



Eyes&EarsEurope

***NOT TO BE RELEASED BEFORE: 25 November 2021,
9 PM***

CREATION, INNOVATION & EFFECTIVENESS – 23rd International Eyes & Ears Awards 2021

Winners

Category Design

Best design in print or poster advertising

Gold

SRF: "Frieden"

With a dove of peace, folded from a banknote, the SRF reminds us of the dark sides of Swiss history during the Second World War - and afterwards. A courageous, self-reflective and clear key visual!

Creative team: Alex Hefter, Creative Director SRF; Patrick Arnecke, Leiter Design & Promotion SRF; Sven Volz, Art Director SRF; Jessica Lanter, Projektmanagerin SRF; Marc Heer, Senior Designer SRF; Cyril Gfeller, Senior Designer SRF

Silver

Viasat World: The Abyss – Rise and Fall of the Nazis

Creative team: Paul Evans, VP Creative Viasat World; Lukasz Malisiewicz, Senior Creative Viasat World; Anna Sabti, Creative Viasat World; Keith Livingstone, Design Creative Viasat World; Richard Norley, Head Creative Jump Design & Direction

Bronze

RTL: Q4/VOX IMAGE

Creative team: Marketing Team, RTL Deutschland

Best new design package of a channel or platform

Gold

Gédéon: Play

A platform design full of love! The polymorphic P of Play changes its appearance first to a play button, then to a heart and in this way sincerely invites the viewers to stream. An ingeniously animated design that is fun and works!

Creative team: Emmanuelle Lacaze, President Gédéon; Lazare Bessière, Art Director Gédéon; Nicolas Famery, Art Director Gédéon; Lieven Van Overbeke, Strategic Creative Director SBS

Silver

FEEDMEE Design: ENTR

Creative team: Anton Riedel, Creative Director FEEDMEE Design; Florian Hausberger, Art Director FEEDMEE Design; Frank Schmidt, Animation & Programmierung FEEDMEE Design; Anna Müller, Designerin FEEDMEE Design; Tina Haffke, Producerin FEEDMEE Design; Anke Jordan, Designerin Deutsche Welle; Jan Scholz, Designer Deutsche Welle; Irmina Blachnik, Design Managerin Deutsche Welle

Bronze

Gédéon: M6

Creative team: Emmanuelle Lacaze, President Gédéon; Eglantine Guitard, Producer Gédéon; Lazare Bessière, Art Director Gédéon; Nicolas Famery, Art Director Gédéon; Jean-Marie Julhes, Art Director M6; Laurent Delorme, Marketing Director M6; La Plage, Music Studio

Best bumpers or station-IDs

Gold

ARTE: Second-Lockdown-Idents

After last year's artistic interpretation, ARTE is taking the idea of its Covid-Idents a step further: this time with dance as a form of expression. With François and Thibaut Alu, who sometimes dance to classical music and sometimes to modern beats, the idents depict life in the lockdown in a visually appealing and fun way. In their absurdity, these bumpers do not only appeal to the older target group, says the jury.

Creative team: Cécile Chavepayre, Creative Director ARTE; Anne Seymour, Head of the Artistic Productions ARTE; Pauline Bugeon, Production Manager & Artistic Coordinator ARTE; Juliette Nioré, Creative Director / Director MAGASIN N; François et Thibaut Alu, Dancers / Cast MAGASIN N; Stéphane Jobert, Chief Operator MAGASIN N; Etienne Chopin, Camera MAGASIN N; Camille Matinal, Production Manager MAGASIN N

Silver

SUPER RTL: TOGGO Werbetrenner/Station Idents

Creative team: Uli Höppner, Creative Director | Design SUPER RTL; Alexandra Frost, Creative Director | Design SUPER RTL; Mario Krzykowski, Creative Director | Design SUPER RTL; Stefanie Engels, Leitung Marketing SUPER RTL; Anton Riedel, Kreativleitung FEEDMEE Design; Käthe Höfer, Artdirektion FEEDMEE Design; Acky Hamacher, Animation FEEDMEE Design; Jennifer Arnold, Producer FEEDMEE Design

Bronze

rbb: Station Idents 2021

Creative team: Jana & Holger Geisler, Konzeption & Kreation, Regie (1. Staffel) Alpenblick; Stephanie Tietz, Projektmanagement Alpenblick; Vinzent Kutsche, Konzeption & Kreation, Regie (2. Staffel) NSmith Filmproduktion; Nadja Smith, Produktion NSmith Filmproduktion; Philipp Ernst, Managing Director / Supervisor Music Century Rolls Music; Jan Kucharski, Kreativleitung On-Air Design Rundfunk Berlin-Brandenburg; Petra Schmitz, Leiterin On-Air Design & Programmpräsentation Rundfunk Berlin-Brandenburg

Best seasonal design elements

Gold

Das Erste: Winter Wonderland – Christmas IDs 2020

With great attention to detail, the Winter Wonderland evokes a calm, cosy and almost nostalgic atmosphere. The enchanting paper-cut landscapes invite the audience to snuggle up and get into the right winter mood.

Creative team: **Henriette Edle von Hoessle**, Creative Director Leiterin ARD Design & Präsentation ARD / Das Erste; **Monika Kandlbinder**, Projektmanagerin ARD Design & Präsentation ARD / Das Erste; **Gabi Trojan-Madračević**, Creative Direction Luxlotusliner; **Tatjana Živanović-Wegele**, Executive Producer Luxlotusliner; **Nadja Doth**, Projektmanagerin Luxlotusliner; **Sehsucht**, Postproduction; **Music Mona Davis Beat / Sound Post Production Giesing Team**

Silver

Christmas on ARTE

Creative team: **Cécile Chavepayre**, Creative Director ARTE; **Anne Seymour**, Head of the Artistic Productions ARTE; **Pauline Bugeon**, Production Manager & Artistic Coordinator ARTE; **Arnaud Garrivier**, Sound Designer ARTE; **Eric Nung**, Producer MOVEMENT; **Charlotte Gastaut**, Illustrator MOVEMENT; **Cyril Drouin**, Director / Motion Designer MOVEMENT

Bronze

Screenworks: RTL Weihnachtsdesign – "Das kriegen wir gebacken"

Creative team: **Marketing Team**, RTL Deutschland; **Tobias Varola**, Art Director Screenworks; **Aaron Rositzka**, Motion Design Screenworks; **Stefan Laschet**, Motion Design Screenworks

Shortlist

rbb: Xmas / NYE Idents 2020

Creative team: **Vinzent Kutsche**, Regie NSmith Filmproduktion; **Nadja Smith**, Produktion NSmith Filmproduktion; **Philipp Ernst**, Managing Director / Supervisor Music Century Rolls Music; **Jan Kucharski**, Kreativleitung On-Air Design Rundfunk Berlin-Brandenburg; **Petra Schmitz**, Leiterin On-Air Design & Programmpräsentation Rundfunk Berlin-Brandenburg

Best lead-in: Fiction

Gold

RTL: ALARM FÜR COBRA 11

Opening credits or car commercials? RTL serves up every cliché here and neatly works with the idea. The visible love of cars catches the viewer and through a change in the music, the supposed advertisement slowly develops into the opening credits. Perfectly tailored to the format!

Creative team: **Marketing Team**, RTL Deutschland

Gold

SRF: Frieden

The intelligent use of archive footage combined with inspiring string music moves the audience and draws them directly into the spell of the series. The end of the opening credits is marked by the strong key visual: the dove of peace made out of banknotes. Excellent work, according to the jury.

Creative team: **Alex Hefter**, Creative Director SRF; **Patrick Arnecke**, Leiter Design & Promotion SRF; **Sven Volz**, Art Director SRF; **Jessica Lanter**, Projektmanagerin SRF; **Marc Heer**, Senior Designer SRF; **Cyril Gfeller**, Senior Designer SRF; **Simon Renfer**, Senior Designer SRF; **Annette Focks**, Musikkomponistin

Best lead-in: Sports

Gold

UnitedSenses: FIBA Eurobasket 2021

A well-rounded spot! With the bouncing basketball as the underlying beat and the basketball court design, the opening credits play with its theme, making it fun not only for the fans! An intelligent and cool use of the subject matter, says the jury.

Creative team: Markus Schmidt, Creative Director UnitedSenses; Alena Rebezova, Art Director UnitedSenses; Matthias Lein, 3D Design UnitedSenses; Sven Müller, Project Management UnitedSenses; Stephane Bouclier, Global Head of Basketball / Content Production DAZN Group

Silver

UnitedSenses: DTM Monza Race Promo

Creative team: Markus Schmidt, Creative Director UnitedSenses; Alena Rebezova, Art Director UnitedSenses; Matthias Lein, 3D Design UnitedSenses; Michael Kadelbach, Composer UnitedSenses; Sven Müller, Project Management UnitedSenses; Oliver Simon, Director TV & Production ITR | DTM

Bronze

Das Erste: UEFA Euro 2020 – Brücken bauen

Creative team: Henriette Edle von Hoessle, Creative Director / Leiterin ARD-Design & Präsentation ARD / Das Erste; Monika Kandlbinder, Project Manager / ARD-Design & Präsentation ARD / Das Erste; Tim Fিন্নamore, Creative Director BDA Creative; Matthäus Wildauer, Senior 3D Designer BDA Creative; Markus Eckl-Jordan, Project Manager BDA Creative

Best lead-in: Kids

Gold

DMC: KiKA AWARD

An opening credit design fitting the target group! DMC plays with the black light effect and attracts attention with Tron references and neon colours.

Creative team: Ellen Kärcher, Leitung Promotion & Design KiKA; Tilo Fischer, Managing Director DMC; Bernd Mutscheller, Creative Director DMC; Matthias Weng, Art Director DMC; Alice Hetzler, Designer DMC; Marko Anocic, Designer DMC; Sebastian Müller, Managing Director Hofkapellmeister; Boris Miller, Managing Director MillerTime Production

Silver

Nickelodeon: Hunter street Season 4 Show Open

Creative team: Simon Cornils, Photographer Simon Cornils Photography; Arjen Noordeman, Sr. Creative Director Kids & Family Brands EMEA ViacomCBS Networks International; Mike Tricario, VP Creative Director ViacomCBS Networks International; Kim Rosenblum, CMO Marketing ViacomCBS Networks International; Michael Waldron, SVP Brand Design ViacomCBS Networks International; Femke Westerhof, Project Manager ViacomCBS Networks International; Marlies Huisman, Producer Blooming Media; Yuri Kneppers, Motion Designer Blacksand Film

Best lead-in: Show & Entertainment & Comedy

Gold

ZDF: ZDF Magazin Royale

Insiders have particular fun with this intro and find, among other things, "Glump", the ZDF Magazin Royale alcoholic cola. With a great sound design and a fun logo animation, everything is just perfect here.

Creative team: Thomas Grimm, Leitung Marketing ZDF; Astrid Kämmerer, Leitung Programm-Marketing 1 ZDF; Irena Pavor, Projektleitung ZDF; Kim Schwaner, Executive Producer BRANDNEW Creative Agency; Nicolas Arnold, Creative Producer / Artist BRANDNEW Creative Agency; Michael Kruse, Head of Design BRANDNEW Creative Agency; Florian Becker, Art Director / 3D BRANDNEW Creative Agency

Silver

Seapoint Productions: ZDFneo – Studio Schmitt

Creative team: Etienne Heinrich, Designer Graphics & Video Contents BUERO ETIENNE HEINRICH; Benjamin Zurek, Designer Graphics & Video Contents ERROR.ONE; Nina Klink, Managing Director Seapoint Productions; Holger Fritsche, Producer Seapoint Productions; Jonas König, Lichtdesign mdc licht.gestalten; Dirk Behrendt, Bühnenbild Mediastyles; Johannes Spieker, Regisseur

Bronze

RTL: BIG PERFORMANCE

Creative team: Marketing Team, RTL Deutschland

Best lead-in: Culture & Documentary

Gold

FEEDMEE Design: Schwarze Adler

Magnificent and yet reduced. FEEDMEE introduces the documentary "Schwarze Adler" (Black Eagles) with a strong sound design, restrained colourfulness and a high level of emotions. Intense and moving, according to the jury.

