

Eyes & Ears Awards 2009

INNOVATION & EFFECTIVENESS



Jury Statements

Category: TV/Film/Media Design

1. Best design in print or poster advertising

Feedmee: Echt! Politik im freien Theater

"What is Cologne really like?" A wolf in sheep's clothing? No, a sheep with poodle's fur! Posters featuring a freshly groomed, eye-catching "poodle sheep" were hung throughout the city of Cologne. The conspicuous poodle was advertising the 7th 'ECHT! Politik im freien Theater' theatre festival. Since at first glance, there was no apparent connection between the dog and the theatre event it was promoting, the poster grabbed viewers' attention and made them curious to learn more ...

2. Best off-air corporate design

Schweizer Fernsehen: Weihnachtskarte 2008

Sending the same kind of conventional Christmas card every year – anyone can do that. That's why the people responsible at Schweizer Fernsehen came up with a new idea for the 2008 Christmas holidays: Under the motto 'From Switzerland, For Switzerland,' their Christmas greeting card integrated a map of Switzerland. Selected production locations were marked with the striking red Schweizer Fernsehen logo. The network's connection with Switzerland, its culture and citizens can hardly be illustrated any better than this.

3. Best new on-air corporate design package

Red Bee Media: UKTV – Alibi

Looking for crime and action? You not only want to watch, but be a part of it? Then Red Bee Media has just the right offer for you: "Join the world's number one detective agency: Alibi!" The broadcaster's type-heavy on-air design appeals 100% to the desires of viewers. By employing a highly unique style, the elements create suspense: broken glass, a walk through a dark, foggy, musty forest, whispering voices, the sound of breathing, sirens, cordoned off crime scenes ... and everywhere, there are clues viewers can decode.

4. Best integrated corporate design innovation: on-air, off-air & online

Luxlotusliner: ERTU – Channel 2

What could be more appropriate for an Egyptian broadcaster than to choose an abstracted, magenta-coloured pyramid as its key visual? With its fresh and trendy corporate design, Channel 2 appeals directly to its young, urban target group. The network's stringently executed look communicates joy, effortlessness and spontaneity.

5. Best on-air promotion package

ARTE: Trailer Packaging

The reduced optical boundaries used in ARTE's programme advertising kills several birds with one stone: With zoom effects, ARTE creates a clear solution for the typographical illustration and achieves greater

readability for the bi-lingual information. Additionally, each genre – whether theatrical films, culture or children's programming – is assigned its own colour. In order to keep stringently to the ARTE look, the package also incorporates the specific angle of the ARTE logo. Easily recognizable, dynamic and young: Simply ARTE!

6. Best bumper or station ID package

Dream on: France 4

In January 2008, the French government banned advertising on public television. This created a problem for France 4, i.e. how to fill 1 ½ hours of airtime. The problem was solved with something convincingly different: all the station IDs feature quadruplets who tell amusing stories in a French manner. France 4: four done differently!

7. Best seasonal or event-related on-air design package

Red Bee Media: BBC One Christmas

As part of its 2008 Christmas programming, BBC broadcast the English hit 'Wallace & Gromit.' Why not also feature these funny, cheeky and always likeable Claymation figures in the Christmas design package? Fitting for the reflective time of year, amusing stories are told – about snowball fights, sledge rides and decorating the Christmas tree. "We Wallace you a Gromit Christmas."

8. Best 2D/3D animation

Schweizer Fernsehen: Musicstar

How do you advertise a casting show without featuring the worst, best or most comical candidates from the previous year? Schweizer Fernsehen shows us how: With the help of 2D/3D animation, Madonna, Andrea Bocelli and Amy Winehouse are depicted as shooting gallery figures shot down after singing a few sour notes. A tough image for a tough business!

9. Best programme label design

eberweinpardeike: Super RTL – Hollywoodclique

What are teenagers most passionate about? In their schoolbooks, on their arms or on the walls of rest rooms, young people scribble the names of their idols everywhere. They also decorate them liberally with little hearts and other embellishments. eberweinpardeike took their cue for the 'Hollywoodclique' programme and thus snipped and scribbled their way to a fresh programme label design that appealed to more than just teens.

