

**Creative Team: Björn Klimek**, Leiter Marketing & Creative Director RTL Mediengruppe RTL Deutschland; **Lars Truhn**, Brand Manager Mediengruppe RTL Deutschland; **Patrick Gericke**, Producer Mediengruppe RTL Deutschland; **Caroline Zocher**, Projektmanagerin Mediengruppe RTL Deutschland; **Niko Djordjevic**, Produktionsmanager Mediengruppe RTL Deutschland; **Benjamin Pommeranz**, Musikproduktion Mediengruppe RTL Deutschland; **Dennis "Delano" Hesse**, Text & Darsteller Mediengruppe RTL Deutschland

### 3<sup>rd</sup> Prize

**BR: (Ich wünsche Dir) Sternstunden**

**Creative Team: Nicola Bienert**, Redakteurin Programm-Promotion Bayerischer Rundfunk; **Sebastian Winkler**, Radiomoderator Bayern 3 Bayerischer Rundfunk; **Sascha Seelemann**, Radiomoderator Bayern 3 Bayerischer Rundfunk; **Edi van Beek**, Chef vom Dienst Musik Bayern 3 Bayerischer Rundfunk; **Markus Stang**, Leiter Produktion/OnAir Sounddesign Bayern 3 Bayerischer Rundfunk; **Birgit Rensinghoff**, Musikredaktion Abt. Talk, Kabarett, Event Bayerischer Rundfunk

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

### 1<sup>st</sup> Prize

**RTL: Formel 1 – Grand Prix Deutschland**

The German national anthem sung by fans, drivers and engines. The jury says: Ingenious idea, flawlessly crafted.

**Creative Team: Björn Klimek**, Leiter Marketing & Creative Director RTL Mediengruppe RTL Deutschland; **Lars Truhn**, Brand Manager Mediengruppe RTL Deutschland; **Dustin Zöller**, Producer Mediengruppe RTL Deutschland; **Petra Matuschek-Schuster**, Projektmanagerin Mediengruppe RTL Deutschland; **Arne Thomas**, Sounddesign Mediengruppe RTL Deutschland

## 2<sup>nd</sup> Prize

### **Golden Claim: UNICEF Astronaut**

**Creative Team:** **Mark Fleig**, Producer Golden Claim; **Rüdiger Braun**, Kreativgeschäftsführung Golden Claim; **Tatjana Scholtz**, Projektleitung Golden Claim; **Jan Poerschke**, Sound Design Golden Claim; **Pia Kempen**, PR & Werbung UNICEF; **Sandra Rausch**, Programmkommunikation UNICEF; **Kristina Müller**, Social Media Management UNICEF; **Katharina Kesper**, Presse- & Öffentlichkeitsarbeit UNICEF

## 3<sup>rd</sup> Prize

### **Universal TV: Chicago Fire S7 Fan Reel**

**Creative Team:** **Elmar Krick**, Creative Brand Director NBC Universal Global Networks Deutschland; **Daniel Saini**, Senior Producer NBC Universal Global Networks Deutschland; **Tobias Mader**, Lead Creative NBC Universal Global Networks Deutschland; **Henning Roch**, Marketing Director NBC Universal Global Networks Deutschland; **Julia Lorenz**, Marketing Manager NBC Universal Global Networks Deutschland; **Raphael Brunner**, Tonmeister NBC Universal Global Networks Deutschland; **Diana Kovacevic**, Program Manager NBC Universal Global Networks Deutschland

## **Best editing**

### 1<sup>st</sup> Prize

#### **Golden Claim: Eyes & Ears Awardshow Opener 2018**

**Golden Claim** has managed to make a whole out of 450 submissions. The opener captivates with a cutting rhythm that is perfectly tuned to the music. A challenging task mastered brilliantly!

**Creative Team:** **Tommy Dettinger**, Producer Golden Claim; **Mark Fleig**, Creative Director Golden Claim; **Rüdiger Braun**, Kreativgeschäftsführung Golden Claim; **Jan Poerschke**, Sounddesign Golden Claim; **Tatjana Scholtz**, Projektleitung Golden Claim; **Stephan Hoffmann**, VFX Golden Claim

### 2<sup>nd</sup> Prize

#### **BDA Creative: Amazon Prime Video – Deutschland 86**

**Creative Team:** **Marc Strotmann**, Executive Creative Director BDA Creative; **Markus Eckl-Jordan**, Director of Operations BDA Creative; **Markus Pöll**, Senior Editor BDA Creative; **Jens Barzen**, Senior Editor BDA Creative; **Almuth Fischer**, Senior Marketing Manager Prime Video Amazon Prime Video