Creative team: Gerry Menschik, Creative Direction FEEDMEE Design; Catrin Mackowski, Art Direction FEEDMEE Design; Thomas Gugel, Editing & Animation FEEDMEE Design; Laura Giersdorf, Producer FEEDMEE Design; Thorsten Körner, Director BROADVIEW TV; Peter Wolf, Creative Producer BROADVIEW TV; Leopold Hoesch, Produzent BROADVIEW TV

Silver

Gédéon: La Case du Siècle

Creative team: Emmanuelle Lacaze, President Gédéon; Pauline de Decker, Producer Gédéon; Maximilian Schwane, Art Director Gédéon; Corinne Alexia, Artistic Director of France 5 France Télévisions; La Plage, Music Studio

Best information or news design

Gold

ZDF: Morgenmagazin "Moma" – Redesign

A design like the rising sun. With a soft, harmonious colour scheme and emotional music, the morning show looks calm and inviting. Clear, clean, yet unassuming and consistent.

Creative team: Thomas Grimm, Leitung Marketing ZDF; Stavros Amoutzias, Leitung CD / Programm-Marketing 2 ZDF; Simone Schreiner, Projektleitung Design ZDF; Andreas Wunn, Redaktionsleiter - Moma ZDF; Andreas Eck, Projektleitung Redaktion - Moma ZDF; CapeRock, Concept, Design, Motion Design; René Jauch, Set-Designer René Jauch Design

Silver

Deutsche Welle: In Good Shape

Creative team: Cape Rock; Maria Regenspurger, Art Direktion - Produktion Deutsche Welle; Holger Zeh, Head of Design Deutsche Welle

Best sports design

Gold

BDA Creative: Magenta TV Sport – 2021 Rebrand

Football, ice hockey or basketball - sport is Magenta! BDA has given Magenta TV a new design in the rebrand, which is super dynamic with the help of many 2D elements and convinces with its consistency.

Creative team: Alexander Dechant, Creative Director thinXpool TV; Tim Finnamore, Executive Creative Director BDA Creative; Meritxell Monso, Senior Art Directorin BDA Creative; Matthias Hofbauer, Senior Designer BDA Creative; Magnus Schlüter, Senior Designer BDA Creative; Nocki Sixomphon, Designerin BDA Creative; Markus Eckl-Jordan, Project Lead BDA Creative; Jürgen Bieling, Set Designer billionpoints

Silver

PULS4: PULS 24 Match Day

Creative team: Martin Härtle, Creative Director ProSiebenSat.1 PULS4; Reinhard Moser, Senior Motion Graphic Designer ProSiebenSat.1 PULS4; Laura Scharnagl, Projektmanagerin ProSiebenSat.1 PULS4; Florian Herweg, Motion Graphic Designer Mehappy Vienna; Florian Hausberger, Art-Director FH - Studio für Design & Animation

Bronze

UnitedSenses: TRT SPOR Star Branding

Creative team: Markus Schmidt, Creative Director UnitedSenses; Fabio Arnold, Art Director UnitedSenses; Matthias Lein, 3D Design UnitedSenses; Axel Flachenecker, 3D Design UnitedSenses; Sven Müller, Project Management UnitedSenses; Süheyla van Taarling, Visual Branding TRT

Best programme-related design package

Gold

HR: arte TWIST

A clear design language with an urban style, that's what you find with TWIST. The smart use of light filters in the programme and the entire design package supports the content and give the images a special aesthetic.

Creative team: Angelika Haus, On Air Design Hessischer Rundfunk; Thomas Wecker, Designkonzept Hessischer Rundfunk; Roland Grosch, Sound Design Hessischer Rundfunk; Helfried Wildenhain, Sound Design Hessischer Rundfunk; Iris Lützenberg, Postproduktion Hessischer Rundfunk; Katja Lützel, PostproduKtion Hessischer Rundfunk; Naomi Nägele, Redaktion Hessischer Rundfunk

Silver

Deutsche Welle: UNSEEN

Creative team: Gabi Trojan-Madracevic, Creative Director Luxlotusliner; Iris Rinkens, Design Luxlotusliner; Jan Rinkens, Animation Luxlotusliner; Cay Fiehn, Animation Luxlotusliner; Maria Regenspurger, Art Direktion - Produktion Deutsche Welle; Holger Zeh, Head of Design Deutsche Welle

Bronze

ZDF: Morgenmagazin "Moma" – Redesign

Creative team: **Thomas Grimm**, Leitung Marketing ZDF; **Stavros Amoutzias**, Leitung CD / Programm-Marketing 2 ZDF; **Simone Schreiner**, Projektleitung Design ZDF; **Andreas Wunn**, Redaktionsleiter - Moma ZDF; **Andreas Eck**, Projektleitung Redaktion - Moma ZDF; **CapeRock**, Concept, Design, Motion Design; **René Jauch**, Set-Designer René Jauch Design

Shortlist

dyrdee Media: Nickelodeon Culture Club

Creative team: **Ole Keune**, Creative Director dyrdee Media; **Ljubisa Djukic**, Creative Director dyrdee Media; **Sven Henrichs**, Managing Director dyrdee Media; **Konrad Müller**, Senior Motion Designer dyrdee Media; **Augusto Gabrys**, 3D Artist dyrdee Media; **Mark Peregrino**, Senior Producer, Co-Creator ViacomCBS Networks International; **Arjen Noordeman**, Senior Creative Director, Kids & Family Brands, Co-Creator ViacomCBS Networks International; **Bettina Vogel**, VP Creative EMEAA, Co-Creator ViacomCBS Networks International

Category Digital

Best digital presence

Gold

RTL ZWEI: Köln 50667

A community on all platforms! Köln 50667 has developed from a linear early evening series into an omnipresent multichannel all-rounder and thus meets the target group on all channels.

Creative team: **Carlos Zamorano**, CMCO RTL2 Fernsehen; **Ellen Schwarz**, Leiterin Content Marketing & Online Communications RTL2 Fernsehen; **Victoria Heider**, Content Marketing Manager RTL2 Fernsehen; **Julia Spitzer**, Content Marketing Manager RTL2 Fernsehen; **Anika Koch**, Teamlead Content Marketing & Online Communications RTL2 Fernsehen; **Nora Strank**, Manager Channel Portfolio RTL2 Fernsehen

Best digital marketing spot

Gold

RTL ZWEI: Hass hat Hausverbot

A clear stance against haters in a language they understand. RTL ZWEI shows itself with strong emotions in the spots for "Hass hat Hausverbot" (Hate is banned) and reaches the target group through a perfectly chosen approach and fitting music.

Creative team: **Carlos Zamorano**, CMCO RTL2 Fernsehen; **Ellen Schwarz**, Leiterin Content Marketing & Online Communication RTL2 Fernsehen; **Carina Wächter**, Senior Project Manager RTL2 Fernsehen; **Klaus Schäfer**, CEO vonHerzen; **Verena Hemberger**, Konzeption vonHerzen; **Corinna Lurz**, Planung & Producing vonHerzen; **Tobias Laufer**, Art Director vonHerzen; **Daniel Maier**, DOP & Schnitt vonHerzen

Silver

GROSSE8/YeaHR!: Echte Pflege. Im Echten Norden.

Creative team: **Harald Mönch**, Art Direction GROSSE8; **Franziska Holly**, Design / Illustration / 2D-Motion-Design GROSSE8; **Matthias Kulow**, Schnitt / Sound GROSSE8; **Dirk Fliesgen**, Creative Director YeaHR; **Simon Galka**, Produktion YeaHR; **Ministerium für Soziales, Gesundheit, Jugend, Familie & Senioren, Schleswig-Holstein**

Bronze

ProSieben: Die Simpsons vs. Disney +

Creative team: **Richard Schweiger**, Senior Vice President Creation Seven.One Entertainment Group - Creation; **Markus Baier**, Vice President ProSieben Creation Seven.One Entertainment Group - Creation; **Christian Giegerich**, Promotion Supervisor Seven.One Entertainment Group - Creation; **Martin Dominiak**, Writer / Producer Seven.One Entertainment Group - Creation; **Gerald Gutberlet**, Compositing Artist Seven.One Entertainment Group - Creation; **Kurt Rehling**, Audio Designer Seven.One Entertainment Group - Creation; **Laura Hasse**, Senior Project Manager Seven.One Entertainment Group - Operations; **David Hoffmann**, Marketing Manager Seven.One Entertainment Group - Consumer Marketing

Best social media campaign

Gold

BR & SWR: @ICHBINSOPHIESCHOLL

With this campaign, history was not only told, but experienced! For the 100th birthday of Sophie Scholl, BR and SWR joined forces for the first time and let the young target group experience the last 7 months of the resistance fighter's life for themselves. A strong adaptation for the appropriate platform, according to the jury.

Creative team: **Susanne Gebhardt**, Redaktion SWR; **Ulrich Herrmann**, Redaktion SWR; **Werner Pastula**, Leiter Markenführung & Design SWR; **Lydia Leipert**, Redaktion Bayerischer Rundfunk; **Jochen Laube**, Produzent Sommerhaus; **Fabian Maubach**, Produzent Sommerhaus; **Katja Siegel**, Executive Producer VICE Media; **Melina Voss**, Creative Producer UNFRAMED

Silver

Seven.One AdFactory: Schweigen macht schutzlos - #machdichlaut

Creative team: **Tom Schwarz**, Kreativgeschäftsführung Seven.One AdFactory; **Daniel Koller**, Creative Director Seven.One AdFactory; **Friedrich-Paul Spielhagen**, Creative Director Seven.One AdFactory; **Leo Gammler**, Regie, Commercials Production Seven.One AdFactory; **Stephan Beyschlag**, Produktion, Commercials Production Seven.One AdFactory; **Ricarda Theis**, Marketingleitung Weisser Ring E.V.; **Björn Mager**, Founder & Producer HeyNa!; **Tomaso Baldessarini**, Photograph Baldessarini Studio

Bronze

BDA Creative: Falco Punch – Mach dein Handy nicht zur Waffe

Creative team: **Tobias Rottmeir**, Presse Bayerisches Staatsministerium der Justiz; **Marc Strotmann**, Executive Creative Director BDA Creative; **Tobias Fleck**, Senior Texter BDA Creative; **Johannes Berner**, Senior Designer BDA Creative; **Mike Hilzinger**, Head of Digital BDA Creative; **Philipp Wundt**, Project Lead BDA Creative; **Falco Punch**, Influencer; **Dannero**, Influencer / Kamera

Shortlist

Mesh Collective: #StopptKinderarmut

Creative team: **Julia Althoff**, Producer MESH Collective // We are Era; **Lena Willems**, Creative Producer MESH Collective // We are Era; **Anne Ramstorf**, Commissioning Editor MESH Collective // We are Era; **Anna Baur**, Project Lead MESH Collective // We are Era; **Lena Willems**, Creative Editor MESH Collective // We are Era; **Ole Siebrecht**, Concept Creation & Creative Editor MESH Collective // We are Era; **Antje Funcke**, Co-Producer Bertelsmann Stiftung; **Peter Diekmann**, Co-Producer Bertelsmann Stiftung

Best cross-social media storytelling

Gold

Seven.One AdFactory: Schweigen macht schutzlos – #machdichlaut

No one could get past this! On all channels and in all formats, celebrity faces called for people to speak up and at the same time established contact with the aid organisation Weißer Ring, whose call numbers increased noticeably with the campaign! Perfect storytelling with real impact!

Creative team: Tom Schwarz, Kreativgeschäftsführung Seven.One AdFactory; **Daniel Koller**, Creative Director Seven.One AdFactory; **Friedrich-Paul Spielhagen**, Creative Director Seven.One AdFactory; **Leo Gammler**, Regie, Commercials Production Seven.One AdFactory; **Stephan Beyschlag**, Produktion, Commercials Production Seven.One AdFactory; **Ricarda Theis**, Marketingleitung Weisser Ring E.V.; **Björn Mager**, Founder & Producer HeyNa!; **Tomaso Baldessarini**, Photograph Baldessarini Studio

Best digital marketing campaign for a station or platform

Gold

RTL ZWEI: Hass hat Hausverbot

Enough is enough! Staff and celebrities of the channel are speaking out against hate comments on the net - with a convincing intensity! A strong statement that fully pays off for the channel.