10. Best lead-in design for non-fiction programme

UnitedSenses: ARD/ZDF – Olympia Digital

The assignment: to produce a lead-in that could be used for the Olympic Games coverage on the digital channels of both ARD and ZDF. The result: a dynamic sequence of images in which flowing colours dissolve into the Beijing logo. The experience: athletes and elements of watercolour painting with an Asian touch merge together harmoniously.

11. Best lead-in design for fiction programme

Schweizer Fernsehen: Spielfilmsignet SF zwei

How can a viewer be prepared most effectively for the theatrical film coming up next? Once again, Schweizer Fernsehen shows us how it's done: an aesthetically pleasing night skyline composed of well-known film sequences that make the viewer want to stick around and watch the film. It is bigger, better – a blockbuster!

12. Best studio design/set design/scenography

Schweizer Fernsehen: Arena

Here, the name doesn't only apply to the content of the programme, but also to the design of the studio: As the title of the programme suggests, the spatial concept of an arena was integrated into the set design. The host and his guests are located at a "flash point" in the middle of the 'Arena.' The audience encircles them and has the chance to pose questions directly. 'Arena' brings political discussion to life – up close, direct and open.

13. Best information or news design or animation

WDR: Staat-Klar

Angela Merkel, Horst Köhler and other leading politicians as comic figures on public television? This is how WDR makes the otherwise dry topic of 'politics' appealing to students. The functions of individual public officials and political institutions are explained to the young target group in an entertaining way. Vivid, appealing and informative!

14. Best programme-related design package

Super RTL: KIBAMA

Empty toilet paper rolls, old packaging or pieces of used fabric – the 'KIBAMA' arts and crafts programme shows children how wonderful things can be made using objects that apparently have no use at all. 'KIBAMA's design package communicates programme content in a vivid manner: the title 'KIBAMA' is crafted from individual letters. It makes you want to get out the glue and scissors and start creating.

15. Best typographical design

ProSiebenSat.1 Produktion: ProSieben Entertainment Tipps

A black, puristic background, fat sounds with powerful beats and gaudy, colourful letters that fly through the air. Together, the letters form a whole. In an impressive and vivid manner, the key visuals communicate the content of the respective spots to follow. Here, the clips themselves become a form of entertainment: ProSieben loves to entertain us.

Category: Audio Design & Composition

1. Best station-, programme-, film- or content-related audio design

Umbruch: 13TH STREET – Station ID's

Spine-chilling locations – gloomy and bathed in sallow light. Sounds and noises accompany the scene, allowing one to directly feel the dim glow of neon light in dark environments. Nobody would be caught dead here alone. Even the audio communicates the "terribly good" core brand message of 'Dead certain thrills' with which the target audience of this action & suspense channel is catered to.

2. Best station-, programme-, film- or content-related musical composition and/or production

DMAX: Tuning Alarm

"You want an alarm, then you'll get an alarm!" Quotes from the protagonists in DMAX's 'Tuning-Alarm' programme were arranged into a hip-hop song. The result is a rap dedicated to auto tuning fans: cool and masculine – fitting both the format and the channel.

Category: Interactive Design, Promotion & Branding

1. Best website of a media or communication company

KMS TEAM: www.kms-team.com

How does an agency for brand strategy, brand design and brand communication manage to present its content in a way that appeals to potential clients, provides a clear overview of the agency's activities and stands out from the rest? Reduced to a contrast spectrum of black, white and gray, the website is a kind of building block system with a number of spatial-dynamic aspects that allow the user to confidently obtain an accurate overview of the client and service spectrum of the KMS Team. 100% to the point for the agency and its target audience.

2. Best programme-, film-, format- or content-related homepage/website

Schweizer Fernsehen: Musicstar

The website for the 'Musicstar' format is more than a mere complement to the TV programme. The page for this casting show is both a mediathek and interactive forum: Here, the user can create his or her own avatar and go head to head with competitors in a virtual competition. The 'Starnavigator' heading provides a list of all participants with videos by means of pink marked points on a map of Switzerland. And those who want their funny bones tickled can enjoy the oddest characters to appear on the programme in 2009. Young, interactive and refreshingly different – we think it's great!

