



Eyes&EarsEurope

DEADLINE: 21 October 2024, 10 p.m.

CREATION, INNOVATION & EFFECTIVENESS – 26th International Eyes & Ears Awards 2024

Award winners

Category Design

Best design print or poster

Gold

VOX: Kitchen Impossible

These posters immediately catch the eye: a familiar format rethought through a change of perspective. In order to achieve genuine and authentic moments of surprise, Tim Mälzer was confronted with different contents from the box. Tim didn't know what was waiting for him when he opened the box. The posters are cheeky, loud and promise the audience an exciting new season!

Creative Team: Doris Mertens, Creative Lead RTL Deutschland; **Beatrice Eichbauer**, Project Lead RTL Deutschland; **Guido Lange**, Art Direction RTL Deutschland; **Tom Dederichs**, Head of production RTL Deutschland; **Florian Grünwald**, Text/Concept RTL Deutschland; **Philipp Rathmer**, Photograph RTL Deutschland; **Special Effects**, effectiv Team sfx

Silver

ProSieben: The Masked Singer

Creative Team: Marketing & Creation, Seven.One Entertainment Group

Bronze

RTL+: Make Love Fake Love

Creative Team: Hamid Behbudi, Creative Lead RTL Deutschland; **Hannah Berghus**, Art Direction RTL Deutschland; **Joana Janietz**, Project Lead RTL Deutschland; **Dustin Zöllner**, Conception RTL Deutschland

Best new design package for station/platform

Gold

SWR & BDA Creative: SWR Rebrand

SWR carried out a rebranding to create a uniform visual identity with a customised font A bold step for the public broadcaster: and it works brilliantly! The agency BDA Creative was also on board Together, they ensured that the brand and the many sub-brands remain aligned with the core values and that the quality is maintained The new identity is versatile and strong: it adapts to different platforms while maintaining the brand integrity of SWR.

Creative Team: Tim Finnamore, Managing Partner Branding & Motion Design BDA Creative; **Benjamin Kerneck**, Managing Partner Client Services BDA Creative; **Astrid Nowak**, Senior Art Director BDA Creative; **Johannes Berner**, Senior Designer BDA Creative; **Werner Pastula**, Head of Brand

management & Design SWR; **Pit-Guy Horneff**, Brand Consultant SWR; **Adrian Saile**, Head of Programme distribution & -promotion SWR; **Sebastian Neumaier**, Supervising Producer SWR

Silver

CapeRock: NPO – Rebrand

Creative Team: **Dann Smit**, Creative Director CapeRock; **Marco-Paul de Jeu**, Strategy Director CapeRock; **Niels Popma**, Motion Design / Direction CapeRock; **Thijs Albers**, Senior Project Manager CapeRock; **Eduard Grob**, Motion Design CapeRock; **Martijn Paasschens**, Post Production CapeRock; **Roger van Baren**, Concept Design CapeRock; **Martine Bannink**, Brand Manager NPO

Bronze

Gédéon: GULLI GLOBAL REBRANDING

Creative Team: **Emmanuelle Lacaze**, Producer Gédéon; **Eglantine Guitard**, Producer Gédéon; **Nicolas Lhomme**, Art Director Gédéon; **Music Studio**, La Plage; **Julie Montmessin**, Art Director M6

Best bumper or station-ID package

Gold

FEEDMEE: ZDFneo Winter-Idents

Father Christmas as a climate activist using glue, electric power instead of reindeer, summer in winter, a gingerbread house still affected by the shortage of building materials and skilled workers in the following year, but all still a celebration of love - these are the topics of the new seasonal Idents, with which ZDFneo addresses current developments from the year 2023. You can really rely on the ZDFneo Idents every year. With humour and an ironic take on the zeitgeist, the Idents are little refreshments from everyday news.

Creative Team: **Anton Riedel**, Creative Director FEEDMEE Design; **Tina Haffke**, Producer FEEDMEE Design; **Axel Hamacher**, Animation FEEDMEE Design; **Loy Wesselburg**, Sound design FEEDMEE Design; **Thomas Grimm**, Head of Programme communication ZDF; **Astrid Kämmerer**, Head of Unit Content HA Communication ZDF; **Stavros Amoutzias**, Head of Unit Design & Brand ZDF; **Christian Kohl**, Head of Project Design ZDF

Silver

Then we take Berlin: 3sat DokFilm

Creative Team: **Nina Freifrau von dem Bussche**, Creative Director Then we take Berlin; **Elmar Krick**, Concept, Text & Edit Then we take Berlin; **Sounddesign & Mix**, Studio Mitte

Bronze

Gédéon: GULLI GLOBAL REBRANDING

Creative Team: **Emmanuelle Lacaze**, Producer Gédéon; **Eglantine Guitard**, Producer Gédéon; **Nicolas Lhomme**, Art Director Gédéon; **Julie Montmessin**, Artistic Director Gulli - M6

Best seasonal design elements

Gold

KiKA Sommerdesign 2023

The 'KiKA Summer Design' creates an imaginative world and convinces with sweet and good storytelling. In the detailed work, you can always discover new elements that are skilfully packaged. The design consists of four lovingly designed and animated station ID worlds. Each of these worlds captures aspects of summer. From the swimming pool with penguins, camping and adventures in the jungle to the cheerful underwater world. The in-house designed and animated characters convey a positive, cheerful and colourful summer feeling! Suitable for the target group.

Creative Team: **Alexander Thümmeler**, 3D-Designer KiKA - Der Kinderkanal von ARD & ZDF; **Steffi Hauer**, Designer KiKA - Der Kinderkanal von ARD & ZDF; **Katja Lindenlaub**, Designer KiKA

Silver

KiKA Weihnachtsdesign 2023

Creative Team: **Alexander Thümmeler**, 3D-Designer KiKA - Der Kinderkanal von ARD & ZDF; **Claudia John**, Designer KiKA - Der Kinderkanal von ARD & ZDF

Bronze

3sat: Weihnachten 23

Creative Team: **Thomas Grimm**, Head of Programme communication ZDF/3sat; **Stavros Amoutzias**, Head of Brand & Design ZDF/3sat; **Anja Strnischka**, Concept & Design ZDF/3sat; **Anna Saup**, Concept & Head of Project ZDF/3sat; **Jonas Zinnel**, Audiodesign ZDF/3sat; **Konrad Wieland**, Production & Direction Konrad Wieland; **Tobias Alt**, 3D Animation Konrad Wieland; **Iris Engler**, Concept & Layout Konrad Wieland

Best programme lead-in Fiction

Gold

SRF: Davos 1917

The programme credits for 'Davos 1917' play with the mountain world - that is harmonious and beautiful. At the same time, this audiovisual experience conveys a great deal of tension and an oppressive atmosphere. The audience is irritated and encouraged to switch on, as each character is surrounded by a mystery.

Creative Team: **Sven Volz**, Brand manager SRF; **Marc Heer**, Senior Designer & Director SRF; **Jonas Hagenbusch**, Project Manager SRF; **Jürg Dummermuth**, Animation Director PLOY Studio; **Tobias Dengler**, Kamera; **Adrian Frutiger**, Composer

Silver

BDA Creative: Tellux – Aufgestaut

Creative Team: **Tim Finnermore**, Managing Partner Branding & Motion Design BDA Creative; **Meritxell Monso**, Senior Art Director BDA Creative; **Benjamin Kerneck**, Managing Partner Client Services BDA Creative

Bronze

Paramount+: Eine Billion Dollar

Creative Team: **Brooke Trezise**, Creative Lead & Creative Producer Paramount; **Eric Wilhelm da Cruz**, Creative Art Director Paramount; **Rafaela Perera**, Branding Consultant & Creative Director; **Todd Anthony**, Photography; **Gavin Leisfield**, Graphic Design; **Post Production**, Territory Studio

Best programme lead-in Sport

Gold

ZDF: Sportstudio Design Relaunch „Orange Heat“

Orange Heat sets new design accents in the ZDF sportstudio! A comprehensive relaunch fulfils ZDF's quality standards and radiates high quality. In addition to opening credits and trailers, the graphics system for almost all on-air and online applications as well as the media set recordings have also been renewed. From now on, all media library formats and documentaries have a standardised branding. The conceptual foundation is 'Orange Heat' - a robust and striking branding framework in terms of form and content. This ensures recognition value and creates a strong and valuable design atmosphere.

Creative Team: **Thomas Grimm**, Head of Programme communication ZDF; **Stavros Amoutzias**, Head of Unit Brand & Design ZDF; **Simone Rödig**, Head of Project ZDF; **Kim Schwaner**, Creative Director **BRAND NEW MEDIA**; **Florian Becker**, Head of Production / Art Director **BRAND NEW MEDIA**; **Michael Kruse**, Head of Design **BRAND NEW MEDIA**; **Nicolas Arnold**, Design **BRAND NEW MEDIA**; **Stephanie Zanatta**, Founder / CEO/ Creative Director Music **ADDICT.MUSIC**

Silver

RTL+: American Football - Made in Germany

Creative Team: **Paul Nitschke**, Art Direction RTL Deutschland; **Nicole Lantelme**, Creative Lead RTL Deutschland; **Kathrin Meißner**, Creative Lead RTL Deutschland; **David Klug**, Project Lead RTL Deutschland; **Harun Hajdarevic**, Design RTL Deutschland; **Silvio Blasi**, Motion Design Screenworks

Best programme lead-in News

Gold

RTL: Stern Investigativ

This opener is produced with outstanding graphics and visuals. The design is consistent from front to back and is cool and modern. Nevertheless, RTL remains true to the investigative format and arouses curiosity.

Creative Team: Nicole Lantelme, Creative Lead RTL Deutschland; Hannah Berghus, Art Direction RTL Deutschland; Alexander Render, Design/VFX RTL Deutschland; Sabine Hengstmann, Project Lead RTL Deutschland; Vincent Burmeister, Illustration RTL Deutschland

Silver

ARTE: Europa 2024

Creative Team: Cécile Chavepayre, Artistic Director ARTE; Acil Benamara, Creative Director & Design Acil&Pierre; Pierre Mallart, Creative Director & Design Acil&Pierre; Sound Design Supercarburant

Best programme lead-in Kids

Gold

SUPER RTL: TOGGO Touchdown

'They simply know how to handle football - it's a match' was the verdict of our jury meeting. The TOGGO Touchdown advert demonstrates this once again. The adult style takes the young target group seriously and creates a harmonious end result. The use of different cameras and techniques is particularly impressive: selfies with a mobile phone, high-tech cinema cameras, old camcorders, analogue cameras for retro photos and drone shots create a varied and exciting look.

Creative Team: Mario Krzykowski, Creative Director SUPER RTL; Nils Neumann, Head of in-house production SUPER RTL; Anton Riedel, Creative Director & Direction FEEDMEE Design; Käthe Höfer, Art Director & Design FEEDMEE Design; Jonas Porschen, Art Director & Motion Design FEEDMEE Design; Jennifer Arnold, Producing FEEDMEE Design; Rick Schepker, DOP Crop Media; Timm Lange, DOP

Best programme lead-in Culture & Documentary

Gold

FEEDMEE: Inside Greenpeace - Was braucht es, um die Welt zu retten?