### 3<sup>rd</sup> Prize

#### **Sony Channel: Image 2019**

**Creative Team:** **Fujiko Roethig**, Writer/Producer Sony Pictures Television Deutschland; **Fabio Ardemagni**, Creative Director Sony Pictures Television Deutschland; **Lühr-Martin Lemkau**, Head of Brand & Product Development Sony Pictures Television Deutschland; **Marc Strotmann**, Creative Lead BDA Creative; **Damian Sturm**, Motion Designer BDA Creative; **Jens Barzen**, Editor BDA Creative; **Benjamin Kerneck**, Project Lead BDA Creative; **Elizabeth Ng**, Sound Engineer Panda Jam Productions

## **Best camera**

### 1<sup>st</sup> Prize

#### **Filmstyler Pictures: RTL – DSDS Drive**

A glimpse into the car of Dieter Bohlen and Xavier Naidoo. They talk about the new "DSDS" candidates and discuss the necessary qualities. Again and again there are interruptions in which possible candidates are shown in their individual environment. Finally, a view into the car of Pietro Lombardi and Oana Nechiti – who are a little faster. A funny contrast of the jury members!

**Creative Team:** **Knut Adass**, DoP Filmstyler Pictures; **Frank Schneider**, Regie Filmstyler Pictures; **Sarah Schumann**, Senior Producer Filmstyler Pictures; **Paul Tessin**, Junior Producer Filmstyler Pictures; **Björn Klimek**, Leiter Marketing & Creative Director RTL Mediengruppe RTL Deutschland; **Oliver Bittner**, Brand Manager Mediengruppe RTL Deutschland

### 2<sup>nd</sup> Prize

#### **hr: So fett war der WORLD CLUB DOME 2019!**

**Creative Team:** **Felix Leichum**, Kamera/Schnitt/Grafik Hessischer Rundfunk; **Simon Vogt**, Redaktion Hessischer Rundfunk; **Marvin Fischer**, Redaktion Hessischer Rundfunk

## ***Best direction***

### **1<sup>st</sup> Prize**

#### **Das Erste: Schnappschüsse zur Weihnachtszeit 2018**

First German Television captured Christmas moments in "Christmas snapshots 2018" and took an unusual perspective. In four spots the director combines "contemplative with cheerful", "shrill with atmospheric" and dissolves "speed and haste into caution and comfort". The Christmas tree, lovingly decorated by the little ones, turns out to be the sleeping grandfather, and the stressful Christmas tree purchase turns into a fun adventure. Emotional, different and tranquil!

**Creative Team:** **Henriette Edle von Hoessle**, Creative Director/Leiterin ARD Design & Präsentation ARD – Das Erste; **Werner Mayer**, Art Director ARD Design & Präsentation ARD – Das Erste; **Gabi Madračević**, Creative Direction Luxlotusliner; **Tatjana Živanović-Wegele**, Executive Producer Luxlotusliner; **Nadja Doth**, Projektmanager Luxlotusliner; **Frank Papenbroock**, Film Executive Producer BLM Film; **Andreas Haustein**, Film Producer BLM Film; **Maurus vom Scheidt**, Regie BLM Film

### **2<sup>nd</sup> Prize**

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

**Creative Team:** **Frank Schneider**, Regie Filmstyler Pictures; **Björn Klimek**, Leiter Marketing & Creative Director RTL Mediengruppe RTL Deutschland; **Oliver Bittner**, Brand Manager Mediengruppe RTL Deutschland; **Carina Schmidt**, Projektmanagerin Mediengruppe RTL Deutschland

### **3<sup>rd</sup> Prize**

#### **RTL2: Köln 50667 – Fanvideo**

**Creative Team:** **Kristina Wiesner**, Leiterin Kreation, Promotion & Marketing RTL2; **Lea Lex**, Projektmanagerin Kreation, Promotion & Marketing RTL2; **Carlos Zamorano**, Direktor Marketing & Kommunikation/CMCO RTL2; **Klaus Schäfer**, CEO mehappy; **Monty Kreisköther**, Creative Director mehappy

## **Eyes & Ears Special Prizes 2019**

### **ZDF: Kulturspots**

Culture to watch and visit! Film Deluxe has produced cultural spots for ZDF that illuminate the wide field of German cultural treasures. Not only well-known places and artists are brought into focus, but also lesser known cultural highlights. Especially the camera work and direction are wonderful: Each location is shown in a very aesthetical way from an individual point of view – raising interest among the viewers. Great creative performance!