3. Best media-based interaction design for TV, Internet & Mobile

FEEDMEE : www.klangkiste.wdr.de

Whether they want to learn about symphony orchestras, big bands, choirs or radio orchestras – here, children playfully and interactively improve their musical knowledge. Designed with children in mind and with an array of audio-visual features, this platform allows both young and old to find out about the musicians and instruments of WDR's musical ensembles.

Category: Promotion/Advertising/Image

1. Best station promotion spot

Schweizer Fernsehen: Sehen Sie mit dem Herzen

A smiling eye; a crying eye: A spot that tugs at your heartstrings. The emotions that are communicated when you watch this trailer make you want more: Schweizer Fernsehen says 'action'!

Discovery: Entdecke...

A face well-known in the Discovery universe goes ice diving and discovers the world below the water's surface: Discover what is underneath. Short, to the point, and entertaining!

2. Best on-air promotion spot for non-fiction programme

The History Channel: Die Evolution – Vom Affen zum Menschen

The History Channel amusingly adapted the first moon landing to promote its programming: 'Die Evolution – Vom Affen zum Menschen' shows an ape who jumps from a tree and lands on the earth. As with the original moon landing, there is interference in the image and the spot's original sound is distorted. We think it's extremely evolutionary.

3. Best on-air promotion spot for fiction programme

13TH STREET: 13. Tag Nordlichter

Everyone is familiar with the annual spot for a well-known chain of furniture warehouse: Following the Christmas holiday, Christmas trees are simply thrown out of windows. But this time, it's not trees, but bodies that are falling from the sky. What is going on here? With a sarcastic wink of the eye, 13TH STREET promotes Thrillers from Sweden – like the furniture store's advertising slogan, this is "unboring"!

4. Best special advertising

RTL CREATION: RTL – Nokia 6210 Navigator

How can a navigation device be integrated into a TV series? RTL CREATION shows us how and sets new standards of innovation in the process. The two heroes from the 'Cobra 11' series would have been better off using a navigation device, says the punchline – it would have helped them avoid running aground yet again...

5. Best text design or use of language and voice, respectively, in on-air promotion

AXN: Arnie Special

Programme content that has been seen on TV dozens of times already with the corresponding amount of advertising is no small task for an on-air promotion producer. The commercials for Arnold Schwarzenegger films on AXN manage to make the viewer fall out of his chair laughing: Bernhard Haider, a Schwarzenegger imitator, tells fictional inside stories about each film from the first-person viewpoint of the main figure. We feel inspired to say, just like Arnie: "AXN – that's where the action is!"

6. Best station promotion campaign on-air

RTL CREATION: 25 Jahre RTL

On this anniversary, pie is being served ... in the face. To celebrate 25 years of RTL, many of the network's most famous faces engage in a pie fight. No one walks away clean. This birthday campaign by RTL CREATION is lifelike, colourful and refreshing.

7. Best on-air promotion campaign for non-fiction programme

ProSiebenSat.1 Produktion: kabel eins – Mein Mann, sein Hobby und ich

Annoyed women who wish their husbands would pay as much attention to them as to their cars. Men who spend 10 hours in front of a flight simulator to fly to New York. Big boys who craft balls out of crown caps these men's hobbies are enough to drive any women to drink. But for the viewer of promotion spots like this, the unique passions of these men are a feast.

8. Best on-air promotion campaign for fiction programme

RTL CREATION: Die Patin

"Ferres like you've never seen her before." This was the claim RTL CREATION used to promote its three-part miniseries 'Die Patin.' The station's on-air promotion is just as clear, stark und emotive as Veronika Ferres in the film.

9. Best interaction promotion

DMAX: Neuwahl 09

On January 1st 2009, DMAX kicked off the New Year with a full day of series providing fun to hung-over men. On-air, off-air und online, viewers were called upon to vote for their favour DMAX series. On New Year's day, the station then showed episodes of the most popular series all day long. To that, one can only say: "All's well that begins well."