Creative team: Carlos Zamorano, CMCO RTL2 Fernsehen; **Ellen Schwarz**, Leiterin Content Marketing & Online Communication RTL2 Fernsehen; **Carina Wächter**, Senior Project Manager RTL2 Fernsehen; **Klaus Schäfer**, CEO vonHerzen; **Verena Hemberger**, Konzeption vonHerzen; **Corinna Lurz**, Planung & Producing vonHerzen; **Tobias Laufer**, Art Director vonHerzen; **Daniel Maier**, DOP & Schnitt vonHerzen

Silver

ZDF: heute-App

Creative team: Thomas Grimm, Leitung Marketing ZDF; **Stavros Amoutzias**, Leitung CD / Programm-Marketing 2 ZDF; **Felix Weitekamp**, Projektleitung ZDF; **Sabine Ramseger-Kurz**, Projektleitung ZDF; **Jenn Arnold**, Producing FEEDMEE Design; **Tina Haffke**, Senior Producing FEEDMEE Design; **Ulrich Schneider**, Creative Officer in Chief Superblak; **Loy Wesselburg**, Komponist

Best digital marketing campaign for a programme

Gold

ZDF: ZDFinfo Krieg und Holocaust – Der deutsche Abgrund

ZDFinfo drew attention to the documentary series with rare recoloured material and a holistic campaign. Particularly exciting visually: the striking text/image divide of the spots. An exciting campaign with special relevance, according to the jury.

Creative team: Thomas Grimm, Leitung Marketing ZDF; **Tino Windisch**, Leitung Programm-Marketing ZDFinfo ZDF; **Boris Schubert**, Redakteur Social Media ZDF; **Astrid Heitz**, Redakteurin Mediaplanung ZDF; **Andrea Koch**, Geschäftsleitung Mediaplus Media 2; **Stefano Dessi**, Senior Art Director Heimat Active; **Viktoria Zielinski**, Account Director Heimat Active; **Matthias Schäfer**, Producer ZDF Digital Medienproduktion

Silver

TVNOW: EVEN CLOSER

Creative team: Marketing Team, RTL Deutschland

Best influencer marketing

Gold

Seven.One AdFactory: Schweigen macht schutzlos – #machdichlaut

With well-known celebrities such as Kathrin Bauerfeind, Palina Rojinski, Visa Vie, Stefanie Giesinger, Lola Weippert, but also Joko and Klaas and their "Männerwelten" (Man's World), the channel group draws attention to the topic of sexualised and domestic violence, which has become even more explosive as a result of Corona. The jury says: Very effective and more important than ever.

Creative team: Tom Schwarz, Kreativgeschäftsführung Seven.One AdFactory; Daniel Koller, Creative Director Seven.One AdFactory; Friedrich-Paul Spielhagen, Creative Director Seven.One AdFactory; Leo Gammler, Regie, Commercials Production Seven.One AdFactory; Stephan Beyschlag, Produktion, Commercials Production Seven.One AdFactory; Ricarda Theis, Marketingleitung Weisser Ring E.V.; Björn Mager, Founder & Producer HeyNa!; Tomaso Baldessarini, Photograph Baldessarini Studio

Silver

BDA Creative: Falco Punch – Mach dein Handy nicht zur Waffe

Creative team: Tobias Rottmeir, Presse Bayerisches Staatsministerium der Justiz; Marc Strotmann, Executive Creative Director BDA Creative; Tobias Fleck, Senior Texter BDA Creative; Johannes Berner, Senior Designer BDA Creative; Mike Hilzinger, Head of Digital BDA Creative; Philipp Wundt, Project Lead BDA Creative; Falco Punch, Influencer; Dannero, Influencer / Kamera

Bronze

FOX: DEVS Influencer Kampagne

Creative team: Nicholas Economides, Manager Creative The Walt Disney Company; Sarina Baumann, Supervisor Marketing The Walt Disney Company; Marco Gabriele, Supervisor On Air Production The Walt Disney Company; Svenja Kessler, Team Lead Granny; Leonie Deharde, Project Manager Granny

Category Promotion

Best station spot

Gold

Deutsche Welle: Insomnia

This spot radiates sleeplessness 100%. From the dark visuals, to the calm music, to the actor's desperation, as a viewer you feel the insomnia that is troubling the autocrat. Beautifully staged!

Creative team: Jan Lorenz, Creative Director Deutsche Welle; Monica Jayapribadi, Art Director Deutsche Welle; Clint Waddell, Copywriter Deutsche Welle; Dominik Ahrens, Copywriter Deutsche Welle; Philipp Schäfer, Head of Marketing Deutsche Welle; Sabrina Maier, Project Manager Deutsche Welle; Ricardo Fernandes, Project Manager Deutsche Welle; Jan Gleie, Director Nylon Film

Silver

DMC: KiKA Imagespot

Creative team: Ellen Kärcher, Leitung Promotion & Design KiKA; Christiane Rohde, Leiterin Marketing & Kommunikation KiKA; Tilo Fischer, Managing Director DMC; Bernd Mutscheller, Creative Director DMC; Hanne Wiesener, Text & Konzept DMC; Javi Collantes, Editor DMC; Sebastian Müller, Managing Director Hofkapellmeister; Boris Miller, Managing Director MillerTime Production

Bronze

ARTE. ARTE Concert supports the Performing Arts

Creative team: Virginia Robert, Head of Broadcast ARTE; Mélanie Aubert, Director / Editor ARTE

Shortlist

RTL ZWEI: Hass hat Hausverbot

Creative team: **Carlos Zamorano**, CMCO RTL2 Fernsehen; **Ellen Schwarz**, Leiterin Content Marketing & Online Communication RTL2 Fernsehen; **Carina Wächter**, Senior Project Manager RTL2 Fernsehen; **Klaus Schäfer**, CEO vonHerzen; **Verena Hemberger**, Konzeption vonHerzen; **Corinna Lurz**, Planung & Producing vonHerzen; **Tobias Laufer**, Art Director vonHerzen; **Daniel Maier**, DOP & Schnitt vonHerzen

Best programme spot: Acquired fictional productions

Gold

FOX: Shameless

This spot for the final season of "Shameless" is perfectly matched to the show's theme. It plays with the music and reflects the programme's content perfectly. Fitting and superbly edited, says the jury.

Creative team: **Thomas Richter**, Writer / Producer The Walt Disney Company; **Nicholas Economides**, Manager Creative The Walt Disney Company; **Marco Gabriele**, Supervisor Creative Services Production The Walt Disney Company; **Chris Zöller**, Audio Engineer Eleven Audio

Silver

rbb: Schweinskopf al dente

Creative team: **André Sander**, freier Autor, Editor & Sprecher Rundfunk Berlin-Brandenburg; **Kerstin Anicker**, Teamleiterin Programmpäsentation Rundfunk Berlin-Brandenburg; **Petra Schmitz**, Leiterin On-Air Design & Programmpäsentation Rundfunk Berlin-Brandenburg

Bronze

Universal TV: Halloween

Creative team: **Elmar Krick**, Creative Brand Director NBC Universal Global Networks Deutschland; **Tobias Mader**, Lead Creative NBC Universal Global Networks Deutschland; **Daniel Saini**, Senior Creative Producer NBC Universal Global Networks Deutschland; **Frank Schneider**, Geschäftsführer / Regie Filmstyler Pictures; **Michaela Schneider**, Art Director Filmstyler Pictures; **Gabi Trojan-Madračević**, Creative Direction Luxlotusliner; **Iris Pfenning**, Art Director Luxlotusliner; **Katharina Blenk**, Projektmanagerin Luxlotusliner

Best programme spot: Local fictional productions

Gold

ProSieben: Check. Check – Staffel 2

Totally retro and absolutely iconic! The image film in the style of the 80s makes you want to watch the second season of "Check.Check". The jury says: Entertaining and perfectly suited to the programme.

Creative team: **Richard Schweiger**, Senior Vice President Creation Seven.One Entertainment Group - Creation; **Markus Baier**, Vice President ProSieben Creation Seven.One Entertainment Group - Creation; **Christian Giegerich**, Promotion Supervisor Seven.One Entertainment Group - Creation; **Andrea Hartl**, Senior Writer / Producer Seven.One Entertainment Group - Creation; **Gerald Gutberlet**, Compositing Artist Seven.One Entertainment Group - Creation; **Rudolf Hochrein**, Senior Audio Designer Seven.One Entertainment Group - Creation; **Janine Friese**, Senior Project Manager Seven.One Entertainment Group - Operations; **David Hoffmann**, Marketing Manager Seven.One Entertainment Group - Consumer Marketing

Best programme spot: Kids

Gold

RTL: LEGOMASTERS

This is where the imagination comes alive with Lego bricks! The spot is the perfect overall package and inspires with a funny, fast-moving presentation including Daniel Hartwich as a Lego figure.

Creative team: Marketing Team, RTL Deutschland

Silver

SAT.1: The Voice Kids "Kids machen die Welt bunter"

Creative team: Gilles Wolff, Writer / Producer Seven.One Entertainment Group - Creation; Paolo Mainini, Designer Seven.One Entertainment Group - Creation; Joachim Manuel Weber, Senior Audio Designer Seven.One Entertainment Group - Creation; Lisa Fickenschner, Art Director Seven.One Entertainment Group - Creation; Vinzenz Gebhardt, Senior Konzeptioner Seven.One Entertainment Group - Creation; Manuela Radelsberger, Texterin manuscript.at; Julia Ritter, Project Manager Seven.One Entertainment Group - Operations; Sylvia Zimmermann, Senior Marketing Manager Seven.One Entertainment Group - Consumer Marketing

Best programme spot: Comedy

Gold

SAT.1: LUKE! DIE GREATNIGHTSHOW "Musicless"

Quite sad without any music... This spot makes you feel it to this and grabs the viewers' attention in an almost unspectacular way. Ingenious in its simplicity!

Creative team: Niels Müller, Creative Director SAT.1 Seven.One Entertainment Group - Creation; Alexander Gruber, Senior Writer / Producer Seven.One Entertainment Group - Creation; Ute Deutschmann, Executive Producer Seven.One Entertainment Group - Creation; Rudolf Hochrein, Senior Audio Designer Seven.One Entertainment Group - Creation; Paolo Mainini, Designer Seven.One Entertainment Group - Creation; Stefanie Ramsdale, Senior Project Manager Seven.One Entertainment Group - Operations; Manuela Liebel, Senior Marketing Manager Seven.One Entertainment Group - Consumer Marketing

Best programme spot: Show & Entertainment

Gold

RTL: DER BACHELOR

What a circus! In the fight for the eligible bachelor, the contestants of the 11th season also give it their all! With a special attention to detail, RTL offers viewers the typical rivalry but in a newly staged approach: with a range of sword-swallowing, knife-throwing or sawing the competitors in half. A self-deprecating concept that looks expensive and delivers a high recognition value, according to the jury.

Creative team: Marketing Team, RTL Deutschland

Silver

SAT.1: PROMI BIG BROTHER "MÄRCHENHAFT"

Creative team: Sebastian Schwarzer, Vice President SAT.1 Creation Seven.One Entertainment Group - Creation; Jürgen Rieger, Creative Director SAT.1 Seven.One Entertainment Group - Creation; Vinzenz Gebhardt, Senior Texter / Konzeptioner Seven.One Entertainment Group - Creation; Alexander Gruber, Senior Writer / Producer Seven.One Entertainment Group - Creation; Joachim Manuel Weber, Senior Audio Designer Seven.One Entertainment Group - Creation; Katrin Maier, Designer Seven.One Entertainment Group - Creation; Alexander Molnar, Senior Project Manager Seven.One Entertainment Group - Operations; Sylvia Zimmermann, Senior Marketing Manager Seven.One Entertainment Group - Consumer Marketing

Bronze

RTL: BACHELORETTE

Creative team: Marketing Team, RTL Deutschland

Best programme spot: Factual Entertainment

Gold

Deutsche Welle: Unseen

The dangers from one's own environment often remain undiscovered, although they are lurking in the background like Godzilla. Deutsche Welle plays with this and offers great spots that impress conceptually and creatively.

Creative team: **Stephan Riebel**, Head of Program Promotion and Broadcast Management Deutsche Welle; **Patricia Fehlberg**, Senior Editor Deutsche Welle; **Stefanie Kunze**, Producer Deutsche Welle; **Max Spona**, Sound-Designer Deutsche Welle

Silver

ProSieben: JENKE. Crime.