**Creative Team:** **Thomas Grimm**, Leitung Marketing ZDF; **Astrid Kämmerer**, Leitung Programm-Marketing 1 ZDF; **Doris Biagioni**, Projektleitung ZDF; **Sylvia Borges**, Regie Film Deluxe; **Katharina Strauß**, Executive Producerin Film Deluxe; **Carolin Voigtländer**, Producerin Film Deluxe; **Leif Thomas**, Kamera Film Deluxe; **Sven Rossenbach**, Audiodesign

### **Superunion: BBC Two**

BBC Two has visibly separated itself from its big sister through the rebrand and gained a lot of coolness and uniqueness in the process. The many different moods of the program are captured abstractly in the elements. In line with the idea, the best production method – whether traditional stop motion animation or modern CGI – was chosen for a high-quality performance. The cinematic elements are completed with a unique sound design, a clear audio identification and a highly recognisable typography. In spite of the individually styled elements, the station design forms a unity through the striking curve of the 2 and thus makes this number the strongest branding tool of the station.

**Creative Team:** Superunion; BBC-Two; BBC-Creative; Alex Baranowski, Composer; Various Animation Collaborators

### **Atresmedia: ANTENA 3 – News Vocation**

News not only consist of the daily information, but also of the people who present them: newscasters who had their vocation as journalists in very different situations and are now in love

**with their profession. Antena 3 interviewed its newsreaders and created a campaign from their individual moments of vocation that gives the station even more personality. A great idea, beautifully implemented with animated illustrations!**

**Creative Team: Juan Ramón Martín Muñoz, Image & Creativity Director Atresmedia**

## **Jury of the International Eyes & Ears Awards 2019**

**Manfred Becker**, Creative Consultant; **Nicola Bienert**, BR Fernsehen; **Rüdiger Braun**, Golden Claim; **Sven Braun**, spotville; **Verena Bruckmann**, hr; **Marc Bühler**, Universal Production Music; **Ulrich Dankemeyer**, 3sat; **Marco-Paul de Jeu**, CapeRock; **Sabrina Engel**, Mediengruppe RTL Deutschland; **Matthias Fening**, NDR; **Tilo Fischer**, DMC; **Vera Grünberg**, RTL2; **Florian Grünwald**, Mediengruppe RTL Deutschland; **Arne Haeger**, SRF; **Florian Hartmann**, Discovery Communications Deutschland; **Jutta Hertel**, Mediengruppe RTL Deutschland; **Thomas Hilbrecht**, Mediengruppe RTL Deutschland; **Volker Jungbäck**, BR Fernsehen; **Arman Kavrailoglu**, SPORT 1; **Ben Kerneck**, BDA Creative; **Björn Klimek**, Mediengruppe RTL Deutschland; **Christian Kohl**, ZDF; **Anselm Kreuzer**, Komponist; **Elmar Krick**, NBC Universal Global Networks Deutschland; **Alex Krumm**, Mediengruppe RTL Deutschland; **Jan Leitz**, Discovery Communications Deutschland; **Lühr-Martin Lemkau**, Sony Pictures Television Deutschland; **Ralf Lobeck**, AMD; **Thorsten Lohrmann**, Mediengruppe RTL Deutschland; **Gabi Madracevic**, Luxlotusliner; **Alex Marchet**, Mediengruppe RTL Deutschland; **Werner Mayer**, ARD – Das Erste; **Lisa Michel**, Discovery Communications Deutschland; **Niels Müller**, ProSiebenSat.1 TV Deutschland; **Bernd Mutscheller**, DMC; **Thorben Osthus**, The Walt Disney Company Germany, Switzerland & Austria; **Sebastian Pffor**, Zwei Freunde; **Sabine Ramseger-Kurz**, ZDF; **Maria Regenspurger**, Deutsche Welle; **Stephan Riebel**, Deutsche Welle; **Henning Roch**, NBC Universal Global Networks Deutschland; **Oliver Rojschl**, ProSiebenSat.1 TV Deutschland; **Daniel Saini**, NBC Universal Global Networks Deutschland; **Frank Schneider**, Filmstyler Pictures; **Thomas Schümperli**, SRF; **Klaus Schwab**, Mediengruppe RTL Deutschland; **Anja Strnischa**, 3sat; **Christian Threimer**, ProSiebenSat.1 TV Deutschland; **Sonja von Struve**, ZDF; **Thomas Wecker**, hr; **Markus Weigl**, Mediengruppe RTL Deutschland; **Matthias Wenig**, DMC; **Felix Weitekamp**, ZDF; **Manuel Wieslhuber**, Discovery Communications Deutschland; **Tina Wiesner**, RTL2; **Lisa Wölle**, Mediengruppe RTL Deutschland; **Tom Wünsche**, 3sat; **Martin Zimper**, ZHDK; **Doreen Zörkler**, MDR; **Michael Zschiesche**, Mediengruppe RTL Deutschland;

## **Partners of the International Eyes & Ears Awards 2019**

### **EVENT PARTNERS**

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