10. Best integrated event design & promotion

13TH STREET: Shocking Shorts Award 2009

"The Hunt for the Next Talented Director" was the motto of this year's Shocking Shorts Award. Of course, the event was held in an appropriate location: Munich's Hunting Museum. With elaborate and eerie decorations, the museum became an authentic setting for a scary hunt for the short film trophy. Once again this year, 13TH STREET showed that the station is a master at putting on terribly nice, frightening events: 13 Points for 13TH STREET!

11. Best integrated station promotion campaign

13TH STREET: Die hohe Kunst des Nervenkitzels

A woman who falls asleep in front of the television turns into an apparent corpse. A crawling baby becomes a monster hanging from the ceiling. A man lying in bed is transformed into a cadaver. That's how fine the line is between reality and horror fiction – at least at 13TH STREET. As the station once claimed: "It's all in your head!"

12. Best integrated programme promotion campaign

ZDF: Ein Mann, ein Fjord

Do you know who Uschi Blum is? No? Horst Schlämmer? What about Carni Calm? And what do you know about dog tarot? The cross-media-viral campaign for the TV movie 'Ein Mann, ein Fjord,' in which contest fan Norbert wins a fjord named after him, is right to the point! Very briefly: Nothing seems less unbelievable and yet, it is shown on television.

13. Best social spot and/or campaign

TOF Intermedia: Super RTL – Kinder helfen Kindern

For Christmas 2008, this children's and family broadcaster came up with a truly extraordinary idea: Super RTL hosts and children get ready for the big holiday celebration and invite viewers to help out during the 'Kinder helfen Kindern' campaign in the process. The young viewers were able to send in toys that were either new or no longer in use. The toys were then given to needy children. A great idea! It fit the target group and the station 100% – and was, above all, very successful!

Eyes & Ears Special Prize DECATHLON 2009

RTL Group

NBC Universal Global Networks Deutschland

ProSiebenSat.1 Produktion Creative Solutions

Eyes & Ears Special Prize CREATION 2009

ARTE Sound

"C'est le son, qui fait la musique." That's also true in the case of this year's prize winner. ARTE's audio cosmos is a very specific and very special one. Whether for design, promotion or specially created clips – ARTE always strikes a note that stands out from the crowd and simultaneously corresponds 100% with the moving image. The compositions and arrangements in the area of design stand out because the sound supports the image in a picturesque and subtle fashion – it is relaxing, calm and sensitive. Promotion relies additionally on the distinguished voices of speakers, original sounds and background noises. Those responsible for sound at ARTE compose, arrange and integrate music and audio design with an ear for numerous details. A fascinating recent example was the remake of the Nena song '99 Luftballons.' In German and French variations, Nena – as a Cyber Queen – sings the hit song while accompanied by the beats of the House Generation. How can you promote a traditional concert show without showing live concert footage or musicians? That works, too, with the help of and above all because of the sound: In the trailer for 'Maestro am Morgen,' musical notation glides across the screen over a background of classical music, dancing in time to the music. This illustrated music is simultaneously a musical illustration. It shows what an important role sound and sounds play in the promotion of ARTE's programming as well its channel brand. By contrast, the trailer for a James Dean documentary is intense, loud, even deafening. The images: a series of portraits of James Dean showing the icon over the course of his life. The sound: loud noise from the motor of a sports car apparently racing down a road – screeching tires and then: the crash. A pleasant female voice whispers: "James Dean – Rebel and Myth." There are numerous examples, all of which seem natural and appropriate. And they

always communicate a touch of the avant-garde. ARTE is always experimenting with the new and setting new standards in sound production. But the best way to find out is to listen in yourself and let ARTE's audio affect you in its own way!