Feedmee integrates fire, water, earth and air in their opener. A world of self-shot macro footage, drone footage from documentaries, stock footage and CGI was created in which the Arctic Sunrise is travelling. Viewers witness the ship travelling through destroyed landscapes and leaving behind a healed world. The ship's unwavering journey symbolizes the never-ending fight against the destruction of the world. The clean realization and the visual twist were particularly well received by our jury.

Creative Team: Gerhard Menschik, Creative Director & Direction FEEDMEE Design; Tina Haffke, Producer FEEDMEE Design; Jonas Porschen, Art Director & Motion Design FEEDMEE Design; Christoph Große Hovest, Art Director & Motion Design FEEDMEE Design; Käthe Höfer, Art Director & Direction FEEDMEE Design; Rick Schepker, DOP FEEDMEE Design; Matthias Ebel, CEO M.E. Works

Silver

Gédéon: CULTUREBOX - 7E ART

Creative Team: Emmanuelle Lacaze, Producer Gédéon; Eglantine Guitard, Producer Gédéon; Lazare Bessière, Art Director Gédéon; Nicolas Famery, Creative Director Gédéon; Maxime Baile, Director Gédéon; Corinne Alexia, Art Director France Télévisions

Bronze

WELT: Programmopener Zeitreise 2023

Creative Team: Guy Raphael, Senior Writer/Producer WeltN24; Benedikt Schnupp, Motion Designer & Senior Brand designer WeltN24; Martin Sennekamp, Art Director & Head of Creative Video WeltN24; Dieter Webel, Audio Designer WeltN24; Marie Zeidler, Project management WeltN24

Best information or news design

Gold

ZDFspezial Redesign

ZDF has developed a toolkit with which the branding of the programme can be updated with a single click so that it can react to current events at short notice. Each title sequence is unique to the 'Breaking News Story': it is created in an instant from a single image that is inserted into a dynamic grid. The grid flows into the set architecture, creating a themed and unique brand identity. The jury says: „Strong and valuable!”.

Creative Team: Thomas Grimm, Head of Programme communication ZDF; Stavros Amoutzias, Head of Unit Brand & Design ZDF; Simone Rödig, Head of Project ZDF; Martina Seuss, Production Management ZDF; Tim Finnermore, Creative Director BDA Creative; Anika Flade, Senior Art Director BDA Creative; Johannes Berner, Senior Designer BDA Creative; Philipp Wundt, Head of Project BDA Creative

Silver

Gédéon: FRANCE 2 INFO - NEW BRANDING

Creative Team: Emmanuelle Lacaze, Producer Gédéon; Eglantine Guitard, Gédéon; Elisa Pascarel, Producer Gédéon; Charlotte Vande Vyvre, Producer Gédéon; Nicolas Famery, Creative Director Gédéon; Giovanni Lorusso, Director Gédéon

Bronze

Perfect Accident Creative Services: Channel 8 News

Creative Team: Martin Kett, Managing director Perfect Accident Creative Services; Andrea Bednarz, Creative director Perfect Accident Creative Services; Elisa Krenz, Creative director Perfect Accident Creative Services; Mohammad Kharata, Real-time graphics designer Perfect Accident Creative Services; Carmen Hirschfeld, Real-time graphics designer Perfect Accident Creative Services; Hassan Rata, Deputy general manager Channel 8; Channel 8 Graphic Team, Channel 8; Florian Riedl, Composer

Best Sport-Design

Best info graphics and data visualization Sport:

Gold

ZDF: Sportstudio Design Relaunch „Orange Heat“

'Orange Heat' sets new design accents in ZDF sportstudio! A comprehensive relaunch fulfils ZDF's quality standards and radiates high quality. In addition to opening credits and trailers, the graphics system for almost all on-air and online applications as well as the media set recordings have also been renewed. From now on, all media library formats and documentaries have a standardized branding. The conceptual foundation is 'Orange Heat' - a robust and striking branding framework in terms of form and content. This ensures recognition value and creates a strong and valuable design atmosphere.

Creative Team: Thomas Grimm, Head of Programme communication ZDF; Stavros Amoutzias, Head of Unit Brand & Design ZDF; Simone Rödig, Head of Project ZDF; Martina Seuss, PM Show/ Communication ZDF; Kim Schwaner, Creative Director BRAND NEW MEDIA; Florian Becker, Head of Production / Art Director BRAND NEW MEDIA; Michael Kruse, Head of Design BRAND NEW MEDIA; Nicolas Arnold, Design BRAND NEW MEDIA

Silver

BDA Creative: Baller League

Creative Team: Tim Finnermore, Managing Partner Branding & Motion Design BDA Creative; Meritxell Monso, Senior Art Director BDA Creative; Florian Farkas, Designer BDA Creative; Matthäus Wildauer, Senior 3D Designer BDA Creative; Markus Eckl-Jordan, Director Client Services BDA Creative; Mona Baldanza, Director Client Services BDA Creative

Bronze

UnitedSenses: FIBA World Cup 2023 Live Graphics

Creative Team: Markus Schmidt, Creative Director UnitedSenses; **Sven Müller**, Executive Producer UnitedSenses; **Alena Rebezova**, Senior Motion Designer UnitedSenses; **Maxim Ivanov**, Motion Designer UnitedSenses; **Andrew Ryan**, CEO FIBA Media; **Stephanie Mignot**, COO FIBA Media; **Stephane Bouclier**, Head of Broadcast FIBA Media

Best program-related design package for sports formats

Gold

SUPER RTL: TOGGO Touchdown

FEEDMEE and Super RTL have created a cool, fresh, aspirational design package for the brand new football magazine TOGGO Touchdown! A mix of digital and analogue cameras, phones, drones and camcorders creates an impressive result that resonates with the target audience. The overall package of opener, show graphics, TV studio visuals, trailer, print adverts and merchandising articles is convincing.

Creative Team: Mario Krzykowski, Creative Director SUPER RTL; **Nils Neumann**, Head of in-house production SUPER RTL; **Anton Riedel**, Creative Director & Direction FEEDMEE Design; **Käthe Höfer**, Art Director & Design FEEDMEE Design; **Jonas Porschen**, Art Director & Motion Design FEEDMEE Design; **Jennifer Arnold**, Producing FEEDMEE Design; **Dennis Rosenau**, Motion Design FEEDMEE Design; **Achim Fischer**, Musik & Sound design Trevista

Silver

ZDF: Sportstudio Design Relaunch „Orange Heat“

Creative Team: Thomas Grimm, Head of Programme communication ZDF; **Stavros Amoutzias**, Head of Unit Brand & Design ZDF; **Simone Rödig**, Head of Project ZDF; **Martina Seuss**, PM Show/ Communication ZDF; **Kim Schwaner**, Creative Director BRAND NEW MEDIA; **Florian Becker**, Head of Production / Art Director BRAND NEW MEDIA; **Michael Kruse**, Head of Design BRAND NEW MEDIA; **Nicolas Arnold**, Design BRAND NEW MEDIA

Bronze

BDA Creative: Baller League

Creative Team: Tim Fিন্নamore, Managing Partner Branding & Motion Design BDA Creative; **Meritxell Monso**, Senior Art Director BDA Creative; **Florian Farkas**, Designer BDA Creative; **Matthäus Wildauer**, Senior 3D Designer BDA Creative; **Markus Eckl-Jordan**, Director Client Services BDA Creative; **Mona Baldanza**, Senior Account Manager BDA Creative

Best sports studio

Silver

RTL: NFL live

Creative Team: Volker Hundertmark, Creative Lead RTL Deutschland; **Fabian Vollbach**, Creative Director Sport RTL Deutschland; **Paul Nitschke**, Art Direction RTL Deutschland; **Petra Matuschek Schuster**, Project Lead RTL Deutschland; **Hamish Hutchison**, Motion Design RTL Deutschland; **Niklas Weidmann**, Motion Design RTL Deutschland; **Production**, Screenworks

Best programme-related design package

Gold

ARD / MIO MEDIA: Caren Miosga

Studio Heinrich has dared to do something: the new design of the Caren Miosga Show works brilliantly. The concept, the logo and the choice of colors are fresh and modern, even a little exciting, and overall, the show is just perfect.

Creative Team: Marcus Foag, Producer MIO Media; **Lenny Grade**, Designer grade die.; **Etienne Heinrich**, Designer Buero Heinrich; **Benny Zurek**, Designer ERROR.ONE; **Fritz Gnad**, Designer Studio Fritz Gnad; **Michael König**, Studio Designer BTF; **Nicolas Rütten**, Studio Designer BTF; **Sound Design**, Special Stereo

Silver

Alpenblick: ARD Mittagmagazin

Creative Team: **Jana Geisler**, Creative Director Alpenblick; **Stephanie Tietz**, Head of Project Alpenblick; **Jin Liu**, Designer Alpenblick; **Doreen Zörkler**, Head of Design (Programme Promotion & Design) Mitteldeutscher Rundfunk; **Konstantin Winogradow**, Head of Production tele media & Programme coordination Mitteldeutscher Rundfunk; **Philipp Ernst**, Music Century Rolls; **Stefanie Pfann**, Art Direction; **Aitor Benavent Cabanas**, Art Direction Motion

Bronze

ProSieben: Galileo

Creative Team: **Marketing & Creation**, Seven.One Entertainment Group

Category Digital

Best digital Marketing spot

Gold

HR: Märchen und Verbrechen

In 'Fairy Tales and Crime', HR reveals the secret cases behind the fairy tales of the Brothers Grimm. The narrator's voice in this advert immediately casts a spell over you: it awakens radio play and childhood memories while building up suspense at the same time. This works very well digitally and is also realized intelligently and with charm.

Creative Team: **Cordula Huth**, Editing I Text Hessischer Rundfunk; **Viviane Koppelman**, Writer I Director I Text Hessischer Rundfunk; **Judith Mehrmann**, Digital- I Content-Marketing Hessischer Rundfunk; **Sybille Ring**, Design I Illustration Hessischer Rundfunk; **Inga Reichert**, Illustration Hessischer Rundfunk; **Nico Spahn**, Content Design I Trailer editing Hessischer Rundfunk; **Wanja Mues**, Voice Jacob Grimm Hessischer Rundfunk; **Jona Mues**, Voice Wilhelm Grimm Hessischer Rundfunk

Silver

HR: Mark Spoon – Rest in Exzess

Creative Team: **Axel Wirths**, Digital- I Content-Marketing Hessischer Rundfunk; **Steffen Wagener**, Content Design & Editing Hessischer Rundfunk; **Marc Boutter**, Content Design & Schnitt Hessischer Rundfunk; **Juliane Orth**, Editing Hessischer Rundfunk; **Sybille Ring**, Design Hessischer Rundfunk; **Janina Schmid**, Communication Hessischer Rundfunk; **Patrick Secker**, Distribution Hessischer Rundfunk; **Nico Spahn**, Content Design & Schnitt Hessischer Rundfunk

Bronze

Brokendoll: Minecraft Brandtplace Add-Ons

Creative Team: **Brett Richards**, Creative Director Brokendoll; **Jonna Lundin**, Production Manager Brokendoll; **Roi Sabarov**, Art Director Brokendoll; **Paul Carlberg**, 3D Lead Brokendoll; **Niklas Gunnarsson**, Account Director Brokendoll; **Fabrice Billet**, Editor Brokendoll; **Douglas Olin**, Senior Animator Brokendoll; **Emelie Söderström**, Compositor Brokendoll

Best online advertising

Gold

Joyn: Big Brother

For the return of Big Brother, Bild.de readers will not be let out of their sight on the day the programme starts. The camera heads from the Big Brother campaign make for an uncomfortably immersive and definitely unique advertising medium. There is not even a click hurdle to overcome, the campaign still works thanks to its great visuals.