Creative team: **Richard Schweiger**, Senior Vice President Creation Seven.One Entertainment Group - Creation; **Markus Baier**, Vice President ProSieben Creation Seven.One Entertainment Group - Creation; **Jochen Blatz**, Senior Texter / Konzeptioner Seven.One Entertainment Group - Creation; **Jurij Schek**, Senior Writer / Producer Seven.One Entertainment Group - Creation; **Claudia Stanke**, Senior Designerin Seven.One Entertainment Group - Creation; **Patrick März**, Audio Designer Seven.One Entertainment Group - Creation; **Laura Hasse**, Project Manager Seven.One Entertainment Group - Operations; **Chiara Rolf**, Marketing Manager Seven.One Entertainment Group - Consumer Marketing

Bronze

DMAX NAKED SURVIVAL

Creative team: **Jan Leitz**, Senior Manager Creative Solutions Discovery Communications Deutschland; **Florian Hartmann**, Creative Producer Discovery Communications Deutschland; **Johanna Grosch**, Marketing Executive Discovery Communications Deutschland; **Nermin Gladens**, Produktion Seeblick Media; **Nico Ophoff**, Produktion Seeblick Media; **Hanne Wiesener**, Copywriter Seeblick Media; **Oliver Schubert**, Art Direction Seeblick Media; **Thomas Schmelzle**, Creative Editor Seeblick Media

Best programme spot: Culture & Documentary

Gold

PULS4: Blaues Wunder

This topic goes below the belt - but at the same time it is also funny! PULS4 produces a trailer for "Blaues Wunder ("Blue Miracle") which, thanks to the enchanting choir, manages to give the subject of Viagra a refreshingly funny touch. Superbly done!

Creative team: **Martin Härtle**, Creative Director ProSiebenSat.1 PULS4; **Stefan Brunner**, Senior Creative Producer ProSiebenSat.1 PULS4; **Dieter Oitzinger**, Senior Copywriter ProSiebenSat.1 PULS4; **Therese Schnöll**, Projektmanagerin ProSiebenSat.1 PULS4; **Josef Pallwein-Prettner**, Autor

Silver

Viasat World: The Abyss – Rise and Fall of the Nazis

Creative team: **Paul Evans**, VP Creative Viasat World; **Lukasz Malisiewicz**, Senior Creative Viasat World; **Anna Sabti**, Creative Viasat World; **Keith Livingstone**, Design Creative Viasat World; **Mikkel Eriksen**, Sound Designer INSTRUMENT STUDIO; **Richard Norley**, Head Creative Jump Design & Direction; **Mark Fairless**, 3D Designer Jump Design & Direction

Bronze

vonHerzen: Kiez knallhart

Creative team: Carlos Zamorano, CMCO RTL2 Fernsehen; Klaus Schäfer, CEO vonHerzen; Oliver Behrens, Schnitt vonHerzen

Best programme spot: Sports

Gold

SAT.1: BUNDESLIGA "Football's Coming Home"

Football can also be quiet and without any football images! A world-famous song combined with a strong idea, which has been implemented beautifully and works great thanks to the Opdenhövel brand!

Creative team: Niels Müller, Creative Director SAT.1 Seven.One Entertainment Group - Creation; Joachim Manuel Weber, Senior Audio Designer Seven.One Entertainment Group - Creation; Ute Deutschmann, Executive Producer Seven.One Entertainment Group - Creation; Paul Seewald, Senior Writer / Producer Seven.One Entertainment Group - Creation; Katrin Maier, Designer Seven.One Entertainment Group - Creation; Alexander Molnar, Senior Project Manager Seven.One Entertainment Group - Operations; Marc Mader, Senior Marketing Manager Seven.One Entertainment Group - Consumer Marketing

Silver

Festival of Racing - Motorsport bei NITRO

Creative team: Marketing Team, RTL Deutschland

Best promotion spot for special programming

Gold

Syfy: Geballte Action

Not in the mood for the European Championship? Syfy offers the best programme alternatives! With Frank Buschmann as narrator, lots of wit and the opponents The Rock, Jason Statham, Rocky and the Hulk, the alternative becomes a must! It's fun and makes you want more!

Creative team: Elmar Krick, Creative Brand Director NBC Universal Global Networks Deutschland; Nora Ganthaler, Producerin NBC Universal Global Networks Deutschland; Sebastian Geller, Lead Creative NBC Universal Global Networks Deutschland; Frank Buschmann, Voice Talent NBC Universal Global Networks Deutschland

Silver

SRF: 7x James Bond

Creative team: Ralph Bühler, Producer SRF; Oliver Tremel, Teamleiter SRF; Nicola Zwosta, Video Editor Specialist SRF; Christof Grünig, Audio Editor Specialist SRF

Bronze

Syfy: The Rock Special

Creative team: Elmar Krick, Creative Brand Director NBC Universal Global Networks Deutschland; Sebastian Geller, Lead Creative NBC Universal Global Networks Deutschland; Ole Keune, Creative Director dyrdee Media; Ljubisa Djukic, Creative Director dyrdee Media; Sven Henrichs, Managing Director dyrdee Media; Konrad Müller, Senior Motion Designer dyrdee Media; Antonin Moucha, 3D Artist dyrdee Media; Tobias Stärk, VFX Compositing Artist dyrdee Media

Best B2B spot

Gold

SAT.1: PRIME TIME

Impressive all along the line! With a song about the daily programme during prime time, SAT.1 creates a perfectly balanced concept of wit, originality and information and thus enthusiasm for the channel's programme. A cool presentation!

Creative team: Niels Müller, Creative Director SAT.1 Seven.One Entertainment Group - Creation; Joachim Manuel Weber, Senior Audio Designer Seven.One Entertainment Group - Creation; Stephan Körner, Senior Writer / Producer Seven.One Entertainment Group - Creation; Katrin Maier, Designer Seven.One Entertainment Group - Creation; Alexander Molnar, Senior Project Manager Seven.One Entertainment Group - Operations; Manuela Liebel, Senior Marketing Manager Seven.One Entertainment Group - Consumer Marketing; Christopher Zielinski, Rap

Silver

SCREENFORCE DAYS 2021 – INTRO RTL

Creative team: Marketing Team, RTL Deutschland

Bronze

sixx: EVERYTHING GIRLS WANT!

Creative team: Verena Schuster, Vice President sixx Creation Seven.One Entertainment Group - Creation; Daniela Linse, Senior Writer / Producer Seven.One Entertainment Group - Creation; Manuela Gruber, Texterin / Konzeptionerin Seven.One Entertainment Group - Creation; Kurt Rehling, Audio Designer Seven.One Entertainment Group - Creation; Tobias Brett, Senior Writer / Producer Seven.One Entertainment Group - Creation; Andrea Fuchs, Brand Manager Seven.One Entertainment Group - Consumer Marketing; Benedikt Lemsky, Director Marketing sixx & Digital Products Seven.One Entertainment Group - Consumer Marketing; Petra Ruoss, Senior Project Manager Seven.One Entertainment Group – Operations

Shortlist

vonHerzen: Reality Royal

Creative team: Carlos Zamorano, CMCO RTL2 Fernsehen; Jörg Neunecker, Leiter Corporate Communications & B2B Marketing RTL2 Fernsehen; Klaus Schäfer, CEO vonHerzen; Tobias Laufer, Art Director vonHerzen; Oliver Driemel, Konzeption vonHerzen; Verena Hemberger, Konzeption vonHerzen

Best special advertising

Gold

Golden Claim: REWE AD ALLIANCE

Innovative, creative and fitting, that's how the jury assessed this special form of advertising: With the help of an AI, suitable REWE advertisements are linked with spoken words from "Das perfekte Dinner" (The Perfect Dinner). Tomatoes? You can only get them fresh and locally at REWE, of course! Cleverly done and perfectly presented in the trailer!

Creative team: Nadine Kuchler, Producerin Golden Claim; Jan Poerschke, SFX-Designer Golden Claim; Stephen Evans, SFX-Designer Golden Claim; Rüdiger Braun, CEO Golden Claim; Tatjana Scholtz, Projektmanagement Golden Claim; Grit Müller, Senior Marketing Managerin Ad Alliance

Best special marketing

Gold

Die Botschaft: BVG Underground Rainbow

Diversity is not just a topic for one's own profile picture in social media! With BVG, the embassy goes one step further and clearly declares its support for LGBTQIA+ through the rainbow design of a Berlin underground station! Not only is this heartfelt, it is also consistent and fits in with the Berlin feeling!

Creative team: Tom Daske, Managing Director Creative Die Botschaft Communication; Klaus Rehm, Managing Director Strategy Die Botschaft Communication; Jan Köhler, Executive Creative Director Die Botschaft Communication; Andreas Sendker, Senior Visual Director Die Botschaft Communication; Henning Lemke, Senior Copy Writer Die Botschaft Communication; Philipp Krause, Senior Account Manager Die Botschaft Communication; Stephan Meissner, Tape That; Cedric Goussanou, Tape That

Best radio spot

Gold

SAT.1: PROMIS UNTER PALMEN

With funny, well-researched papaya facts and cult singer Alexander Markus, "Promis unter Palmen" ("Celebrities under palm trees") creates a high recognition value for itself. Not only entertaining, but also a journalistic masterpiece where you can even learn something, says the jury.

Creative team: Moritz Franke, Senior Texter / Konzeptioner Seven.One Entertainment Group - Creation; Paul Taylor, Creative Director / Head of Multichannel Audio Seven.One Entertainment Group - Creation; Jürgen Rieger, Creative Director SAT.1 Seven.One Entertainment Group - Creation; Alexander Apostolidis, Produktioner Digital & Print Seven.One Entertainment Group - Creation; Andreas Kutscher, Senior Project Manager Seven.One Entertainment Group - Operations; Jasmin Koch, Senior Marketing Manager Seven.One Entertainment Group - Consumer Marketing

Best station campaign

Gold

RTL ZWEI: Hass hat Hausverbot

With a cool sound and editing style, the channel consistently takes a stance against hate on the net, a topic that is becoming increasingly relevant. This promotes a good image, is credible and coherent, according to the jury.

Creative team: Carlos Zamorano, CMCO RTL2 Fernsehen; Ellen Schwarz, Leiterin Content Marketing & Online Communication RTL2 Fernsehen; Carina Wächter, Senior Project Manager RTL2 Fernsehen; Klaus Schäfer, CEO vonHerzen; Verena Hemberger, Konzeption vonHerzen; Corinna Lurz, Planung & Producing vonHerzen; Tobias Laufer, Art Director vonHerzen; Daniel Maier, DOP & Schnitt vonHerzen

Silver

DMAX BLEIBT ECHT

Creative team: Jan Leitz, Senior Manager Creative Solutions Discovery Communications Deutschland; Stefan Ladwig, Senior Manager Marketing Discovery Communications Deutschland; Nermin Gladers, Produktion Seeblick Media; Nico Ophoff, Produktion Seeblick Media; Hanne Wiesener, Copywriter Seeblick Media; Thomas Schmelzle, Creative Editor Seeblick Media; Oliver Schubert, Art Direction Seeblick Media

Bronze

Weihnachten im BR Fernsehen

Creative team: Volker Jungbäck, Leitung Programm-Promotion Bayerischer Rundfunk; Nicola Bienert, Redakteurin Programm-Promotion Bayerischer Rundfunk; Christina von Sprei, Redakteurin Programm-Promotion Bayerischer Rundfunk; Matthias Spin, Producer Programm-Promotion Bayerischer Rundfunk; Uwe Kassner, Leitung Design & Promotion Bayerischer Rundfunk; Katja Ziegler, Redakteurin Design & Promotion Bayerischer Rundfunk

Best programme campaign: Acquired fictional productions

Gold

ProSieben: Rocketman

A glittering superstar in various moods edited in a varied way to show the world star Elton John in all his facets. And the ProSieben glitter logo is also featured! A grandiose, detailed campaign that is absolutely convincing!