Eyes & Ears Special Prize INNOVATION 2009

Red Bee Media: UKTV – Back to Earth

An alternate reality game as promotion for the premiere of the science-fiction series 'Red Dwarf: Back to Earth' on Dave? Why not! The game, along with associated online, on-air and off-air measures, was designed to appeal to fans of the cult series. That's not as simple as it sounds, since fans of the series are not normally regular Dave viewers. But Red Bee Media gave fans the chance to become an active part of the series: Messages strewn throughout Dave programming and on the website informed fans that something special was in store for them. Lister, a character from 'Red Dwarf,' sent e-cards to fans saying that the arrival of his crew on Earth had been disrupted by communications problems. Hints and clues were placed on various platforms. Participants who were able to decode the messages received a London address where a secret meeting would take place. In the context of this Meet & Greet, the successful riddle solvers then met actors from the series and attended a subsequent screening. The result: 2.7 million viewers, representing a 530 % increase in viewership for that programme slot. Red Bee Media allows one to feel and experience media brands – a recipe for success!

Eyes & Ears Special Prize EFFECTIVENESS 2009

DW-TV: Eingemauert!

In 1961, the Wall went up; in 1989, it came down. Many people still remember what the border that ran through Germany looked like as well as the oppressive feeling it gave you. However, younger people in Germany and other nations of the world have little or no idea of what it was like: They only know the Wall through photographs in history books or stories told by others. Today, the Wall and its "Death Strip" can only be seen in a few places. These few remaining fragments cannot sufficiently communicate the image of a divided nation to the generations that followed. For that reason, Deutsche Welle, in cooperation with the Stiftung Mauer, realized a one-of-a-kind project: "Eingemauert! Die innerdeutsche Grenze." For the project, historians and television professionals mutually reconstructed the Death Strip as it looked in the early 1980s. The HDTV computer animation seems very realistic as it reconstructs the historic barriers in Berlin and along Germany's interior border in an impressive fashion. The goal of the project was to answer the question 'What was the Wall really like?' for future generations in a vivid and graphic way. In order to reconstruct the border posts in a great detail as possible, the animators had to produce more than 130,000 images based on historical models for the DVD. The 16-minute 3D animation was also broadcast as part of a documentary on DW-TV. In order to appeal to a younger audience effectively, 'Eingemauert!' was published on YouTube.

DMAX: München wird männlich

Under the motto 'München wird männlich' (Munich is getting manly), DMAX started a regional campaign to accompany the station's launch in Munich's local cable network. The individual elements of the campaign show how innovatively, creatively and imaginatively DMAX carried out the task: On the radio, a soft, purring voice sings a song of praise about life in the city of Munich. This declaration of love is interrupted abruptly by a very masculine voice-over that announces that Munich will now become manly. That Munich truly is fueled by testosterone is proven by the renaming of Frauenstrasse (Women Street) as Männerstrasse (Men Street). In order to make the capital of Bavaria even more masculine, 30,000 tear-off flyers were distributed. The DMAX website then offered the holders of these flyers the chance to get rid of their girlfriends for free. What would Munich be like without women? There's probably no one better suited to answering that question than DMAX...

Eyes & Ears Excellence Award 2009

Florian Wieder

Eyes & Ears Awards Jury 2009

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Engelhardt, Creative Director; **Karin Furtmeier**, BDA; **Claus Grimm**, DW-TV; **Viola Herrmann**, ProSieben; **Thomas Imhof**, SF; **Eike Immisch**, Discovery; **Volker Jungbäck**, BR; **Björn Klimek**, RTL CREATION; **Maximilian Kock**, HAW; **Anselm C. Kreuzer**, Komponist; **Henri L'Hostis**, ARTE; **Ralf Lobeck**, BDA; **Gustav Lohrmann**, ORF; **Raphael März**, ProSiebenSat.1 Produktion; **Alexander Marchet**, SF; **Stefan Mays**, Super RTL; **Sascha Michels**, Interone; **Norbert Müller**, CRAXX; **Wout Nierhoff**, Eyes & Ears of Europe; **Bernhard Noll**, ORF; **Peter Pardeike**, eberweinpardeike; **Christina Sattmann**, WDR; **Klaus W Schuntermann**, MDR; **Barbara Simon**, Creative Director; **Klaus Schwab**, RTL CREATION; **Nicoletta Torcelli**, ARTE; **Ole Türck**, CREATION CLUB; **Severine Waibel**, SF; **Gregor Wagner**, RTL CREATION; **Philip Wolfarth**, Discovery; **Michael Worringen**, WDR

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