Creative Team: **Marketing & Creation**, Seven.One Entertainment Group

Silver

ProSieben: Das große Promi-Büßen

Creative Team: **Marketing & Creation**, Seven.One Entertainment Group

Best social media campaign

Gold

ZDF: Pumpen

'Pumpen' is the first ZDFneo weekly format for young media library users. A convincing campaign was launched for this: 'Young, crisp, good and honest' was the jury's verdict. The design and typography were particularly praised, as were the opportunities for interaction and the wording. The dovetailing of organic and paid content is impressive.

Creative Team: Thomas Grimm, Head of Programme communication ZDF; Astrid Kämmerer, Head of Unit Content HA Communication ZDF; Svenja Pitzer, Head of Project ZDF; Kristian Knauff, Job owner Social Media ZDF; Laura Ohletz, Job owner Marketing /Moving picture ZDF; Max Fränkel, Executive Producer Studio Zentral; Denise Spohn, Producer Distribution Studio Zentral; Immanuel Bertram, Head of Media Strategy Studio Zentral

Silver

ProSieben: The Masked Singer

Creative Team: Marketing & Creation, Seven.One Entertainment Group

Bronze

VOX: Sing mein Song - Das Tauschkonzert

Creative Team: Joel Ney, Direction/Producing RTL Deutschland; Oliver Bittner, Creative Lead RTL Deutschland; Angela Rudert, Project Lead RTL Deutschland; Sonya Eller, Art Direction RTL Deutschland; Uwe Köbbel, Text/Conception RTL Deutschland; Tom Dederichs, Head of Production RTL Deutschland; Andreas Stephan, Sound RTL Deutschland; Sascha Becker, Motion Design RTL Deutschland

Best influencer Marketing

Gold

SAT.1: Promi Big Brother "Penny Wildcard"

SAT.1 and Penny join forces for the 'Penny Wildcard' and Promi Big Brother. This is extremely skilful. The idea is consistently followed through and the campaign thrives on its interactivity. The 10 million followers that the participating content creators reach together offer many opportunities for interaction.

Creative Team: Marketing & Creation, Seven.One Entertainment Group

Silver

ZDFinfo: Schuld und Sühne

Creative Team: Thomas Grimm, Head of Programme communication ZDF; Astrid Kämmerer, Head of Unit Content HA Communication ZDF; Tino Windisch, Head of Project ZDF; Kristian Knauff, Influencer Marketing ZDF; Rhonda Laux, Influencer Marketing ZDF; Astrid Heitz, Media ZDF; Virginie Brand, PR & Content Consultant Serviceplan PR & Content

Best digital experience

Gold

SAT.1: Promi Big Brother "Penny Wildcard"

Our jury agreed in this category: SAT.1 and Penny have created a strong digital experience. The conversion 'is bomb': The integration of the app and influencer marketing in particular generate enthusiasm.

Creative Team: Marketing & Creation, Seven.One Entertainment Group

Silver

Joyn Kostenlos-Kampagne

Creative Team: Gabriel Moinat, Creative Director ProSiebenSat.1 PULS 4; Carola Stein, Brand Strategist & Project Manager ProSiebenSat.1 PULS 4; Nadja Nashef, Creative Conception ProSiebenSat.1 PULS 4; Stefan Brunner, Senior Producer ProSiebenSat.1 PULS 4; Katarina Tamova,

Senior Motion Designer ProSiebenSat.1 PULS 4; **Peter Hirth**, Art Director ProSiebenSat.1 PULS 4; **Verena Waldum**, Graphics ProSiebenSat.1 PULS 4; **Christoph Aichmaier**, Producer illumenpixel

Category Promotion

Best station spot

Gold

BDA Creative: 10 Years Prime Video

To mark the Prime anniversary, BDA Creative delivers a commercial that simply gets to the heart of the matter. An entertaining compilation of well-known Prime content, with which a programme round-up is also carried out directly. Accompanied by music and a strong typography that also communicates the motto for the coming years: There is more to come!

Creative Team: Kelly Martin, Amazon Prime Video; **Alexander Mahoney**, Creative Lead BDA Creative; **Lisa Cojocar**, Senior texter BDA Creative; **Florian Farkas**, Motion Designer BDA Creative; **Moritz Nixdorf**, Senior Art Director Motion BDA Creative; **Nicolai Rohrmann**, Account Director BDA Creative

Silver

SWR: Deine Geschichte

Creative Team: Adrian Saile, Head of Promotion SWR; **Georg Andres**, Creative Director SWR; **Marion Schuon-Brüggemann**, Supervising Producer SWR; **Sebastian Neumaier**, Coordinating Producer SWR; **Astrid Nowak**, Senior Art Director BDA Creative; **Lutz Korndörfer**, Creative Producer Feinfilm; **Alexander Maurus**, Manager Wanderlust Entertainment; **Max Mutzke**, Music(ian) Wanderlust Entertainment

Bronze

RTL+: Großes Kino

Creative Team: Dustin Zöllner, Creative Executive Producer RTL Deutschland; **Hamid Behbudi**, Creative Lead RTL Deutschland; **Patrice Keller**, VFX RTL Deutschland; **Andreas Stephan**, Sounddesign RTL Deutschland

Bronze

Golden Claim: GEO 2023/24

Creative Team: Rüdiger Braun, Producer Golden Claim; **Stephen Evans**, VFX-Designer Golden Claim; **Joel Schneider**, SFX-Designer Golden Claim; **Tatjana Scholtz**, Project Manager Golden Claim; **Marc Rhiem**, Co-CEO Golden Claim; **Alessandro Taschetta**, Creative Executive Producer RTL Deutschland

Best programme spot: Acquired fictional productions

Gold

Kabel Eins: Godzilla im Märchenland

Godzilla in fairytale land? Completely normal on Kabel Eins! Roland Emmerich's classic film is taken for a ride in a masterful way, creating increased awareness among the audience.

Creative Team: Marketing & Creation, Seven.One Entertainment Group

Silver

ARTE: Latecomers

Creative Team: Virginia Robert, Head of Broadcast ARTE; **Samuel Bernardeau**, Promotion Department Manager ARTE; **Christian Gyss**, Director Editor ARTE; **Myriam Cremer**, Scriptwriter ARTE

Bronze

3sat: Chinatown

Creative Team: Thomas Grimm, Head of Programme communication ZDF/3sat; **Astrid Kämmerer**, Head of Unit Content HA Communication ZDF/3sat; **Ekkehard Voigt**, Editor: Conception, Text, Idee ZDF/3sat; **Heike Müller**, Editing ZDF/3sat; **Thomas Klarmann**, Typography ZDF/3sat

Best programme spot: Local fictional productions

Gold

SWR: Nackt über Berlin

The advert for the coming-of-age production whets the audience's appetite for the series. It provides exciting insights and skillfully incorporates excerpts from the series without giving too much away

Creative Team: Adrian Saile, Head of Promotion SWR; Georg Andres, Creative Director SWR; Felix Behrendt, Sound & Mix SWR; Ela Heller, Producing & Edit SWR

Silver

ARTE: Clashing differences

Creative Team: Virginia Robert, Head of Broadcast ARTE; Samuel Bernardeau, Promotion Department Manager ARTE; Mélanie Aubert, Director Editor ARTE; Ines Roscher, Scriptwriter ARTE

Bronze

RTL+: Sisi Staffel 3

Creative Team: Christian Mirow, Producing RTL Deutschland; Franziska Terkatz, Campaign Management RTL Deutschland; Nadine Lembcke, Creative Lead RTL Deutschland; Hannah Berghus, Art Direction RTL Deutschland; Uwe Köbbel, Conception RTL Deutschland; Andreas Stephan, Sound design RTL Deutschland; Andreas Schuster, VFX RTL Deutschland

Best programme spot: Sport

Gold

France Télévisions: Arise athlete ... Olympics 2024

Several elements of this advert impressed our jury: The integration of the national anthem is a smart idea, the black and white color grading provides expressive images and everything is supported by a meaningful use of language. The audience follows the preparations of individual athletes, teams and fans - quickly building anticipation for the Olympic Games!

Creative Team: Eric Rinaldi, Creative Director France Télévisions; Jean-Pierre Gavini, Producer Prodigious / Publicis@Paris; Pierre Dieulafait, Producer Prodigious / Publicis@Paris; Loren Denis, Director Prodigious / Publicis@Paris; Mathieu Dubray, Creative Director Prodigious / Publicis@Paris; Tanguy Gallis, Creative Director Prodigious / Publicis@Paris; Sylvestre Dedise, DOP

Silver

France Télévisions: Olympics 2024 Paris

Creative Team: Stéphane Harlé, Director of self-promotion for the channels France Télévisions; Dominique Michelangeli, Creative Director France Télévisions; Ariane Cornic, Producer Motion Palace; Neels Castillon, Artistic Director Motion Palace; Sébastien Rouquet, Video editor Motion Palace; Eric Blanckaert, DOP OPERANDI mgmt

Bronze

Eurosport: ONE YEAR TO DREAM

Creative Team: Guillaume Mouillé, Senior Creative Director Eurosport; Jérôme Bonnafoux, Senior Creative Manager Eurosport; David Bret, VP Marketing Eurosport; Eric Nung, ENTH

Best programme spot: News

Silver

WELT: News 2023

Creative Team: Guy Raphael, Senior Writer/Producer WeltN24; Martin Sennekamp, Art Director & Head of Creative Video WeltN24; Benedikt Schnupp, Motiondesigner / Senior Branddesigner WeltN24; Dieter Webel, Audio-Designer WeltN24; Marie Zeidler, Projektmanagement WeltN24

Best programme spot: Kids

Gold

Disney+: Die Drei Ausrufezeichen

For the Disney Plus Original series based on the popular children's book series 'The Three !!!', a music video was created for the catchy theme song. Images from the series are mixed and complemented with rhythmic graphic elements. In this way, all the characteristics of the series are brought to the point, which the audience can look forward to: Fun, excitement and likeable characters.

Creative Team: Marion Gnädinger, Brand Marketing Manager Disney+ The Walt Disney Company GSA; Sofia Zuleta, Creative Supervisor Disney+ / Editor The Walt Disney Company GSA; Andreas Wein, Sound Engineer PlazaMedia; Matthias Schuckert, Freelancer Graphic Designer

Silver

ZDF: Christmas Promotion 2023

Creative Team: Astrid Kämmerer, Head of Unit Content HA Communication ZDF; Gerlind Weiss, Editing Communication & Promotion Kids & Youth ZDF; Alexandra Schulte, Editing + Writer HA Communication ZDF; Anja Field, Post Production ZDF; Thorsten Schüler, Sound Design ZDF

Best programme spot: Show, entertainment & comedy

Gold

RTL: Ich bin ein Star Holt mich hier raus

The Jungle marketing marks a highlight every year: new ideas are always brought to light with great attention to detail. This time, RTL has once again pulled a good and new idea out of its hat and the team of presenters shows musical skill. The advert whets the appetite for the new season of IBES.