Creative team: **Markus Baier**, Vice President ProSieben Creation Seven.One Entertainment Group - Creation; **Christian Giegerich**, Promotion Supervisor Seven.One Entertainment Group - Creation; **Jurij Schek**, Writer / Producer Seven.One Entertainment Group - Creation; **Elisabeth Zielinski**, Senior Designerin Seven.One Entertainment Group - Creation; **Jochen Blatz**, Senior Texter / Konzeptioner Seven.One Entertainment Group - Creation; **Joachim Manuel Weber**, Senior Audio Designer Seven.One Entertainment Group - Creation; **Chiara Hesse**, Junior Project Manager Seven.One Entertainment Group - Operations; **David Hoffmann**, Marketing Manager Seven.One Entertainment Group - Consumer Marketing

Silver

ProSieben: Marvel Day

Creative team: **Christian Giegerich**, Promotion Supervisor Seven.One Entertainment Group - Creation; **Michael Puccini**, Writer / Producer Seven.One Entertainment Group - Creation; **Jochen Blatz**, Senior Texter / Konzeptioner Seven.One Entertainment Group - Creation; **Michael Funk**, Designer Seven.One Entertainment Group - Creation; **Gerald Gutberlet**, Compositing Artist Seven.One Entertainment Group - Creation; **Reinhard Keller**, Audio Designer Seven.One Entertainment Group - Creation; **Laura Hasse**, Project Manager Seven.One Entertainment Group - Operations; **David Hoffmann**, Marketing Manager Seven.One Entertainment Group - Consumer Marketing

Best programme campaign: Local fictional productions

Gold

ARTE: In therapy

Surprising and brilliant! ARTE emphasises the different sides of therapy with diverse scene excerpts in the reduced campaign for "In therapy". The interplay of great actors and actresses with beautiful vignettes round off the campaign and make you want more!

Creative team: **Virginia Robert**, Head of Broadcast ARTE; **Henri Ehrhard**, Head of Promotion ARTE; **Julien Ditsch**, Director / Editor ARTE; **Aline Grosjean**, Director / Editor ARTE; **Laurence Mouillet**, Scriptwriter ARTE

Silver

RTL Deutschland: ALARM FÜR COBRA 11

Creative team: Marketing Team, RTL Deutschland

Best programme campaign: Sports

Gold

Das Erste: Dieser Sommer gehört euch!

"You didn't just want to do maths, you wanted to make history!" In its sports campaign, Das Erste focuses on the careers of athletes beginning with their childhood. With credible performers, a great text and fantastic storytelling, this cool campaign was able to convince the jury.

Creative team: **Henriette Edle von Hoessle**, Creative Director / Leiterin ARD-Design & Präsentation ARD / Das Erste; **Monika Kandlbinder**, Project Manager / ARD-Design & Präsentation ARD / Das Erste; **Marc Strotmann**, Creative Director BDA Creative; **Tobias Fleck**, Senior-Texter BDA Creative; **Alexander Mahoney**, Head of Content BDA Creative; **Meritxell Monso**, Senior Art Director BDA Creative; **Philipp Wundt**, Projektleitung BDA Creative

Best programme campaign: News

Gold

Deutsche Welle: US Presidential Election 2020

The topic that was just as moving as the pandemic last year - and Deutsche Welle was right in the middle of it! With unusual topics for an election campaign, the station shows its intelligence and the courage to do things differently. Pays full tribute to the channel, says the jury.

Creative team: **Stephan Riebel**, Head of Program Promotion and Broadcast Management Deutsche Welle; **Patrick Ruch**, Coordinating Editor Deutsche Welle; **Andreas Börner**, Producer Deutsche Welle; **Marna Hübner**, Producer Deutsche Welle; **Fenna Thormählen**, Producer Deutsche Welle; **Sebastian Katzer**, Producer Deutsche Welle

Silver

ZDF: Magazine

Creative team: **Thomas Grimm**, Leitung Marketing ZDF; **Stavros Amoutzias**, Leitung CD / Programm-Marketing 2 ZDF; **Sabine Ramseger-Kurz**, Projektleitung ZDF; **Felix Weitekamp**, Projektleitung ZDF; **Daniela Kühn**, OffAir Promotion ZDF; **Daniel Lwowski**, Regie Katapult Filmproduktion; **Ingo Georgi**, Head of Production Katapult Filmproduktion; **Jens Koch**, Foto

Bronze

SWR: Aktuell Kampagne

Creative team: **Jonas Denzel**, Producer SWR; **Hans Georg Andres**, Creative Director SWR; **Edith Schwörer**, Graphic Design SWR; **Adrian Saile**, Head of Promotion SWR

Best programme campaign: Kids

Gold

Disney Channel: Phineas & Ferb Tag

Entire songs to the letters of the alphabet, lyricised from all kinds of words you can find in the "Phineas & Ferb" series. The special feature: The songs were sung by employees of the Creative Services department! A fun idea, not only elaborate in its execution, but also appealing to parents!

Creative team: **Thomas Richter**, Writer / Producer The Walt Disney Company; **Conny Roll**, Director Marketing & Creative The Walt Disney Company; **Emely Herzig**, Trainee The Walt Disney Company; **Claudia Prates**, Supervisor Creative Services Production The Walt Disney Company; **Reinhold Binder**, Audio Engineer The Walt Disney Company; **Mathias Schuckert**, Graphic Designer The Walt Disney Company; **Katrin Nestrojil**, Graphic Designer The Walt Disney Company; **Olaf Neumann**, Graphic Designer The Walt Disney Company

Silver

SAT.1: The Voice Kids "Kids machen die Welt bunter"

Creative team: **Paolo Mainini**, Designer Seven.One Entertainment Group - Creation; **Gilles Wolff**, Writer / Producer Seven.One Entertainment Group - Creation; **Müge Calisir**, Art Director Seven.One Entertainment Group - Creation; **Ute Deutschmann**, Executive Producer Seven.One Entertainment Group - Creation; **Stephan Winkler**, Senior Writer Producer Seven.One Entertainment Group - Creation; **Vinzenz Gebhardt**, Senior Konzeptioner Seven.One Entertainment Group - Creation; **Julia Ritter**, Project Manager Seven.One Entertainment Group - Operations; **Sylvia Zimmermann**, Senior Marketing Manager Seven.One Entertainment Group - Consumer Marketing

Bronze

Nickelodeon: Spongebob Super Sommer Campaign

Creative team: **Arjen Noordeman**, Sr. Creative Director Kids & Family Brands EMEA ViacomCBS Networks International; **Vitan Vitanov**, Creative Manager Kids & Family Brands GSA ViacomCBS Networks International; **Brooke Trezise**, Project Manager ViacomCBS Networks International; **Sven Henrichs**, Design, Animation, Promo Production ViacomCBS Networks International; **Tolga Peters**, Animation, Promo Production ViacomCBS Networks International; **Sebi Muller**, Sound Designer ViacomCBS Networks International; **Bettina Vogel**, VP Creative ViacomCBS Networks International; **German Groba**, SVP Brands EMEA ViacomCBS Networks International

Best programme campaign: Comedy

Gold

SAT.1: LUKE! Die Greatnightshow

Spots that are as versatile as the presenter's suits! Comedian Luke leads through the ads for his shows with his usual sense of fun and covers all the topics in his humorous way.

Creative team: **Niels Müller**, Creative Director SAT.1 Seven.One Entertainment Group - Creation; **Isabel Heuler**, Writer / Producer Seven.One Entertainment Group - Creation; **Alexander Gruber**, Senior Writer / Producer Seven.One Entertainment Group - Creation; **Vinzenz Gebhardt**, Senior Texter / Konzeptioner Seven.One Entertainment Group - Creation; **Joachim Manuel Weber**, Senior Audio Designer Seven.One Entertainment Group - Creation; **Paolo Mainini**, Designer Seven.One Entertainment Group - Creation; **Stefanie Ramsdale**, Senior Project Manager Seven.One Entertainment Group - Operations; **Manuela Liebel**, Senior Marketing Manager Seven.One Entertainment Group - Consumer Marketing

Silver

ProSieben: Die Simpsons vs. Disney+

Creative team: **Richard Schweiger**, Senior Vice President Creation Seven.One Entertainment Group - Creation; **Markus Baier**, Vice President ProSieben Creation Seven.One Entertainment Group - Creation; **Christian Giegerich**, Promotion Supervisor Seven.One Entertainment Group - Creation; **Martin Dominiak**, Writer / Producer Seven.One Entertainment Group - Creation; **Gerald Gutberlet**, Compositing Artist Seven.One Entertainment Group - Creation; **Kurt Rehling**, Audio Designer Seven.One Entertainment Group - Creation; **Laura Hasse**, Project Manager Seven.One Entertainment Group - Operations; **David Hoffmann**, Marketing Manager Seven.One Entertainment Group - Consumer Marketing

Best programme campaign: Show & Entertainment

Gold

ZDF: ZDF Magazin Royale

No reason to give up! ZDF uses a helicopter chase and a funny Böhmermann to draw attention to Magazin Royale's rise to the main programme in a very likeable way. A cool idea to convey the spirit of the programme!

Creative team: **Thomas Grimm**, Leitung Marketing ZDF; **Astrid Kämmerer**, Leitung Programm-Marketing 1 ZDF; **Alexandra Schulte**, Producerin Bewegtbild ZDF; **Katharina Strauß**, Executive Producerin Bewegtbild Film Deluxe; **Tim Krink**, Creative Director KNSK Hamburg; **Verena Soltiz**, Regie; **Mario Minichmayr**, Kamera; **Jens Koch**, Fotograf

Silver

SAT.1: Promi Big Brother "Märchenhaft"

Creative team: **Sebastian Schwarzer**, Vice President SAT.1 Creation Seven.One Entertainment Group - Creation; **Jürgen Rieger**, Creative Director SAT.1 Seven.One Entertainment Group - Creation; **Vizenz Gebhardt**, Senior Texter / Konzeptioner Seven.One Entertainment Group - Creation; **Alexander Gruber**, Senior Writer / Producer Seven.One Entertainment Group – Creation; **Joachim Manuel Weber**, Senior Audio Designer Seven.One Entertainment Group - Creation; **Katrin Maier**, Designer Seven.One Entertainment Group - Creation; **Alexander Molnar**, Senior Project Manager Seven.One Entertainment Group - Operations; **Sylvia Zimmermann**, Senior Marketing Manager Seven.One Entertainment Group - Consumer Marketing

Best programme campaign: Factual Entertainment

Gold

VOX: Kitchen Impossible - Die Küchenmaschine

He will be back! The Melzinator successfully analyses every dish down to the smallest ingredient. An ingenious idea that fits perfectly with the show and the main character!

Creative team: Marketing Team, RTL Deutschland

Silver

sixx: Organize 'n Style – Isabella räumt auf!

Creative team: **Verena Schuster**, Vice President sixx Creation Seven.One Entertainment Group - Creation; **Sarah Neugebauer**, Art Director sixx Creation Seven.One Entertainment Group - Creation; **Yamile Krauer Carreras**, Writer / Producer Seven.One Entertainment Group - Creation; **Luisa Wagner**, Konzeptionerin Seven.One Entertainment Group - Creation; **Denise Pumberger**, Motion Designer The Finest; **Ute Deutschmann**, Executive Producer Seven.One Entertainment Group - Creation; **Petra Ruoss**, Senior Project Manager Seven.One Entertainment Group - Operations; **Anke Fischer**, Senior Marketing Manager Seven.One Entertainment Group - Consumer Marketing

Best programme campaign: Culture & Documentary

Gold

ZDF: ZDFinfo Krieg und Holocaust – Der deutsche Abgrund

A good text combined with great images and a grandiose key visual leads to an appropriately depressing mood that attracts attention. Appropriate to the theme and compelling from A to Z!

Creative team: **Thomas Grimm**, Leitung Marketing ZDF; **Tino Windisch**, Leitung Programm-Marketing ZDFinfo ZDF; **Boris Schubert**, Redakteur Social Media ZDF; **Astrid Heitz**, Redakteurin Mediaplanung ZDF; **Andrea Koch**, Geschäftsleitung Mediaplus Media 2; **Stefano Dessi**, Senior Art Director Heimat Active; **Viktoria Zielinski**, Account Director Heimat Active; **Matthias Schäfer**, Producer ZDF Digital Medienproduktion

Silver

VOX: Sing meinen Song

Creative team: Marketing Team, RTL Deutschland

Best promotion campaign for special programming

Gold

ProSieben: Chernobyl

Powerful images that reveal the dimensions of the catastrophe! With a driving sound and the perfect choice of scenes, the dramaturgy increases immeasurably and thus creates a tense expectation for more on the subject!