Creative Team: Philipp Pauls, Conception RTL Deutschland; Lars Peters, Producing RTL Deutschland; Arne Thomas, Ton RTL Deutschland; Patrice Keller, VFX RTL Deutschland; Susanne Jung, Creative Lead RTL Deutschland; Martina Gentile, Campaigning RTL Deutschland; Tom Dederichs, Head of production RTL Deutschland; Desirée van der Pas, Direction RTL Deutschland

Silver

3sat: Bosetti Latenight

Creative Team: Thomas Grimm, Head of Programme communication ZDF/3sat; Astrid Kämmerer, Head of Unit Content HA Communication ZDF/3sat; Tom Wünsche, Head of Project ZDF/3sat; Anna Saup, Head of Project ZDF/3sat; Jonas Riemer, Direction & Editing Turbokultur; Ronja Selle, Editing Turbokultur

Bronze

ProSieben & SAT.1: The Voice of Germany

Creative Team: Marketing & Creation, Seven.One Entertainment Group

Best programme spot: Culture & documentary

Gold

France 5: La guerre des Trônes - In the times of Louis XVI

For the 7th season, 'War of Thrones' once again focuses on humour. Bruno Solo sneaks (supposedly) incognito through the corridors of time, observing and exploring history. France 5 has created a charming and humorous spot here, which also thrives on the class of the protagonist.

Creative Team: Corinne Alexia, Creative Director France Télévisions; Eric Rebut, Director Transatlantic Production & Services; Valentine Lebois, Producer Transatlantic Production & Services; Blandine Dumas, Production Manager Transatlantic Production & Services; Balthazar Morvan, DOP Transatlantic Production & Services; Madeleine Savage, Translator Transatlantic Production & Services

Silver

redbatcat: ZDFinfo - Inside shein

Creative Team: **Susanne Hassepaß**, Creative Producer redbatcat; **Lutz Korndörfer**, Creative Director redbatcat; **Florian Brückl**, Sound designer & Music counselling redbatcat; **Liesa Rademacher**, Project manager feinfilm; **Florian Brückl**, Sound designer & Music counselling

Bronze

WELT Weihnachtsprogramm Dezember 2023

Creative Team: **Matthias Herrmann**, Senior Writer/Producer WeltN24; **Hernán Gaete**, Art Director Graphics WeltN24; **Dieter Webel**, Audio-Designer WeltN24; **Marie Zeidler**, Project manager WeltN24

Best promotion spot for special programming

Gold

SAT.1: Zweihnachten

SAT.1 announces its Christmas highlights with 'Zweihnachten'. The programme includes 'old favorites' such as Top Gun or Kevin alone at home. But 'Zwei' works brilliantly and picks up the audience.

Creative Team: **Marketing & Creation**, Seven.One Entertainment Group

Silver

SRF: Volksmusik

Creative Team: **Mike Ferrara**, Creative Producer Promotion SRF; **Philippe Schnyder**, Kameramann SRF; **Roland Koch**, Senior lighting technician SRF; **Patrick Böhler**, Audio Editor Specialist SRF; **Lukas Schmidiger**, Audio Editor Specialist SRF; **Stefan Grujic**, Video Editor Specialist SRF; **Stefanie Weber**, Marketing consultant SRF; **Oliver Tremel**, Co-Head of Brand creation SRF

Bronze

ARTE: Hellfest 2023

Creative Team: **Cécile Chavepayre**, Artistic Director ARTE; **Creative Director & Design**, Studio Large

Best B2B-spot

Gold

SAT.1: Screenforce Checklist

This is the winning intro trailer for the SAT.1 part of Seven.One Media's Screenforce screening. Our jury found the trailer funny - the necessary information is incorporated in a creative and original way, making for an entertaining, tongue-in-cheek advert. This advert is sure to win over advertising customers 😊

Creative Team: **Marketing & Creation**, Seven.One Entertainment Group

Silver

Golden Claim: Sales Trailer RTL+ Media Hangout

Creative Team: **Marc Rhiem**, Producer Golden Claim; **Stephen Evans**, VFX-Designer Golden Claim; **Joel Schneider**, SFX-Designer Golden Claim; **Oliver Bittner**, Creative Executive Producer RTL Deutschland; **Vera Papies**, Creative Executive Producer RTL Deutschland; **Sebastian Bühner**, Art Director RTL Deutschland; **Stephan Hoffmann**, Creative Direction RTL+ RTL Deutschland; **Robert Steudtner**, Voice

Bronze

ZDF: Tag der Producerinnen und Produceren 2023

Creative Team: **Thomas Grimm**, Head of Programme communication ZDF; **Astrid Kämmerer**, Head of Unit Content HA Communication ZDF; **Doris Biagioni**, Editing ZDF; **Sabine Maskow**, Editing ZDF; **Matthias Strobel**, Senior Writer Producer Uppercut-Productions; **Jens Barzen**, Senior Writer Producer

Uppercut-Productions; **Stefan Pumberger**, Art Director thefinest; **Chris Zöller**, Senior Audio Designer
ELEVEN Audio

Best special advertisement

Gold

SAT.1: Promi Big Brother "Penny Wildcard"

Once again, the special product placement for the new season of Promi Big Brother shines. The cooperation between Penny and SAT.1 with the involvement of influencers is an effective and creative form of special advertising.

Creative Team: Marketing & Creation, Seven.One Entertainment Group

Silver

BDA Creative: Disney + - The Acolyte

Creative Team: Pauline Minkus Supervisor Digital Marketing Disney+ The Walt Disney Company GSA; **Marion Gnädinger** Brand Marketing Manager Disney+ The Walt Disney Company GSA; **Thorben Osthus**, Manager Creative Disney+ The Walt Disney Company GSA; **Tim Finnamore**, Managing Partner Branding and Motion Design BDA Creative; **Oleg Burinsky**, Senior Art Director 3D BDA Creative; **Mona Baldanza**, Senior Account Manager BDA Creative; **3D Motion Agentur**, Innerlights

Best special Marketing

Gold

RTL: Sisi "Die Liebesbotschaft"

The 'love message' for the new season of Sisi is a guerrilla marketing highlight for RTL. For several days, people puzzled over who had distributed the banner and flyers for 'Elisabeth' in Cologne. Even social media channels and newspapers are involved. A cool and innovative idea that definitely caught on!

Creative Team: Franziska Terkatz, Project Lead RTL Deutschland; **Nadine Lembcke**, Art Direction RTL Deutschland; **Uwe Köbbel**, Conception RTL Deutschland; **Carina Schmidt**, Head of Campaigning Fiction RTL Deutschland; **Kim-Sarah Budde**, Social Media & Community Manager RTL Deutschland; **Britta Heckerroth**, Head of planning RTL Deutschland; **Annalena Körner**, Manager Communication & PR RTL Deutschland; **Jovan Evermann**, Manager Communication & PR RTL Deutschland

Silver

ProSieben: Germany's Next Topmodel

Creative Team: Marketing & Creation, Seven.One Entertainment Group

Bronze

Disney Channel: Mitmach-Kino

Creative Team: Martina Proff, Senior Manager Marketing & Creative Disney Channel The Walt Disney Company GSA; **Eva Spießl**, Marketing Supervisor Disney Channel The Walt Disney Company GSA; **ofia Zuleta**, Creative Manager Disney Channel The Walt Disney Company GSA; **Bernhard Hübl**, Senior Writer-Producer Disney Channel The Walt Disney Company GSA; **Matthias Pasedag**, Sound Engineer Eleven Audio; **Thomas Beilharz**, Freelance Graphic Designer / Editor

Best radio spot

Gold

Golden Claim: RTL Super

This radio advert stays in the ear: dating without stress, without having to make yourself beautiful - from the comfort of your couch. This message resonates particularly well with the female audience. The language conveys the message in a charming way, while the music provides the necessary catchy tune.

Creative Team: Rüdiger Braun, Producer Golden Claim; **Marc Rhiem**, Producer Golden Claim; **Joel Schneider**, SFX-Designer Golden Claim; **Tatjana Scholtz**, Project manager Golden Claim; **Tobias Brecklinghaus**, Voice; **Mara L'Assainato**, Topic Lead - Brand Development Multichannel RTL

Deutschland; **Henrik Kellershohn**, Marketing Manager - Brand Development RTL Super RTL
Deutschland

Silver

sixx auf die Sechs „verpasst“

Creative Team: Marketing & Creation, Seven.One Entertainment Group

Bronze

ZDF: Streaming Advent

Creative Team: Thomas Grimm, Head of Programme communication ZDF; **Astrid Kämmerer**, Head of Unit Content HA Communication ZDF; **Sandra Hebel**, Head of Project ZDF; **Lucien Kazuko Yokoe**, Creative Director Copy Serviceplan, House of Communication, Campaign 2; **Miriam Pirner**, Senior Art Director Serviceplan, House of Communication, Campaign 2; **Florence Bader**, Etat Director Serviceplan, House of Communication, Campaign 2; **Sabrina Albers**, Senior Account Manager Serviceplan, House of Communication, Campaign 2

Best station resp. platform campaign

Gold

SWR: Deine Geschichte

SWR reflects what moves people in the south-west: their stories. Emotional image clips were created for SWR's new brand identity. The focus here is on the powerful stories of the people. The integration of Mark Mutzke's 'Good Stories' and Alexander Maurus is harmonious. Images from SWR productions create moments of surprise with aha effects on the one hand and trigger recognition and familiarity on the other.

Creative Team: Adrian Saile, Head of Promotion SWR; **Georg Andres**, Creative Director SWR; **Marion Schuon-Brüggemann**, Supervising Producer SWR; **Sebastian Neumaier**, Coordinating Producer SWR; **Astrid Nowak**, Senior Art Director BDA Creative; **Lutz Korndörfer**, Creative Producer FEINFILM; **Alexander Maurus**, Manager Wanderlust Entertainment; **Max Mutzke**, Music(ian) Wanderlust Entertainment

Silver

75 Jahre BR

Creative Team: Steffen Jenter, Coordinator Communication BR; **Markus Riese**, Head of Marketing BR; **Imke Fieth**, Marketing DACH-Brand BR; **Uwe Kassner**, Head of Design & Promotion BR; **Nicola Bienert**, Design & Promotion, Editor Programme-Promotion BR; **Christina von Spreti**, Design & Promotion, Editor Programme-Promotion BR; **Johannes Meissner** glow communication; **Claudia von Rönn** glow communication

Bronze

sixx auf die Sechs

Creative Team: Marketing & Creation, Seven.One Entertainment Group

Best programme campaign: Acquired fictional productions

Gold

Zwei Freunde: ZDFneo - „EXIT“

For the on-air trailer campaign for the third season of the series 'Exit', Zwei Freunde are focusing on conveying the dark and intense atmosphere as well as the unmistakable style of the series. The trailers concentrate on drawing viewers into the world of 'Exit' through visual and acoustic impressions. They succeed in effectively conveying the tension and thrills that characterize 'Exit' and get the audience excited about the new season.

Creative Team: Poli Yusofi, Project manager ZWEI FEUNDE; **René Hoffmann**, Head of Editing / Senior Promotion Producer & Conception/Idee ZWEI FEUNDE; **Christopher Czarnetzki**, Artistic sound engineer ZWEI FEUNDE

Best programme campaign: Local fictional productions

Gold

SRF: Davos 1917

Contrasts are presented in Davos in 1917: The First World War is devastating Europe, while Davos, the noble mountain resort in neutral Switzerland, appears to be an oasis of peace. But behind the scenes, a relentless war of agents is raging between the world powers. A young Swiss nurse gets caught between the fronts of the secret services and suddenly becomes the tip of the scales. The campaign with its various elements brings this tension directly to the audience.

Creative Team: Shobana Bircher, Creative Producer Promotion SRF; Ralf Bühler, Creative Producer Promotion SRF; Sarah Deck, Marketing consultant SRF; Oliver Tremel, Co-Head of Brand creation SRF; Nicola Zwosta, Video Editor Specialist SRF; Sven Volz, Brand manager SRF; Peggy Walther, Media planner SRF; Jonas Bucher Creative Producer Buchermedia SRF

Silver

RTL+: Gute Freunde - Der Aufstieg des FC Bayern

Creative Team: Hamid Behbudi, Creative Executive Producer RTL Deutschland; Uwe Köbbel, Conception RTL Deutschland; Stephan Hoffmann, VFX-Design RTL Deutschland; Kathrin Meißner, Art Direction RTL Deutschland; Heike Bosch, Art Direction RTL Deutschland, Karima Ortani, Promotion Producing RTL Deutschland, Lisa-Marie Sauer, Project Lead RTL Deutschland, Tommy Dettinger, Producing high five cgn

Best programme campaign: Sport

Gold

ARD & BDA Creative: Winter, genau unser Sport

ARD's four winter sports experts are brought together for these adverts. The quartet provides viewers with entertaining jokes and riddles on the subject in the various adverts. These are skilfully combined with action-packed shots from the winter sports cosmos. Sportspeople can be really humorous...

Creative Team: Stefan Ladwig, Head of General communication ARD PD ARD; Henriette Edle von Hoessle, Creative Director, Head of ARD Design, Image & Brand Experience ARD PD ARD; Monika Kandlbinder, Head of Project ARD Design, Image & Brand Experience ARD PD ARD; Marc Strotmann, Executive Creative Director, Management Board Creation BDA Creative; Simon Holzinger, Senior Creative Producer BDA Creative; Tobias Fleck, Senior Copywriter BDA Creative; Ronja Schröck, Senior Motion Designer BDA Creative

Silver

ARD & BDA Creative: Diese WM steht Kopf

Creative Team: Henriette Edle von Hoessle, Creative Director, Head of ARD Design, Image & Brand Experience ARD PD ARD; Monika Kandlbinder, Head of Project ARD Design, Image & Brand Experience ARD PD ARD; Matthias Schuster, Creative Director BDA Creative; Moritz Nixdorf, Senior AD BDA Creative; Ronja Schröck, Senior Motion Designer BDA Creative; Lisa Cojocar, Senior Copywriter BDA Creative

Bronze

ARD & BDA Creative: Eine Handvoll Wahnsinn

Creative Team: Stefan Ladwig, Head of General communication ARD PD ARD; Henriette Edle von Hoessle, Creative Director, Head of ARD Design, Image & Brand Experience ARD PD ARD; Monika Kandlbinder, Head of Project ARD Design, Image & Brand Experience ARD PD ARD; Matthias Schuster, Creative Director BDA Creative; Moritz Ringeisen, Head of /Senior Creative Producer BDA Creative; Tobias Fleck, Senior Copywriter BDA Creative; Marie Borgelt, Senior AD BDA Creative

Best programme campaign: Kids

Gold

Disney+: Die Drei Ausrufezeichen

In this campaign, Disney+ is developing compelling promo formats for the launch of its first local original series for children. This allows them to reach the audience where they are: Online. The campaign includes everything the heart desires: from character clips to music videos and funny TikTok clips. The focus is always on humor, friendship, music and plenty of excitement!

Creative Team: Marion Gnädinger, Brand Marketing Manager Disney+ The Walt Disney Company GSA; Sofia Zuleta, Creative Supervisor Disney+ / Editor The Walt Disney Company GSA; Andreas Wein, Sound Engineer PlazaMedia; Florian Ruhdorfer, Freelancer Editor; Matthias Schuckert, Freelancer Graphic Designer

Best programme campaign: Show, entertainment & comedy

Gold

VOX: Kitchen Impossible

'The guy is simply a stage hog!' says our jury, showing their enthusiasm for Mälzer's performance in the new VOX campaign for his show "Kitchen Impossible". Tim didn't know what to expect in the boxes, which is why authentic and spontaneous surprise moments could be captured for the campaign. An entertaining and high-quality result!

Creative Team: Doris Mertens, Creative Lead RTL Deutschland; Beatrice Eichbauer, Project Lead RTL Deutschland; Tom Dederichs, Head of production RTL Deutschland; Florian Grünewald, Text / Conception RTL Deutschland; Sven Lützenkirchen, Director of Photography RTL Deutschland; Tommy Dettinger, Direction, Producing high five cgn; Special Effects, Effectiv Team sfx

Silver

3sat: Bosetti Latenight

Creative Team: Thomas Grimm, Head of Programme communication ZDF/3sat; Astrid Kämmerer, Head of Unit Content HA Communication ZDF/3sat; Tom Wünsche, Head of Project ZDF/3sat; Anna Saup, Head of Project ZDF/3sat; Jonas Riemer, Direction & Editing Turbokultur; Ronja Selle, Editing Turbokultur

Bronze

ProSieben & SAT.1: The Voice of Germany

Creative Team: Marketing & Creation, Seven.One Entertainment Group

Best programme campaign: Culture & documentary

Gold

3sat: Dokumentarfilmzeit

On the occasion of the Frankfurt Book Fair, an advert was created to raise awareness of the 3sat media library. The target group is interested in cultural, scientific and social topics - in the typical 3sat diversity and distinctiveness. This campaign does an excellent job of communicating the brand values. Best form of promo for 3sat!

Creative Team: Thomas Grimm, Head of Programme communication ZDF/3sat; Astrid Kämmerer, Head of Unit Content HA Communication ZDF/3sat; Christa Rose, Head of Project ZDF/3sat; Anna Saup, Head of Project ZDF/3sat; Jochen Schmidt, Audio design ZDF/3sat; Nina von dem Bussche, Creative Director Then We Take Berlin; Elmar Krick, Writer/Producer Then We Take Berlin; Georg von dem Bussche, Sound Design Then We Take Berlin

Silver

HR: Mittendrin – Die Frankfurt-Flughafen-Doku

Creative Team: Jan Cremer, Digital- I Content-Marketing Hessischer Rundfunk; Marc Boutter, Content Design I Trailer editing Hessischer Rundfunk; Dennis Burneleit, On Air Design Hessischer Rundfunk; Andreas Graf, Editing Hessischer Rundfunk; Axel Mugler, Head of broadcast Hessischer Rundfunk; André Stefan, Content Design I Trailer editing Hessischer Rundfunk

Bronze

ProSieben: Zervakis & Opdenhövel Live

Creative Team: Marketing & Creation, Seven.One Entertainment Group

Best promotion campaign for a special programming

Gold

Then we take Berlin: ZDFneo - Stille Nacht, heilige Nacht

The song 'Silent Night, Holy Night' served as a springboard for the campaign with its strong emotional connection to the Christmas feeling, and the use of the well-known song was also labelled a 'cool idea!' by the jury. From dub to rock to a classical score, each version, together with the freely interpreted lyrics, always provides new surprises.

Creative Team: Nina Freifrau von dem Bussche, Creative Director Then We Take Berlin; **Elmar Krick**, Concept, Text & Edit Then We Take Berlin; **Uta Huerter** Text & Edit Then We Take Berlin; **Anette Breuker**, Production Then We Take Berlin; **Florian Keyserlingk**, Sound design & Mix Then We Take Berlin

Silver

RTL: Die Passion

Creative Team: Christian Mirow, Producing RTL Deutschland; **Florian Grünewald**, Conception RTL Deutschland; **Susanne Jung**, Creative Lead RTL Deutschland; **Isabel Grahs**, Direction RTL Deutschland; **Gregor Wagner**, Ton RTL Deutschland; **Andreas Schuster**, VFX RTL Deutschland; **Niko Djordjevic**, Production Manager RTL Deutschland; **Petra Matuschek-Schuster**, Campaigning RTL Deutschland

Bronze

Disney Channel steht Kopf

Creative Team: Martina Proff, Senior Manager Marketing & Creative Disney Channel The Walt Disney Company GSA; **Michael Zobel**, Manager TV Marketing Disney Channel The Walt Disney Company GSA; **Sofia Zuleta**, Creative Manager Disney Channel The Walt Disney Company GSA; **Berndhard Hübl**, Senior Writer-Producer Disney Channel The Walt Disney Company GSA; **Bernd Mayershofer**, Graphic Designer Disney Channel The Walt Disney Company GSA; **Philipp Taffel**, Supervisor Asset Organization Disney Channel The Walt Disney Company GSA; **Andreas Wein**, Sound Engineer PlazaMedia; **Benedikt Weber**, Producer Production 34

Best social spot(s) - non-profit

Gold

ZDF: SCHAU HIN! Wann wird zu viel zu viel?

This ZDF advert is aimed at parents who want to help their children use media and teach them how to use mobile devices. The symbolism used, balls around the heads during media use to visualise the bubble in which the children are stuck, underlines the message perfectly.

Creative Team: Stefanie Simon, Head of Project ZDF; **Georgette van Beek**, Head of Project ARD; **Benjamin Schiller**, Film Production Film Deluxe

Silver

One Tomorrow Gegen Rechts

Creative Team: Marketing & Creation, Seven.One Entertainment Group

Bronze

DW: DIVERSITY works better

Creative Team: Patricia Fehlberg, Senior Editor, Deputy Head of Program Promotion & Broadcast Mgmt DW Deutsche Welle; **Patrick Ruch**, Coordinating Editor DW Deutsche Welle; **Martin Reinhold**, Producer DW Deutsche Welle; **Ute Schmidt**, Sound-Designer DW Deutsche Welle; **Kashyap Bhatia**, Designer DW Deutsche Welle; **Zahra Nedjabat**, Head of Diversity, Equity & Inclusion DW Deutsche Welle; **Felix Schwadorf**, Editor DW Deutsche Welle; **Theresa Graml**, Project manager communications for Diversity & Inclusion DW Deutsche Welle

Category Specials & Cross-Media

Best Cases in a worst case crisis

Gold

BR: Die Rückkehr der Namen

'The Return of the Names' is a centerpiece project for BR. In times of a seemingly fragile democracy and increasing populism in society, this remembrance project is more topical than ever. BR has mastered the challenge of bringing a sensitive topic closer to as broad a section of society as possible in an increasingly polarized environment and has made a huge impact with its project during the crisis.