Creative team: **Richard Schweiger**, Senior Vice President Creation Seven.One Entertainment Group - Creation; **Markus Baier**, Vice President ProSieben Creation Seven.One Entertainment Group - Creation; **Christian Giegerich**, Promotion Supervisor Seven.One Entertainment Group - Creation; **Andrea Hartl**, Senior Writer / Producer Seven.One Entertainment Group - Creation; **Benjamin Nitsch**, Designer Seven.One Entertainment Group - Creation; **Patrick März**, Audio Designer Seven.One Entertainment Group - Creation; **Chiara Hesse**, Junior Project Manager Seven.One Entertainment Group - Operations; **David Hoffmann**, Marketing Manager Seven.One Entertainment Group - Consumer Marketing

Silver

Die SAT.1 Waldrekordwoche

Creative team: **Niels Müller**, Creative Director SAT.1 Seven.One Entertainment Group - Creation; **Konstantin Keim**, Creative Director SAT.1 Seven.One Entertainment Group - Creation; **Ute Deutschmann**, Executive Producer Seven.One Entertainment Group - Creation; **André Otto**, Creative Director Design Seven.One Entertainment Group - Creation; **Stephan Körner**, Senior Writer / Producer Seven.One Entertainment Group - Creation; **Joachim Manuel Weber**, Senior Audio Designer Seven.One Entertainment Group - Creation; **Christian Gerner**, Senior Project Manager Seven.One Entertainment Group - Operations; **Manuela Liebel**, Senior Marketing Manager Seven.One Entertainment Group - Consumer Marketing

Bronze

ZDF: 30 Jahre Deutsche Einheit

Creative team: **Thomas Grimm**, Leitung Marketing ZDF; **Stavros Amoutzias**, Leitung CD / Programm-Marketing 2 ZDF; **Felix Weitekamp**, Projektleitung ZDF; **Sabine Ramseger-Kurz**, Projektleitung ZDF; **Henrik von Müller**, Executive Producing Woodblock; **Aleksandra Todorovic**, Producing Woodblock; **Lucas Zanotto**, Design; **Manuel Mayer**, Sound Design

Shortlist

Disney Channel: Phineas & Ferb Tag

Creative team: **Thomas Richter**, Writer / Producer The Walt Disney Company; **Conny Roll**, Director Marketing & Creative The Walt Disney Company; **Emely Herzig**, Trainee The Walt Disney Company; **Claudia Prates**, Supervisor Creative Services Production The Walt Disney Company; **Reinhold Binder**, Audio Engineer The Walt Disney Company; **Mathias Schuckert**, Graphic Designer The Walt Disney Company; **Katrin Nestrojil**, Graphic Designer The Walt Disney Company; **Olaf Neumann**, Graphic Designer The Walt Disney Company

Shortlist

Ostern im rbb

Creative team: **Henry Förster**, freier Autor & Editor Rundfunk Berlin-Brandenburg; **Mario Hasert**, freier Sprecher Rundfunk Berlin-Brandenburg; **Kerstin Anicker**, Teamleiterin Programmpräsentation Rundfunk Berlin-Brandenburg; **Petra Schmitz**, Leiterin On-Air Design & Programmpräsentation Rundfunk Berlin-Brandenburg

Best social spot(s) - non-profit

Gold

BDA Creative: Falco Punch – Mach dein Handy nicht zur Waffe

Together with Falco Punch, BDA manages to spread the important message of not turning your mobile phone into a weapon - not only within the influencer's target group. Skilful scene transitions and a strong visual language immediately captivate all viewers.

Creative team: Tobias Rottmeir, Presse Bayerisches Staatsministerium der Justiz; **Marc Strotmann**, Executive Creative Director BDA Creative; **Tobias Fleck**, Senior Texter BDA Creative; **Johannes Berner**, Senior Designer BDA Creative; **Mike Hilzinger**, Head of Digital BDA Creative; **Philipp Wundt**, Project Lead BDA Creative; **Falco Punch**, Influencer; **Dannero**, Influencer / Kamera

Silver

ZDF: SCHAU HIN!

Creative team: Thomas Grimm, Leitung Marketing ZDF; **Tino Windisch**, Projektleitung ZDF; **Nadja Kemari**, Produktion ZDF; **Georgette van Beek**, Projektleitung Das Erste; **Katharina Strauss**, Executive Producer Film Deluxe; **Christopher Schier**, Idee / Regie Film Deluxe

Category Specials & Cross-Media

Best Cases in a Worst Case Crisis

Gold

Seven.One AdFactory: Schweigen macht schutzlos - #machdichlaut

During the ongoing pandemic, not everyone is safe at home. Seven.One AdFactory points this out in an attention-grabbing way on all platforms. Radical, striking and explicit attention is drawn to domestic violence and victims are shown a way out. A real wake-up call, says the jury.

Creative team: Tom Schwarz, Kreativgeschäftsführung Seven.One AdFactory; **Daniel Koller**, Creative Director Seven.One AdFactory; **Friedrich-Paul Spielhagen**, Creative Director Seven.One AdFactory; **Leo Gammler**, Regie, Commercials Production Seven.One AdFactory; **Stephan Beyschlag**, Produktion, Commercials Production Seven.One AdFactory; **Ricarda Theis**, Marketingleitung Weisser Ring E.V.; **Björn Mager**, Founder & Producer HeyNa!; **Tomaso Baldessarini**, Photograph Baldessarini Studio

Silver

HR: Am Limit?! JETZT REDEN WIR!

Creative team: Angelika Haus, Design Konzept Hessischer Rundfunk; **Roman Rütten**, Kamera & Schnitt Hessischer Rundfunk; **Karim Aberkane**, Schnitt Hessischer Rundfunk; **Heiko Schweitzer**, Schnitt Hessischer Rundfunk; **Petra Boberg**, Autorin Hessischer Rundfunk; **Christine Rütten**, Autorin Hessischer Rundfunk; **Tanja Nadig**, Redaktion Hessischer Rundfunk, Mapp media, Motion Design

Bronze

Screenworks: RTL – "L im Lockdown"

Creative team: Tobias Varola, Creative Director Screenworks; **Stefan Laschet**, Motion Designer Screenworks; **Matthias Lehnigk**, Chief Producer Screenworks; **Annika Hauke**, Producer Screenworks; **Till Schaarschmidt**, Sound Designer Screenworks; **Marketing Team**, RTL Deutschland

Best live or B2B event

Gold

EYE COMMS: NEW STRATEGY DTEK 2030

With five streams and a custom-built studio, the hybrid event impresses with its sheer size. Effective, strong and with a clear visual language!

Creative team: **Olga Zakharova**, Corporate Communications Director DTEK; **Alexandra Orda**, Head of Marketing Communications DTEK; **Pavlo Bilodid**, Strategic Communications Manager DTEK; **Yana Bakun**, Head of Content Department DTEK; **Yuliia Laktina**, Integrated Communications Manager DTEK; **Olha Vysotska**, Managing Director EYE COMMS; **Oleksandra Shtoiko**, Client Service Director EYE COMMS

Silver

SUPERAMA Film: SkyMedia – Streaming-Keynote Präsentationen

Creative team: **Holger Frick**, Regisseur SUPERAMA Film; **Volker Haak**, Produzent SUPERAMA Film; **Ralf Hape**, VP Media Sales & Client Services Sky Media; **Kerstin Gropp**, Head of Marketing Sky Media; **Florian Langanke**, DoP

Bronze

Ad Alliance: Innovation NOW

Creative team: Marketing Team, Ad Alliance

Best integrated campaign for a channel or platform

Gold

RTL Deutschland: JA(H)R ZUR WAHRHEIT

RTL says "YES" to the truth and "NO" to fake news! The graphic dualism " Ja(h)r" catches the eye and works on all platforms. A serious appearance with a clear and sympathetic message through well-chosen quotes. A successful standing that has to be taken seriously!

Creative team: Marketing Team, RTL Deutschland

Silver

DMAX BLEIBT ECHT X-MEDIA

Creative team: **Jan Leitz**, Senior Manager Creative Solutions Discovery Communications Deutschland; **Stefan Ladwig**, Senior Manager Marketing Discovery Communications Deutschland; **Nermin Gladers**, Produktion Seeblick Media; **Nico Ophoff**, Produktion Seeblick Media; **Hanne Wiesener**, Copywriter Seeblick Media; **Thomas Schmelzle**, Creative Editor Seeblick Media; **Oliver Schubert**, Art Direction Seeblick Media

Bronze

RTL Spendenmarathon – Platt gesagt

Creative team: Marketing Team, RTL Deutschland

Best integrated campaign for a programme: Fiction

Gold

ZDF: Ku'damm 63

Straight from the 60s with an authentic programme announcement and a clear design language. In this 360-degree campaign, all the elements come together in a coherent style that is both compelling and of high quality.

Creative team: Thomas Grimm, Leitung Marketing ZDF; **Stavros Amoutzias**, Leitung CD / Programm-Marketing 2 ZDF; **Daniela Kühn**, Projektleitung Off Air ZDF; **Anja Sotscheck**, Projektleitung On Air ZDF; **Vanessa Menke**, Art Director KNSK Werbeagentur; **Christian Sommer**, Managing Partner, GF Kreation Serviceplan Campaign 2; **Miriam Vivien Pirner**, Junior Art Director Serviceplan Campaign 2; **Tobias Schult**, Fotograf tobias schult photography

Silver

TVNOW & BDA Creative: Unter Freunden stirbt man nicht

Creative team: Marketing Team, RTL Deutschland; **Marc Strotmann**, Executive Creative Director BDA Creative; **Tobias Fleck**, Senior Texter BDA Creative; **Johannes Berner**, Senior Designer BDA Creative; **Markus Pöll**, Senior Editor BDA Creative; **Mike Hilzinger**, Head of Digital BDA Creative; **Benjamin Kerneck**, Project Lead BDA Creative

Bronze

BDA Creative: TVNOW – Verbotene Liebe – Next Generation

Creative team: Marketing Team, RTL Deutschland; **Marc Strotmann**, Executive Creative Director BDA Creative; **Lisa Cojocar**, Texterin BDA Creative; **Marie Borgelt**, Art Directorin BDA Creative; **Linea Zientz**, Editorin BDA Creative; **Mike Hilzinger**, Head of Digital BDA Creative; **Benjamin Kerneck**, Project Lead BDA Creative

Shortlist

BDA Creative: Amazon Prime – Bibi & Tina

Creative team: Caner Tekin, Senior Marketing Manager Amazon Prime Video; **Martina Russ**, Senior Marketing Manager Amazon Prime Video; **Marc Strotmann**, Executive Creative Director BDA Creative; **Lisa Cojocar**, Texter BDA Creative; **Marie Borgelt**, Art Directorin BDA Creative; **Linea Zientz**, Editorin BDA Creative; **Johanna Bakdi**, Senior Editorin BDA Creative; **Nocki Sixomphon**, Designerin BDA Creative

Best integrated campaign for a programme: Nonfiction

Gold

SAT.1: Promi Big Brother "Märchenhaft"

Once upon a time, in a faraway land called SAT.1, lived the CGI celebrities of the new season of "Big Brother". Self-deprecatingly, the campaign presents the quirks of the celebrities and remains consistently true to the stylistic mix. A perfect interplay of reality and fairy tale with amusing text. A masterful realisation of the idea!

Creative team: Sebastian Schwarzer, Vice President SAT.1 Creation Seven.One Entertainment Group - Creation; **Jürgen Rieger**, Creative Director SAT.1 Seven.One Entertainment Group - Creation; **Vinzenz Gebhardt**, Senior Texter / Konzeptioner Seven.One Entertainment Group - Creation; **Pascal Wilfling**, Senior Art Director Seven.One Entertainment Group - Creation; **Joachim Manuel Weber**, Senior Audio Designer Seven.One Entertainment Group - Creation; **Katrin Maier**, Designer Seven.One Entertainment Group - Creation; **Alexander Molnar**, Senior Project Manager Seven.One Entertainment Group - Operations; **Sylvia Zimmermann**, Senior Marketing Manager Seven.One Entertainment Group - Consumer Marketing

Silver

ZDF: Terra X Plus (Schule)

Creative team: **Thomas Grimm**, Leitung Marketing ZDF; **Astrid Kämmerer**, Leitung Programm-Marketing 1 ZDF; **Svenja Pitzer**, Projektleitung ZDF; **Tim Krink**, Creative Director Arts KNSK Werbeagentur; **Ulrike Wegert**, Creative Director Text KNSK Werbeagentur; **Anja Miseré**, Account Director Serviceplan; **Matthias Schäfer**, Redaktion ZDF Digital Medienproduktion; **Scott Lockwood**, Design/Umsetzung ZDF Digital Medienproduktion

Bronze

TVNOW: Täglich frisch geröstet

Creative team: Marketing Team, RTL Deutschland

Best innovative idea

Gold

BR & SWR: @ICHBINSOPHIESCHOLL

BR and SWR not only manage to bring the story of Sophie Scholl to life. The Instagram channel also aroused the interest of the young target group and worked in an innovative and emotionalising way. The idea is completed by the beautiful illustration. A strong approach for a lively perspective on history.