Creative Team: Arne Tympe, Creative Director ARNE TYMPE | CREATIVE STUDIO; Andreas Bönte, Project lead Bayerischer Rundfunk; Kai Bleser, Producer Bayerischer Rundfunk; Uwe Kassner, Head of Design & Promotion Bayerischer Rundfunk; Anja Kuttenberger, Project coordination Bayerischer Rundfunk; Eileen Pilling, Project coordination Bayerischer Rundfunk; Helge Freund, Project coordination Bayerischer Rundfunk; Andreas Dittrich, Sound design Bayerischer Rundfunk

Silver

ZDF: Journalismus und Demokratie

Creative Team: Thomas Grimm, Head of Programme communication ZDF; Astrid Kämmerer, Head of Unit Content HA Communication ZDF; Sabine Ramseger-Kurz, Head of Project ZDF; Svenja Pitzer, Off Air Promotion ZDF; Fabian Bernhard, Mediaplanung ZDF; Tobias Schwarz, Executive Creative Director Serviceplan München 1; Rouven Konstanzer, Senior Art Director Serviceplan München 1; Victoria Wissmann, Senior Client Consultant & Creative Media Manager Mediaplus

Bronze

Golden Claim: Jewrovision Song Contest 2024 - Jachad Köln & Kavanah Aachen

Creative Team: Rüdiger Braun, Direction & Producing Golden Claim; Joel Schneider, Production & SFX-Design Golden Claim; Max Siegmund, 2. Camera Golden Claim; Stephen Evans, VFX-Design Golden Claim; Tatjana Scholtz, Head of production Golden Claim; Marc Rhiem, Supervision Golden Claim; Sebastian Pruß, DOP Atelier Screen TV; Julie Kovacs, Main actress & Off-Voice

Best promotion of election coverage

Gold

One Tomorrow: Geh Wählen

With 'One Tomorrow', ProSieben is trying to inform viewers about the European elections and motivate them to vote. Well-known faces explain on various platforms why the European elections have a major impact on everyone's everyday life. Laws and regulations are explained simply using everyday examples and parliamentary work is made accessible to the target group. This is the best election communication!

Creative Team: Marketing & Creation, Seven.One Entertainment Group

Silver

PULS 24: Superwahljahr

Creative Team: Martin Härtle, Creative Director ProSiebenSat.1 PULS 4; Natalie Eski, Project Manager ProSiebenSat.1 PULS 4; Alice Brähler, Art Director ProSiebenSat.1 PULS 4; Hansjörg Schmoller, Producer ProSiebenSat.1 PULS 4; Tim Conrad, Creative Conceptor Mehappy Vienna; Marian Kallinger, Senior Producer Mehappy Vienna; Lukas Weninger, Creative Producer Mehappy Vienna; Viktoria Peer, Creative Producer Mehappy Vienna

Bronze

WELT: Europawahl 2024

Creative Team: Matthias Herrmann, Senior Writer/Producer WeltN24; Benedikt Schnupp, Motion designer / Senior Brand designer WeltN24; Dieter Webel, Audio-Designer WeltN24; Marie Zeidler, Project management WeltN24

Best live- resp. B2B-event

Gold

BR: Die Rückkehr der Namen

With this project, Bayerischer Rundfunk, with the support of the City of Munich's Department of Culture, commemorates 1,000 Munich residents who were persecuted, dehumanised and murdered during the Nazi regime. On 11 April, the victims of the Nazi regime were commemorated and a sign was set for democracy and tolerance as well as against discrimination and racism. On this day, around 1,000 volunteers stood in the Munich city centre with memorial plaques showing photos and biographical data of Nazi victims who once lived and worked in Munich, in the form of a 'living memorial'. In any case, BR has more than fulfilled its public service remit here. The jury thinks: This was the best live event this year!

Creative Team: Arne Tympe, Creative Director ARNE TYMPE | CREATIVE STUDIO; **Andreas Bönte**, Project lead Bayerischer Rundfunk; **Kai Bleser**, Producer Bayerischer Rundfunk; **Uwe Kassner**, Head of Design & Promotion Bayerischer Rundfunk; **Anja Kuttenberger**, Project lead Bayerischer Rundfunk; **Eileen Pilling**, Project lead Bayerischer Rundfunk; **Helge Freund**, Project lead Bayerischer Rundfunk; **Andreas Dittrich**, Sound design Bayerischer Rundfunk

Silver

RTL+: Gute Freunde - Auf Gute Freundschaft

Creative Team: Hamid Behbudi, Creative Executive Producer RTL Deutschland; **Uwe Köbbel**, Conception RTL Deutschland; **Carina Schmidt**, Head of Campaigning Fiction RTL Deutschland; **Lisa-Marie Sauer**, Project Lead RTL Deutschland; **Heike Bosch**, Art Direction, RTL Deutschland; **Susanne Siewe**, Art Direction RTL Deutschland; **Orietta Nöttel**, Event Manager RTL Deutschland; **Martina Köllen-Willms**, Senior Event Manager RTL Deutschland

Best integrated campaign for a channel or platform

Gold

Launch der RTL+ Multimedia App

The launch was an entertaining way for RTL to publicize the multimedia app to a broader target group. An 'all-inclusive' holiday world was skillfully and successfully created for this purpose. Jan Köppen explains the app in various sketches with the support of over 10 high-caliber testimonials. To make RTL+'s music offering even better known, the campaign was extended with a focus on music. RTL developed the song 'All Inclusive' together with the musician Malo Mañana and used it for the campaign.

Creative Team: Solène Reichelt, Project Lead RTL Deutschland; **Melanie Schmitz**, Project Lead RTL Deutschland; **Sören Meyer**, Conception RTL Deutschland; **Maria Finster**, Marketing Manager Media RTL Deutschland; **Jana Tillmann**, Marketing Manager Brand Development RTL Deutschland; **RTL Creation**

Best integrated campaign for a programme: Fiction

Gold

ZDF: Was wir fürchten

Our jury had nothing but words of praise for the ZDF campaign for the series 'Was wir fürchten'. The cool look is memorable, the campaign is didactically superb, the series is successfully brought to life and immersive moments are skillfully used across platforms. Innovative ideas, such as the town fence set up in a Berlin nightlife area around Halloween, which was shrouded in smoke and interactive, make for a well-rounded overall product.

Creative Team: Thomas Grimm, Head of Programme communication ZDF; **Astrid Kämmerer**, Head of Unit Content HA Communication ZDF; **Sandra Hebel**, Head of Project ZDF; **Fabian Bernhard**, Mediaplanung ZDF; **Rhonda Laux**, Social Media ZDF; **Therese Stüssel**, Creative Direction Serviceplan, House of Communication; **Tobias Schwarz**, Creative Direction Serviceplan, House of Communication; **Heiner Twenhäfel**, Kreative Management Board Serviceplan, House of Communication

Silver

SRF: Davos 1917

Creative Team: **Shobana Bircher**, Creative Producer Promotion SRF; **Ralf Bühler**, Creative Producer Promotion SRF; **Sarah Deck**, Marketing consultant SRF; **Oliver Trembl**, Co-Head of Brand creation SRF; **Sophie Käser**, Specialist integrated Communication SRF; **Sven Volz**, Brand manger SRF; **Annatina Hiltbrunner**, Head of Event SRF; **Peggy Walther**, Media planner SRF

Bronze

RTL+: Neue Geschichten vom Pumuckl

Creative Team: **Guido Lange**, Design RTL Deutschland; **Juliane Richter**, Direction RTL Deutschland; **Patricia Thiery**, Production Manager RTL Deutschland; **Kathrin Meißner**, Creative Lead (Design) RTL Deutschland; **Stephan Hoffmann**, Creative Lead (Design) RTL Deutschland; **Oliver Bittner**, Creative Lead (Campaign) RTL Deutschland; **Franziska Terkatz**, Project Lead RTL Deutschland; **Nadine Kucher**, Producing high five cgn

Best integrated campaign for a programme: Non-Fiction

Gold

RTL: Make Love Fake Love Staffel 2

In MAKE LOVE FAKE LOVE, single lady Antonia is looking for the man of her dreams - the associated campaign is centered around the flower. A comprehensive campaign concept was developed to promote the second season, integrating various touchpoints. The presence of the protagonist and the key visual create a common thread and a coherent campaign was created.

Creative Team: **Hamid Behbudi**, Creative Lead RTL Deutschland; **Hannah Berghus**, Art Direction; **Florian Mengel**, Producing RTL Deutschland; **Joana Janietz**, Project Lead RTL Deutschland; **Sarah Conzen da Silva**, Media Lead RTL Deutschland; **Dustin Zöllner**, Conception RTL Deutschland

Silver

RTL: NFL Kampagne

Creative Team: **Dustin Zöllner**, Executive Producer RTL Deutschland; **Lars Peters**, Producing RTL Deutschland; **Volker Hundertmark**, Creative Lead RTL Deutschland; **Fabian Vollbach**, Creative Direction Sport RTL Deutschland; **Paul Nitschke**, Art Direction RTL Deutschland; **Thomas Meurer**, Conception RTL Deutschland; **Thomas Weimann**, Campaigning Manager RTL Deutschland; **Patrice Keller**, Design RTL Deutschland

Bronze

Joyn: Big Brother

Creative Team: **Marketing & Creation**, Seven.One Entertainment Group

Best creative use of technology / software

Gold

VOX: Die Höhle der Löwen

In this campaign, VOX incorporates AI from on-air to online for the first time. A dozen prototypes were devised for this and visualized via midjourney - thus highlighting potential business ideas and capturing the reactions of the 'lions'. It was also possible to puzzle over the prototypes across platforms and the target group was thus playfully involved.

Creative Team: **Doris Mertens**, Creative Lead RTL Deutschland; **Joana Janietz**, Project Lead Creative Lead RTL Deutschland; **Johannes Steuding**, Direction & Producing Creative Lead RTL Deutschland; **Tom Dederichs**, Head of production Creative Lead RTL Deutschland; **Guido Lange**, Art Direction Creative Lead RTL Deutschland; **Uwe Köbbel**, Text/Conception Creative Lead RTL Deutschland; **Sven Lützenkirchen**, Director of Photography Creative Lead RTL Deutschland

Silver

ProSieben: The Masked Singer

Creative Team: **Marketing & Creation**, Seven.One Entertainment Group

Bronze

BDA Creative: Sky Extra - Adventskalender

Creative Team: Christian Lim, Production Sky Deutschland; **Udo Schütz**, Creative Director Sky Deutschland; **Tobias Mader**, Account Director BDA Creative, **Niko Kleinhammer**, Senior Texter BDA Creative; **Moritz Nixdorf**, Senior Art Director BDA Creative; **Florian Farkas**, Senior Motion Designer BDA Creative; **Matthäus Wildauer** Senior 3D Designer BDA Creative; **Oleg Burinsky**, Senior Art Director 3D BDA Creative

Best innovative idea

Gold

RTL: Sisi "Die Liebesbotschaft"

RTL's Sisi 'The Love Message' marketing stunt was indeed an innovative idea. The banner and the notes that were distributed in the city triggered a big guessing game about the unhappy lovers. Until the mystery was solved, the marketing stunt went through the press and social media and caused quite a buzz!

Creative Team: Franziska Terkatz, Project Lead RTL Deutschland; **Nadine Lembcke**, Art Direction RTL Deutschland; **Uwe Köbbel**, Conception RTL Deutschland; **Carina Schmidt**, Head of Campaigning Fiction RTL Deutschland; **Kim-Sarah Budde**, Social Media & Community Manager RTL Deutschland; **Britta Heckeroth**, Head of planning RTL Deutschland; **Annalena Körrer**, Manager Communication & PR RTL Deutschland; **Jovan Evermann**, Manager Communication & PR RTL Deutschland

Silver

ProSieben: 25 Jahre Galileo

Creative Team: Marketing & Creation, Seven.One Entertainment Group

Category Craft

Best studio design / set design

Gold

Studio Bode: Die Teddy Teclebrhan Show

A multi-functional and interactive studio playground has been created for 'The Teddy Teclebrhan Show'. Here he can let off steam creatively in his various roles. An innovative set that becomes almost cinematic in an impressive way. The dynamics, interaction and adaptability of the set are unique selling points. The constantly changing stage design ensures that the audience is repeatedly surprised and treated to an intense, unpredictable and entertaining show experience. This makes every episode fresh and unique.