Creative team: **Susanne Gebhardt**, Redaktion SWR; **Ulrich Herrmann**, Redaktion SWR; **Werner Pastula**, Leiter Markenführung & Design SWR; **Lydia Leipert**, Redaktion Bayerischer Rundfunk; **Jochen Laube**, Produzent Sommerhaus; **Fabian Maubach**, Produzent Sommerhaus; **Katja Siegel**, Executive Producer VICE Media; **Melina Voss**, Creative Producer UNFRAMED

Silver

vonHerzen: Dokulab

Creative team: **Carlos Zamorano**, CMCO RTL2 Fernsehen; **Jörg Neunecker**, Leiter Corporate Communications & B2B Marketing RTL2 Fernsehen; **Klaus Schäfer**, CEO vonHerzen; **Raul Ruiz**, Graphic Designer vonHerzen; **Stanislav Stambler**, Schnitt vonHerzen; **Verena Hemberger**, Konzeption vonHerzen

Bronze

ntv: App Spot

Creative team: Marketing Team, RTL Deutschland

Shortlist

Golden Claim: Rewe Ad Alliance

Creative team: **Nadine Kückler**, Producerin Golden Claim; **Jan Poerschke**, SFX-Designer Golden Claim; **Stephen Evans**, SFX-Designer Golden Claim; **Rüdiger Braun**, CEO Golden Claim; **Tatjana Scholtz**, Projektmanagement Golden Claim; **Grit Müller**, Senior Marketing Managerin Ad Alliance

Category Craft

Best studio design/set design

Gold

Studio Bode: ProSieben - Wer stiehlt mir die Show?

Bold, gigantic and detailed - three words that came up in the jury. The studio breaks with visual habits, is funny and cheeky and thus reflects the presenter. An impressive realisation!

Creative team: Bode Brodmüller, Stage Designer STUDIO BODE; **Thomas Schmitt**, CEO F.L.O.R.I.D.A TV; **Julia Mehnert**, Producer F.L.O.R.I.D.A TV; **Christin Franke** Logo Graphics / Visual Language GFX ; **Benjamin Zureck**, LED Content Design Team; **Carmen Prinz** Inshow GFX ; **Etienne Heinrich**, LED Content Design Team; **Jonas König**, Licht Design

Silver

ZDF: Morgenmagazin "Moma" - Redesign

Creative team: Thomas Grimm, Leitung Marketing ZDF; **Stavros Amoutzias**, Leitung CD / Programm-Marketing 2 ZDF; **Simone Schreiner**, Projektleitung Design ZDF; **Andreas Wunn**, Redaktionsleiter - Moma ZDF; **Andreas Eck**, Projektleitung Redaktion - Moma ZDF; **CapeRock**, Concept, Design, Motion Design; **René Jauch**, Set-Designer René Jauch Design

Bronze

Seapoint Productions: ZDFneo - Studio Schmitt

Creative team: Etienne Heinrich, Designer Graphics & Video Contents BUERO ETIENNE HEINRICH; **Benjamin Zurek**, Designer Graphics & Video Contents ERROR.ONE; **Nina Klink**, Managing Director Seapoint Productions; **Holger Fritsche**, Producer Seapoint Productions; **Jonas König**, Lichtdesign mdc licht.gestalten; **Dirk Behrendt**, Bühnenbild Mediastyles; **Johannes Spieker**, Regisseur

Best 2D/3D animation

Gold

Deutsche Welle: Unseen

Deutsche Welle gives a face to unseen dangers such as floods and CO2 emissions, making them tangible! Abstract lines and glowing eyes create Asian-style monsters and create a very special, almost oppressive mood. A comprehensive and particularly beautiful animation, according to the jury.

Creative team: Lars Jandel, 3D Animation, Compositing Deutsche Welle; **Holger Zeh**, Head of Design Deutsche Welle

Silver

Das Erste: Die Welt aus dem Ei

Creative team: **Henriette Edle von Hoessle**, Creative Director Leiterin ARD Design & Präsentation ARD / Das Erste; **Monika Kandlbinder**, Projektmanagerin ARD Design & Präsentation ARD / Das Erste; **Gabi Trojan-Madračević**, Creative Direction Luxlotusliner; **Tatjana Živanović-Wegele**, Executive Producer Luxlotusliner; **Katharina Blenk**, Projektmanagerin Luxlotusliner; **Iris Rinkens**, Senior Art Director Luxlotusliner; **Sehsucht Postproduction**; **Hofkapellmeister**, Audiodesign & Musikproduktion

Bronze

dyrdee Media: Nickelodeon Culture Club

Creative team: Ole Keune, Creative Director dyrdee Media; **Ljubisa Djukic**, Creative Director dyrdee Media; **Sven Henrichs**, Managing Director dyrdee Media; **Konrad Müller**, Senior Motion Designer dyrdee Media; **Augusto Gabrys**, 3D Artist dyrdee Media; **Mark Peregrino**, Senior Producer, Co-Creator ViacomCBS Networks International; **Arjen Noordeman**, Senior Creative Director, Kids & Family Brands, Co-Creator ViacomCBS Networks International; **Bettina Vogel**, VP Creative EMEA, Co-Creator ViacomCBS Networks International

Shortlist

ProSieben: The Masked Singer Staffel 4

Creative team: **Markus Baier**, Vice President ProSieben Creation Seven.One Entertainment Group - Creation; **Bernd Lutieschano**, Creative Director Seven.One Entertainment Group - Creation; **Paul Taylor**, Creative Director / Head of Multichannel Audio Seven.One Entertainment Group - Creation; **Reinhard Keller**, Audio Designer Seven.One Entertainment Group - Creation; **Moana Menne**, Conceptioner Seven.One Entertainment Group - Creation; **Marius Eder**, Designer Weder & Noch; **Julia Haas**, Senior Project Manager Seven.One Entertainment Group - Operations; **Astrid Kappesser**, Marketing Manager Seven.One Entertainment Group - Consumer Marketing

Best typography

Gold

Gédéon: La Case du Siècle

A timeline is brought to life in a unique way by numerous different fonts. The jury says: Typography at its best with an impressive use of space.

Creative team: **Emmanuelle Lacaze**, President Gédéon; **Pauline de Decker**, Producer Gédéon; **Maximilian Schwanse**, Art Director Gédéon; **Corinne Alexia**, Artistic Director of France 5 France Télévisions; **La Plage**, Music Studio

Silver

ntv: App Spot

Creative team: **Marketing Team**, RTL Deutschland

Best text design or use of language and voice

Gold

Universal TV: Die nackte Kanone

Charming and funny, but also a little over-the-top - that's exactly how a commercial for "The Naked Gun" has to be. The text is fun and immediately introduces the film trilogy.

Creative team: **Elmar Krick**, Creative Brand Director NBC Universal Global Networks Deutschland; **Tobias Mader**, Lead Creative NBC Universal Global Networks Deutschland; **Daniel Saini**, Senior Creative Producer NBC Universal Global Networks Deutschland; **Jens Liedtke**, Sprecher NBC Universal Global Networks Deutschland; **Raphael Brunner**, Tonmeister NBC Universal Global Networks Deutschland

Silver

RTL Deutschland: AD NOW SCREENING 2020 Sport

Creative team: **Marketing Team**, RTL Deutschland

Bronze

SAT.1: PRIME TIME

Creative team: **Niels Müller**, Creative Director SAT.1 Seven.One Entertainment Group - Creation; **Joachim Manuel Weber**, Senior Audio Designer Seven.One Entertainment Group - Creation; **Stephan Körner**, Senior Writer / Producer Seven.One Entertainment Group - Creation; **Katrin Maier**, Designer Seven.One Entertainment Group - Creation; **Alexander Molnar**, Senior Project Manager Seven.One Entertainment Group - Operations; **Manuela Liebel**, Senior Marketing Manager Seven.One Entertainment Group - Consumer Marketing; **Christopher Zielinski**, Rap

Shortlist

hr-iNFO: Image Clips

Creative team: **Dirk Emig**, Redaktionsleitung "Aktualität" hr-iNFO (verst. 2021) Hessischer Rundfunk; **Angelika Haus**, Design Hessischer Rundfunk; **Nina Mundt**, Redaktion Hessischer Rundfunk; **Roman Rütten**, Kamera & Schnitt Hessischer Rundfunk

Shortlist

Disney Channel: Phineas & Ferb Tag

Creative team: **Thomas Richter**, Writer / Producer The Walt Disney Company; **Conny Roll**, Director Marketing & Creative The Walt Disney Company; **Emely Herzig**, Trainee The Walt Disney Company; **Claudia Prates**, Supervisor Creative Services Production The Walt Disney Company; **Reinhold Binder**, Audio Engineer The Walt Disney Company; **Mathias Schuckert**, Graphic Designer The Walt Disney Company; **Katrin Nestrojil**, Graphic Designer The Walt Disney Company; **Olaf Neumann**, Graphic Designer The Walt Disney Company

Best sound design

Gold

RTL +: Screenforce Days 2021

"I feel everything" - above all a sophisticated sound design with a story. In its usual dynamic and intense way, RTL+ introduces its new programme with perfectly placed breaks and an exciting dramatic structure.

Creative team: Marketing Team, RTL Deutschland

Silver

UnitedSenses: FIBA Sonic Identity

Creative team: **Markus Schmidt**, Creative Director UnitedSenses; **Michael Kadelbach**, Composer UnitedSenses; **Sven Müller**, Project Management UnitedSenses; **Malcom Ashley Green**, Head of Events FIBA

Bronze

Golden Claim: NITRO SPORT

Creative team: **Tommy Dettinger**, Producer & Konzept Golden Claim; **Jan Poerschke**, SFX-Designer Golden Claim; **Stephen Evans**, VFX-Designer Golden Claim; **Tatjana Scholtz**, Projektmanagerin Golden Claim; **Rüdiger Braun**, CEO Golden Claim; **Mark Fleig**, CEO Golden Claim; **Marketing Team**, RTL Deutschland

Shortlist

SUPER RTL: TOGGO Audio Design

Creative team: **Uli Höppner**, Creative Director | Design SUPER RTL; **Alexandra Frost**, Creative Director | Design SUPER RTL; **Mario Krzykowski**, Creative Director | Design SUPER RTL; **Stefanie Engels**, Leitung Marketing SUPER RTL; **Achim Fischer**, Geschäftsführer Trevista audio design; **Toshi Trebess**, Geschäftsführer Trevista audio design

Best musical composition

Gold

DMC: KiKA Imagespot

This song will get stuck in your head! With young singing talent, DMC highlights the benefits of KiKA. The message: KiKA conveys values, is at the heart of life and always there for everyone. A magical idea that hits the right spot.

Creative team: **Ellen Kärcher**, Leitung Promotion & Design KiKA; **Christiane Rohde**, Leiterin Marketing & Kommunikation KiKA; **Tilo Fischer**, Managing Director DMC; **Bernd Mutscheller**, Creative Director DMC; **Hanne Wiesener**, Text & Konzept DMC; **Javi Collantes**, Editor DMC; **Sebastian Müller**, Managing Director Hofkapellmeister; **Boris Miller**, Managing Director MillerTime Production

Silver

Massive Music: The Sound of UEFA Women's Champions League

Creative team: **Lodewijk Pottker**, Executive Creative Producer MassiveMusic; **Niels van der Wielen**, Producer & Arranger MassiveMusic; **Auke Riemersma**, Senior Producer MassiveMusic, Netherlands Radio Choir; **Mischa Staas**, Senior Brand Development Expert UEFA; **Christophe Burri**, Brand Manager UEFA; **Erwann Guirriec**, Brand Coordinator UEFA; **Erik Jan Grob**, Composer

Bronze

rbb: Station Idents 2021

Creative team: **Jana & Holger Geisler**, Konzeption & Kreation, Regie (1. Staffel) Alpenblick; **Stephanie Tietz**, Projektmanagement Alpenblick; **Vinzent Kutsche**, Konzeption & Kreation, Regie (2. Staffel) NSmith Filmproduktion; **Nadja Smith**, Produktion NSmith Filmproduktion; **Philipp Ernst**, Managing Director / Supervisor Music Century Rolls Music; **Jan Kucharski**, Kreativleitung On-Air Design Rundfunk Berlin-Brandenburg; **Petra Schmitz**, Leiterin On-Air Design & Programmpräsentation Rundfunk Berlin-Brandenburg

Best use of music

Gold

SAT.1: BUNDESLIGA "Football's Coming Home"

Football is emotional, football is... quiet? With the well-known anthem, performed by Matthias Opdenhövel on the piano in the big stadium without any fans, SAT.1 emotionalises the Bundesliga in a completely new, quiet way. Particularly beautiful and absolutely fitting, according to the jury.