Creative Team: Bode Brodmüller, Stage Design & Visual Creative Direction STUDIO BODE; **Adriano Ciarretino** REQUISITE; **Jonas König**, Light Design KOENIG LICHT; **Nina Etspüler**, Executive Producer I&U TV; **Bob Heinemann**, Creative Producer I&U TV; **Lars Peng**, Development Executive German Originals AMAZON DIGITAL GERMANY; **Tedros „Teddy“ Teclebrhan**, HOST CREATIVE LEAD; **Klaus Bartelheimer**, SET CONSTRUCTION

Silver

Move 121: Sky Austria - Drück lieber nur einen Knopf / U-Boot

Creative Team: Michael Wimmer-Lamquet, Managing Director move 121; **Artur Blievert**, Creative Director Art move 121; **Christian Ertl**, Creative Director Text move 121; **Walter Fink**, Director Brand & Marcoms Sky Austria; **Annktratin Piskernik**, Brand Management Sky Austria; **Mario Albrecht**, Campaign Management Sky Austria; **Melanie Pfaffstaller**, Production mel p filmproductions

Best 2D/3D animation

Gold

KiKA Sommerdesign 2023

The 'KiKA Summer Design 2023' also shines here. By creating a detailed and well-thought-out 3D world of its own, it stands out in this category. Every time you watch it, you discover cute and playful little things that testify to an outstanding animation achievement.

Creative Team: **Alexander Thümmler**, 3D-Designer KiKA - Der Kinderkanal von ARD & ZDF; **Steffi Hauer**, Designer(in) KiKA - Der Kinderkanal von ARD & ZDF; **Katja Lindenlaub**, Designer(in) KiKA - Der Kinderkanal von ARD & ZDF

Silver

KiKA Weihnachtsdesign 2023

Creative Team: **Alexander Thümmler**, 3D-Designer KiKA - Der Kinderkanal von ARD & ZDF; **Claudia John**, Designer(in) KiKA - Der Kinderkanal von ARD & ZDF

Bronze

France Télévisions: Cannes Festival 2023

Creative Team: **Corinne Alexia**, Creative Director France 5; **Elise Fabbri**, Producer Motion Fan Club; **Vincent Kherroubi**, Artistic Director Motion Fan Club; **Pablo Paris**, Creative Director Motion Designer Motion Fan Club; **Christophe Menassier**, Composer – Musician Motion Fan Club; **Alain Ghazal**, Actor Motion Fan Club

Best typography

Gold

SWR & BDA Creative: SWR Rebrand

The typography makes a good appearance in the ‘SWR Rebrand’. It can be used in a variety of ways and looks bold and modern at the same time. ‘It flows so beautifully’ was the verdict of our jury meeting. The SWR and BDA creative managed to ensure that the typeface reflects the new identity and its versatility and strength. It can also be perfectly adapted for different platforms while maintaining the integrity of the brand.

Creative Team: **Ralph du Carrois**, Creative Director & Owner bBox Type; **Tim Finnamore**, Managing Partner Branding & Motion Design BDA Creative; **Benjamin Kerneck**, Managing Partner Client Services BDA Creative; **Astrid Nowak**, Senior Art Director BDA Creative; **Werner Pastula**, Head of Brand management & Design SWR; **Birgit Muth**, Team lead Brand Design SWR; **Pit-Guy Horneff**, Brand Consultant SWR; **Adrian Saile**, Head of Programme distribution & promotion SWR

Best use of text design or use of language and voice

Gold

Kabel Eins: Trucker Babes „Erstmal liefern“

The Trucker Babes deliver! With plenty of good humour in their luggage and a reminiscence of the Uber song ‘Erstmal essen!’, they hit the jackpot in this category. The jury particularly praised the creative use of the existing footage and the lyrics.

Creative Team: **Marketing & Creation**, Seven.One Entertainment Group

Silver

ProSieben: Beauty and the Nerd

Creative Team: **Marketing & Creation**, Seven.One Entertainment Group

Bronze

Then we take Berlin: ZDFneo - Stille Nacht, heilige Nacht

Creative Team: **Nina von dem Bussche**, Creative Director Then We Take Berlin; **Elmar Krick**, Concept, Editing & Graphics Then We Take Berlin; **Uta Huerter** Text & Edit Then We Take Berlin; **Anette Breuker**, Production Then We Take Berlin; **Florian Keyserlingk**, Sound design & Mix Then We Take Berlin

Best humour, satire and/or irony

Gold

SevenOne: Joko & Klaas gegen ProSieben

For the big anniversary season of Joko & Klaas against ProSieben, virtually nothing could be revealed - making the task of humorously fueling curiosity all the more difficult. Joko and Klaas

were personally available for the shoot - so humor and satire were practically pre-programmed. The result is an ironic campaign that plays with the ProSieben channel in an entertaining way.

Creative Team: Marketing & Creation, Seven.One Entertainment Group

Silver

ARD & BDA Creative: Winter, genau unser Sport

Creative Team: Stefan Ladwig, Head of General communication ARD PD ARD; **Henriette Edle von Hoessle**, Creative Director, Head of ARD Design, Image & Brand Experience ARD PD ARD; **Monika Kandlbinder**, Head of Project ARD Design, Image & Brand Experience ARD PD ARD; **Marc Strotmann**, Executive Creative Director, Management Board Creation BDA Creative; **Simon Holzinger**, Senior Creative Producer BDA Creative; **Tobias Fleck**, Senior Copywriter BDA Creative; **Ronja Schröck**, Senior Motion Designer BDA Creative

Bronze

NITRO: Teenage Mutant Ninja Turtles

Creative Team: Olaf Stecken, Promotion Producer RTL Deutschland

Best sound design

Gold

SRF: Volksmusik

With 'Bumm-tschäk', SRF is creating an image advert for the folk music super year 2023 that appeals to both the younger and older tradition-conscious population. Sound and image are perfectly harmonised and take us on a creative and rhythmic instrumental journey.

Creative Team: Mike Ferrara, Creative Producer Promotion SRF; **Philippe Schnyder**, Kameramann SRF; **Roland Koch**, Senior lighting technician SRF; **Patrick Böhler**, Audio Editor Specialist SRF; **Lukas Schmidiger**, Audio Editor Specialist SRF; **Stefan Grujik**, Video Editor Specialist SRF; **Stefanie Weber**, Marketing consultant SRF; **Oliver Tremel**, Co-Head of Brand Creation SRF

Silver

Golden Claim: RTL Crime - Herbst-Winter 23/24

Creative Team: Rüdiger Braun, Producer Golden Claim; **Stephen Evans**, VFX-Designer Golden Claim; **Tatjana Scholtz**, Project manager Golden Claim; **Marc Rhiem**, Co-CEO Golden Claim; **Alexander Marchet**, Creative Executive Producer RTL Deutschland; **Bastian Scheffer**, SFX-Designer

Bronze

SAT.1: Das große Allgemeinwissensquiz "Äh"

Creative Team: Marketing & Creation, Seven.One Entertainment Group

Best music composition

Gold

BDA Creative: GEMA MIS 2

As in the previous year, the collaboration between BDA Creative and GEMA impressed our juries, with the first joint production having already won prizes. An entertaining and playful musical accompaniment brings us closer to a topic that is actually quite dry. It works fantastically again!

Creative Team: Johannes Everding Gema; **Sonja Schönfeld** Gema; **Marc Strotmann**, Managing Partner & Creative Director BDA Creative; **Tobias Fleck**, Senior Copywriter BDA Creative; **Ronja Schröck**, Senior Motion Designer BDA Creative; **Lena Fraundienst**, Junior Designer BDA Creative; **Benjamin Kerneck**, Managing Partner BDA Creative; **Matthias Pasedag**, Sound Eleven Audio

Silver

sixx auf die Sechs „Verpasst“

Creative Team: Marketing & Creation, Seven.One Entertainment Group

Bronze

ZDF: Sportstudio Relaunch „Keep Winning“

Creative Team: **Thomas Grimm**, Head of Programme communication ZDF; **Stavros Amoutzias**, Head of Unit Brand & Design ZDF; **Simone Rödig**, Head of Project ZDF; **Martina Seuss**, Production management ZDF; **Stephanie Zanatta**, Founder / CEO/ Creative Director Music ADDICT.MUSIC; **Kim Schwaner**, Creative Director BRAND NEW MEDIA; **Florian Becker**, Head of Production / Art Director BRAND NEW MEDIA; **Michael Kruse**, Head of Design BRAND NEW MEDIA

Best use of music

Gold

high five cgn: RTL - INNOVATION NOW 2024

With the classic ‘Just can’t get enough’ by Depeche Mode, high five cgn and RTL draw attention to the world of RTL. This is done in a charming way, as the song is remixed in different versions and complemented by cleverly integrated original sounds and vocals. Super and appropriately realised and the message sticks: RTL ‘can’t get enough!’.

Creative Team: **Tommy Dettinger**, Producer high five cgn; **Jan Poerschke**, Sound designer high five cgn; **Zoe Marie Kehnen**, Head of production high five cgn; **Kristina Janßen**, Content Business Manager Multichannel RTL, RTL Deutschland; **Oli Bittner**, Creative Lead RTL Deutschland; **Anna Sauther**, Project Lead RTL Deutschland; **Olli Schablitzki**, Client RTL Deutschland; **Suzi Zimmermann**, VFX Designer

Silver

SWR: Deine Geschichte

Creative Team: **Adrian Saile**, Head of Promotion SWR; **Georg Andres**, Creative Director SWR; **Marion Schuon-Brüggemann**, Supervising Producer SWR; **Sebastian Neumaier**, Coordinating Producer SWR; **Astrid Nowak**, Senior Art Director BDA Creative; **Lutz Korndörfer**, Creative Producer FEINFILM; **Alexander Maurus**, Manager Wanderlust Entertainment; **Max Mutzke**, Music(ian) Wanderlust Entertainment

Bronze

RTL: Silent Night NFL

Creative Team: **Dustin Zöllner**, Creative Executive Producer RTL Deutschland; **Andreas Stephan**, Sound design RTL Deutschland; **Patrice Keller**, VFX RTL Deutschland

Best editing

Gold

high five cgn: Eyes & Ears Award-Show Opener 2023

The challenge with our annual award show opener is to maintain the suspense. High five cgn absolutely succeeds in doing this in the opener for the 2023 show: little gags and surprises are built in again and again and ensure an entertaining, amusing and powerful show experience that also demonstrates top-class craftsmanship.

Creative Team: **Nadine Kückler**, Producer high five cgn; **Jan Poerschke**, Sound designer high five cgn; **Zoe Marie Kehnen**, Head of production high five cgn

Silver

Then we take Berlin: ZDFneo - Jurassic Park 1-3

Creative Team: **Nina Freifrau von dem Bussche**, Creative Director Then We Take Berlin; **Elmar Krick**, Concept & Edit Then We Take Berlin; **Anette Breuker**, Production Then We Take Berlin; **Florian Keyserlingk**, Sound design & Mix Then We Take Berlin

Bronze

SWR: Nackt über Berlin

Creative Team: **Adrian Saile**, Head of Promotion SWR; **Georg Andres**, Creative Director SWR; **Felix Behrendt**, Sound & Mix SWR; **Ela Heller**, Producing & Edit SWR

Best camera

Gold

Move 121: Sky Austria - Drück lieber nur einen Knopf / U-Boot

Marc Achenbach is considered one of the top cameramen in Berlin. The reason for this is his skilful hands and his eye for detail. He also demonstrates these skills in the commercial for Sky Austria by Move 121. The end product has a cinematic effect thanks to the play with sharpness and blurring and the capture of the protagonists' movements - a great achievement!

Creative Team: Michael Wimmer-Lamquet, Managing Director move 121; Artur Blievert, Creative Director Art move 121; Christian Ertl, Creative Director Text move 121; Walter Fink, Director Brand & Marcoms Sky Austria; Annkatrin Piskernik, Brand Management Sky Austria; Mario Albrecht, Campaign Management Sky Austria; Melanie Pfaffstaller, Production mel p filmproductions; Marc Achenbach, Director of Photography

Silver

ProSieben & SAT.1: The Voice of Germany

Creative Team: Marketing & Creation, Seven.One Entertainment Group

Best direction

Gold

high five cgn: VOX – Kitchen Impossible

Tim Mälzer doesn't want to do any acting: that's a challenge for the director. How do you deal with it? High five cgn relies on the surprise effect for the VOX format 'Kitchen Impossible'. Tim opens the black surprise boxes without knowing their contents and his reactions are captured. There were two rules for the director: Don't risk Tim's health and don't reveal any information about the inside of the boxes to him so that the surprise works. The result is an authentic and amusing production!

Creative Team: Tommy Dettinger, Direction high five cgn; Jan Poerschke, Sound designer high five cgn; Tom Dederichs, Head of production RTL Deutschland; Doris Mertens, Creative Lead RTL Deutschland; Bea Eichbauer, Marketing Manager Campaign RTL Deutschland; Florian Grünwald, Conception RTL Deutschland; Sven Lützenkirchen, DOP; Lisa Müller, Senior light technician

Silver

Golden Claim: RTL Super - Weihnachten wird super

Creative Team: Rüdiger Braun, Director Golden Claim; Tatjana Scholtz, Head of production Golden Claim; Mara L'Assainato, Topic Lead - Brand Development Multichannel RTL Deutschland; Henrik Kellershohn, Marketing Manager - Brand Development RTL Super RTL Deutschland; Sebastian Pruß, DOP Fox Filmlicht; Adriano Ciarrettino, Set designer; Christoph Merzenich, Head of production

Bronze

Move 121: Sky Austria - Drück lieber nur einen Knopf / U-Boot

Creative Team: Michael Wimmer-Lamquet, Managing Director move 121; Artur Blievert, Creative Director Art move 121; Christian Ertl, Creative Director Text move 121; Walter Fink, Director Brand & Marcoms Sky Austria; Annkatrin Piskernik, Brand Management Sky Austria; Mario Albrecht, Campaign Management Sky Austria; Melanie Pfaffstaller, Production mel p filmproductions; Andreas Prochaska, Director

Eyes & Ears SPECIAL PRIZES 2024

Interpretation of NFL on RTL at all levels

RTL is the exclusive free TV partner of the NFL in Germany and offers a wide range of programs on the popular sport across the entire group of channels and online. RTL can be described without hesitation as 'the new home of football': The offering ranges from live broadcasts and news to behind-the-scenes

documentaries. RTL even offers playlists and podcasts for the full experience. The content also addresses different target groups: With the TOGGO Touchdown series, RTL manages to present content for young people in an adult and serious style. There is also a series for children: Bella and the Bulldogs. The common thread in all formats is the high technical quality. The campaigns and adverts are characterized by a high-quality style. The fast cuts that perfectly reflect the dynamics of the sport and the emotional, sometimes almost epic mood that is created are always striking. The joy of experimentation is also worth mentioning: TOGGO uses a variety of cameras and techniques. Selfies with a mobile phone, high-tech cinema cameras, old camcorders, analogue cameras for retro photos and drone shots create an innovative, varied and exciting look.

To put it in the words of our jury: 'They simply know how to handle football - this is a match'.

Creative Team:

Dustin Zöller, Executive Producer RTL Deutschland; **Lars Peters**, Producing RTL Deutschland; **Volker Hundertmark**, Creative Lead RTL Deutschland; **Fabian Vollbach**, Creative Direction Sport RTL Deutschland; **Paul Nitschke**, Art Direction RTL Deutschland; **Thomas Meurer**, Conception RTL Deutschland; **Thomas Weimann**, Campaigning Manager RTL Deutschland; **Patrice Keller**, Design RTL Deutschland

Check 24 soccer jersey

The Check24 jersey for the European Football Championship was a unique Marketing coup. To avoid the horrendous costs of an official sponsorship package, Check24 opted for a different approach. The promotion was packaged as a European Championship betting game, for which all you had to do was download the Check24 app and register: all participants were entered into a prize draw to win a travel voucher - and a free jersey on top. Double the incentive.

The online community also realized this and word spread like wildfire via social media that Check24 was offering jerseys for free. Reactions to the campaign in videos on social platforms cost Check24 nothing, but at the same time act as an ideal advertising measure. Check24 had ordered 1.5 million jerseys from Puma in advance, although anything over 1 million jerseys given away would have been a success. In the end, a further 3.5 million jerseys had to be ordered, which were then sent out in quantities of up to 400,000 per day.

Not only did the news spread, but the jersey also spread throughout Germany. Check24 wanted to make sure that participants also wore the shirts at events such as public viewings and honored this with €1000. In addition to the free advertising, Lukas Podolski, a world champion, also donated his face to the campaign.

It wasn't just Check24 that benefited from the joint production with Puma. The sporting goods manufacturer normally only equips smaller nations at international tournaments and can therefore also consider the campaign a great success.

Creative Team: Helmut Huber, CBO (Chief Brand Officer) CHECK24; **Sebastian Eberhard**, Expert Producer CHECK24; **Loredana Cossu**, Lead Social Media Strategy & Concept CHECK24; **Barbara Sterflinger**, Lead Social Media Creative CHECK24; **Veronika Broich-Huber**, Senior Creative Brand CHECK24; **Sophia Kreuzpaintner**, Junior Social Media Manager CHECK24; **David Möhrle**, Professional Producer CHECK24; **Arista Blase**, Junior Social Media Manager CHECK24

BR: Die Rückkehr der Namen

With 'The Return of the Names', BR has created an outstanding project that deals with the crimes of the Nazi regime in an impressive way and raises awareness of democracy and tolerance in today's society. In a society that is increasingly heading for extremes, the challenge of presenting an important topic in a respectful and at the same time forceful way is mastered with great sensitivity. This is achieved through the presentation of names, biographies, photos and biographies of the 1,000 Munich residents who were persecuted and murdered under National Socialism.

The innovative design of the project as a 'living memorial' gives the stories of the victims a visibility and dignity that they were denied in the past. The active participation of around 1,000 volunteers and the organisation of the 'Path of Remembrance' creates a strong sense of community that encourages reflection and debate.

The guiding principle of the project is particularly noteworthy: it not only commemorates the crimes of the past, but also warns of the current threats to democracy. At a time when populism and intolerance are on

the rise worldwide, the project's message is more relevant than ever. It appeals to society to be vigilant and to stand up for the values of humanity and justice.

The positive response and broad feedback show that the project not only reaches its target group, but also inspires people beyond Munich's borders. 'The Return of the Names' has the potential to create national and international awareness and make an important contribution to the culture of remembrance. For its creative realization, its social relevance and its ability to create an emotional connection, 'The Return of the Names' deserves a special prize at the international Eyes & Ears Awards. It is an impressive example of how design and remembrance culture merge to promote positive social change.

Creative Team: **Arne Tympe**, Creative Director ARNE TYMPE | CREATIVE STUDIO; **Andreas Bönte**, Project lead Bayerischer Rundfunk; **Kai Bleser**, Producer Bayerischer Rundfunk; **Uwe Kassner**, Head of Design & Promotion Bayerischer Rundfunk; **Anja Kuttenger**, Project coordination Bayerischer Rundfunk; **Eileen Pilling**, Project coordination Bayerischer Rundfunk; **Helge Freund**, Project coordination Bayerischer Rundfunk; **Andreas Dittrich**, Sounddesign Bayerischer Rundfunk

Jury of the international Eyes & Ears Awards 2024

Georg Andres, SWR; **Hamid Behbudi**, RTL; **Hannah Berghus**, VOX; **Doris Biagioni**, ZDF; **Doreen Bocklet**, Kabel Eins; **Andreas Börner**, DW; **Rüdiger Braun**, Golden Claim; **Klaus Brecht**, Sat.1; **Marco-Paul de Jeu**, CapeRock; **Tommy Dettinger**, high five cgn; **Sebastian Dlubatz**, RTL; **Yasmin El-Sayed Dernbach**, VOX; **Tilo Fischer**; **Laura Gudowski**, Super RTL; **Susanne Hassepaß**, redbatcat; **Angelika Haus**, HR; **Hans Peter Heineking**, KölnBusiness; **Marcus Herre**, VOX; **Stefan Hoffmann**, RTL+; **Uta Hürter**, Then we take Berlin; **Inka Kardys**, Umbruch; **Ben Kerneck**, BDA Creative; **Kristian Knauff**, ZDF; **Yamile Krauer Carreras**, sixx; **Elmar Krick**; **Nicole Lantelme**, RTL; **Pascal Lonsdorfer**, BMG Production Music; **Deborah Lüning**, RTL; **Paolo Mainini**, ProSieben; **Alex Marchet**, RTL; **Gabriel Menezes Gunha**, Sat.1; **Doris Mertens**, VOX; **Vroni Mücher**, ProSieben; **Niels Müller**, Sat.1; **Vera Papies**, RTL+; **Simone Rödig**, ZDF; **Oliver Rojschl**, Kabel Eins; **Christa Rose**, 3sat; **Anna Saup**, 3sat; **Stefan Scholz**, BR; **Dominik Schütz**, sixx; **Jörg Sommer**, Kabel Eins; **André Stefan**, HR; **Anja Strnischka**, 3sat; **Mais Sundermann**, ProSieben; **Ekkehard Voigt**, 3sat; **Nina von dem Bussche**, Then we take Berlin; **Arnd von Rabenau**, The Screeners; **Felix Weitekamp**, ZDF; **Tino Windisch**, ZDF; **Axel Wirths**, HR; **Tom Wünsche**, 3sat; **Sofia Zuleta**, The Walt Disney Company (Germany)

Partner of the EYES & EARS 2024

DESIGN PARTNER

UMBRUCH communication design

EVENT PARTNER

Adobe, ASTOR Film Lounge im ARRI München, ZDF, BR Fernsehen, Universal Production Music, BMG Production Music, Seven.One Entertainment Group, BDA Creative, KompetenzTeam Kultur- und Kreativwirtschaft der Landeshauptstadt München, KölnBusiness Wirtschaftsförderungs-GmbH, vbw - Association of Bavarian Business, RTL Deutschland, Thomas Friebe Akademie, Hessischer Rundfunk, Golden Claim, Granturbo, die Weinmacher

MEDIA PARTNER

Clap

Texte frei zur Veröffentlichung / Belegexemplar erbeten an:

Eyes & Ears of Europe –
Vereinigung für Design, Promotion und Marketing der audiovisuellen Medien e.V.
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