Creative team: **Niels Müller**, Creative Director SAT.1 Seven.One Entertainment Group - Creation; **Joachim Manuel Weber**, Senior Audio Designer Seven.One Entertainment Group - Creation; **Ute Deutschmann**, Executive Producer Seven.One Entertainment Group - Creation; **Paul Seewald**, Senior Writer / Producer Seven.One Entertainment Group - Creation; **Katrin Maier**, Designer Seven.One Entertainment Group - Creation; **Alexander Molnar**, Senior Project Manager Seven.One Entertainment Group - Operations; **Marc Mader**, Senior Marketing Manager Seven.One Entertainment Group - Consumer Marketing

Silver

Deutsche Welle: Insomnia

Creative team: **Jan Lorenz**, Creative Director Deutsche Welle; **Monica Jayapribadi**, Art Director Deutsche Welle; **Clint Waddell**, Copywriter Deutsche Welle; **Dominik Ahrens**, Copywriter Deutsche Welle; **Philipp Schäfer**, Head of Marketing Deutsche Welle; **Sabrina Maier**, Project Manager Deutsche Welle; **Ricardo Fernandes**, Project Manager Deutsche Welle; **Kelvyn Hallifax**, Composer

Bronze

ProSieben: Rocketman

Creative team: **Markus Baier**, Vice President ProSieben Creation Seven.One Entertainment Group - Creation; **Christian Giegerich**, Promotion Supervisor Seven.One Entertainment Group - Creation; **Jurij Schek**, Senior Writer / Producer Seven.One Entertainment Group - Creation; **Elisabeth Zielinski**, Senior Designerin Seven.One Entertainment Group - Creation; **Jochen Blatz**, Senior Texter / Konzeptioner Seven.One Entertainment Group - Creation; **Joachim Manuel Weber**, Senior Audio Designer Seven.One Entertainment Group - Creation; **Chiara Hesse**, Junior Project Manager Seven.One Entertainment Group - Operations; **David Hoffmann**, Marketing Manager Seven.One Entertainment Group - Consumer Marketing

Shortlist

SRF: 7x James Bond

Creative team: **Ralph Bühler**, Producer SRF; **Oliver Tremli**, Teamleiter SRF; **Nicola Zwosta**, Video Editor Specialist SRF; **Christof Grünig**, Audio Editor Specialist SRF

Best editing

Gold

BDA Creative: Falco Punch - Mach dein Handy nicht zur Waffe / 9:16

Very dynamic and almost like a magic trick, that's how the campaign by BDA Creative and Falco Punch appears. With one hand movement, the mobile phone becomes a weapon, a crowbar or a bag of cocaine - the message is well staged and benefits from the special editing technique, the influencer's trademark.

Creative team: Tobias Rottmeir, Presse Bayerisches Staatsministerium der Justiz; Marc Strotmann, Executive Creative Director BDA Creative; Tobias Fleck, Senior Texter BDA Creative; Johannes Berner, Senior Designer BDA Creative; Mike Hilzinger, Head of Digital BDA Creative; Philipp Wundt, Project Lead BDA Creative; Falco Punch, Influencer; Danner, Influencer / Kamera

Silver

FOX: Shameless

Creative team: Thomas Richter, Writer / Producer The Walt Disney Company; Nicholas Economides, Manager Creative The Walt Disney Company; Marco Gabriele, Supervisor Creative Services Production The Walt Disney Company; Chris Zöller, Audio Engineer Eleven Audio

Bronze

BDA Creative: Sony One Sales Image

Creative team: Lorena Schäfer, Marketing Manager Sony; Melise Steinwascher, Marketing Manager Sony; Moritz Ringeisen, Senior Editor BDA Creative; Alexander Hell, Director OAP BDA Creative; Benjamin Kerneck, Project Lead BDA Creative; Matthias Pasedag, Senior Sound Designer Eleven Audio

Best camera

Gold

SAT.1: BUNDESLIGA "Football's Coming Home"

Matthias Opdenhövel, although alone as a pianist in the big stadium, seems anything but lost. The camera captures the important elements and thus shifts the focus to the most important thing: With the football anthem "Football's Coming Home", the Bundesliga comes back home to SAT.1. All there, all in, says the jury.

Creative team: Niels Müller, Creative Director SAT.1 Seven.One Entertainment Group - Creation; Ute Deutschmann, Executive Producer Seven.One Entertainment Group - Creation; Paul Seewald, Senior Writer / Producer Seven.One Entertainment Group - Creation; Joachim Manuel Weber, Senior Audio Designer Seven.One Entertainment Group - Creation; Katrin Maier, Designer Seven.One Entertainment Group - Creation; Alexander Molnar, Senior Project Manager Seven.One Entertainment Group - Operations; Marc Mader, Senior Marketing Manager Seven.One Entertainment Group - Consumer Marketing; Florian Langanke, Director of Photography

Best direction

Gold

RTL: Der Bachelor

Zirkus meets "Moulin Rouge"! Für den Bachelor machen die Kandidatinnen alles – auch ihre Konkurrentinnen sabotieren. Mit einer schönen Maske und einer skurrilen Kameraführung, schafft es RTL, die Zuschauer:innen auch für die elfte Staffel der Datingshow zu begeistern. Fast wie ein Film, sagt die Jury.

Creative team: Marketing Team, RTL Deutschland

Silver

Universal TV: Halloween

Creative team: **Elmar Krick**, Creative Brand Director NBC Universal Global Networks Deutschland; **Tobias Mader**, Lead Creative NBC Universal Global Networks Deutschland; **Daniel Saini**, Senior Creative Producer NBC Universal Global Networks Deutschland; **Frank Schneider**, Geschäftsführer / Regie Filmstyler Pictures; **Michaela Schneider**, Art Director Filmstyler Pictures; **Gabi Trojan-Madračević**, Creative Direction Luxlotusliner; **Iris Pfennig**, Art Director Luxlotusliner; **Katharina Blenk**, Projektmanagerin Luxlotusliner

Bronze

rbb: Station Idents 2021

Creative team: **Jana & Holger Geisler**, Konzeption & Kreation, Regie (1. Staffel) Alpenblick; **Stephanie Tietz**, Projektmanagement Alpenblick; **Vinzent Kutsche**, Konzeption & Kreation, Regie (2. Staffel) NSmith Filmproduktion; **Nadja Smith**, Produktion NSmith Filmproduktion; **Philipp Ernst**, Managing Director / Supervisor Music Century Rolls Music; **Jan Kucharski**, Kreativleitung On-Air Design Rundfunk Berlin-Brandenburg; **Petra Schmitz**, Leiterin On-Air Design & Programmpräsentation Rundfunk Berlin-Brandenburg

Eyes & Ears Special Prizes 2021

Grapefruit

With the image of a grapefruit, the student team manages to depict female genital mutilation almost painfully in a clear way and, in doing so, awakens the attention that this issue still needs - even if it seems so far away to us. A special kind of wake-up call from a still young team. Chapeau

Creative team: **Hannah-Lisa Paul**, Drehbuch & Regie; **Michelle Blum**, Animation/Postproduction/VFX; **Max Rüngeler**, Colorist; **Laura Hansen**, Kamerafrau/DoP; **Clemens Kirchner**, 1. Kameraassistent; **Chantal Bergemann**, Licht; **Jennifer Uhlig**, Maskenbildnerin; **Fabian Kratzer**, Komponist; **Armin Badde**, Filmtonmeister; **Janis Ahnert**, Sounddesigner; **Lars Büchel**, Fachberater

Seven.One AdFactory: Schweigen macht schutzlos - #machdichlaut

The jury agreed: This campaign was particularly effective and valuable. An appeal not to look away and to make oneself heard that worked. With the help of many well-known celebrities, #machdichlaut (#speakup) has a presence on all platforms and no one was able to get past this important message.

Creative team: **Tom Schwarz**, Kreativgeschäftsführung Seven.One AdFactory; **Daniel Koller**, Creative Director Seven.One AdFactory; **Friedrich-Paul Spielhagen**, Creative Director Seven.One AdFactory; **Leo Gammler**, Regie, Commercials Production Seven.One AdFactory; **Stephan Beyschlag**, Produktion, Commercials Production Seven.One AdFactory; **Ricarda Theis**, Marketingleitung Weisser Ring E.V.; **Björn Mager**, Founder & Producer HeyNa!; **Tomaso Baldessarini**, Photograph Baldessarini Studio

Eyes & Ears New Talents 2021

Grapefruit

Depressing, frightening and yet attention-grabbing, that was the assessment of the talent jury. Using a grapefruit as a metaphor, the spot aims to make the concept of "female genital mutilation" or "female circumcision", which is abstract for many people, tangible by showing very clearly and directly, yet in an artistic form, exactly what happens during this terrible ritual. A hypersensitive topic excellently solved and brought to the point.

Creative team: Hannah-Lisa Paul, Drehbuch & Regie; Michelle Blum, Animation/Postproduction/VFX; Max Rüngeler, Colorist; Laura Hansen, Kamerafrau/DoP; Clemens Kirchner, 1. Kameraassistent; Chantal Bergemann, Licht; Jennifer Uhlig, Maskenbildnerin; Fabian Kratzer, Komponist; Armin Badde, Filmtontechniker; Janis Ahnert, Sounddesigner; Lars Büchel, Fachberater

Vergiss.Mich.Nie

The very modern, fictional Instagram series about the "Anna", a girl for hire, inspires with its great realisation. The explosive topic of child labour is presented in a contemporary way, but the hope of returning to the mother is always emphasised. A beautiful work, according to the talent jury.

Creative team: Elena Clavadetscher & Yvonne Haberstroh, ZHdK Cast / Audiovisual Media

Kopfkino

This six-part series tells the fictional story of a girl in the Corona crisis who spends her free time observing her neighbour Julian. What at first seems like a harmless pursuit for entertainment develops into a veritable obsession. Greatly realised, with a humorous take on the corona issue.

Creative team: Marcel Beck, Hochschule RheinMain

The Morning After

An English-language Instagram magazine that covers all the emotional aspects of "sexuality" for young women that are missing from the school curriculum. A super relevant topic, in which the complex issues are broken down into simple, but never trivialising texts. The successful addressing of the target group and an animation rich in variation due to different colour worlds round off the overall picture, according to the talent jury.

Creative team: Vera Gut, ZHdK Cast / Audiovisual Media

Deutelei

The short film interprets the discussion about determinism and indeterminism on a content-related and visual level and offers an alternative way of dealing with it when mere philosophising no longer helps. A captivating video that inspires with the great interplay of music, animation and typography.

Creative team: Friedrich Gräfe & Till Gerstmann, Hochschule Augsburg

Eyes & Ears Inspiration Award 2021

Uli Hanisch, Production Designer, Berlin

Uli Hanisch is a brilliant international production designer who knows how to use his sensitive, masterful set designs to drive the story of a work forward while visually telling the background of the characters. His career on film sets began during his graphic design studies, when he worked with Christoph Schlingensiefel on experimental films. From then on, his career skyrocketed and he created the set designs for world-famous films and series such as "Cloud Atlas", "Perfume: The Story of a Murderer" and "Babylon Berlin". In addition, his set design for the successful and multiple award-winning miniseries "The Queen's Gambit" was awarded an Emmy. Uli Hanisch is a true inspiration for our creative colleagues – and thus an excellent choice for this year's Inspiration Award.

Jury of the International Eyes & Ears Awards 2021

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