



Eyes&EarsEurope

MEDIA RELEASE

"An indispensable element for the success of programmes" **15th International Eyes & Ears Awards**

Cologne, 18.10.2013 – Yesterday evening, the awards ceremony of the 15th International Eyes & Ears Awards was held in the context of the MEDIENTAGE MÜNCHEN. Hundreds of creatives attended the event of the industry association Eyes & Ears of Europe to see the best productions in the fields of 'Design', 'Audio', 'Interactive', 'Promotion' and 'Cross-Media Campaigns'. The 15th International Eyes & Ears Awards were hosted by Wolfram Kons.

The highlight of the 15th International Eyes & Ears Awards was the presentation of the **Eyes & Ears Excellence Award 2013** to producer Nico Hofmann, who accepted the award in person. Hofmann was awarded for the establishment of the multi-part event movie as a brand. In addition, his distinctive signature in the visual design of his films was honoured: "An event film produced by Nico Hofmann is absolutely distinctive and in itself a unique feature in the German TV landscape - in the truest sense of the word, a perfectly guided 'brand' with relevance and vigour", according to a statement from the jury. Nico Hofmann commented on the award: "On-Air-Marketing for major television programmes is an indispensable element for the success of programmes for the producers. Therefore, my own cooperation with the stations in this area has become even more committed in recent year and the more I am pleased with the response to my commitment in the form of the Eyes & Ears Excellence Award."

In addition to the 35 winning contributions in the areas of 'Design', 'Audio', 'Interactive', 'Promotion' and 'Cross-Media Campaigns', the special CREATION prize was awarded twice at the 15th International Eyes & Ears Awards: to Schweizer Radio und Fernsehen for the creative use of the split screen in the promotion spot 'The Voice of Switzerland - Let's get it started'. In addition, another special CREATION prize was awarded to Creative SolutionsProSiebenSat.1 TV Deutschland for the extraordinarily creative ideas of promotional spots for the ProSieben show 'Circus Halligalli'. ZDF received the Eyes & Ears special INNOVATION prize for its interactive marketing measures 'ZDFkultur - Container'. The Eyes & Ears special EFFECTIVNESS prize went to the most efficient marketing campaign in the Age of Social Media: 'Red Bull Stratos' by Red Bull Media House.

"The participation of around 700 guests at the 15th Eyes & Ears Awards confirms how important our award is for the European media industry. The Eyes & Ears Awards show features the audiovisual highlights and the latest trends in the design, promotion and Marketing in a compact and entertaining way. Simultaneously, the show offers a unique source of inspiration for your own work", says Corinna Kamphausen, CEO of Eyes & Ears of Europe.

Winners, Finalists and statements of the Jury of the 15th International Eyes & Ears Awards can be found at <https://www.facebook.com/EEOFE>

Pictures of the event can be found at <https://www.facebook.com/EEOFE>.

Event partners: Bayerisches Fernsehen, TOF Intermedia, Disney Channel, SRF – Schweizer Radio und Fernsehen, DW – Deutsche Welle, Red Bull Media House, Lambie-Nairn, ARTE, BLM – Bayerische Landeszentrale für neue Medien and MEDIENTAGE MÜNCHEN.

Media Partners: Werben & Verkaufen, MEDIEN BULLETIN and FILMDIENST

For further information regarding the event, please contact:

Eyes & Ears of Europe – Association for the Design, Promotion and Marketing of Audiovisual Media e.V.
Communications/PR
Mozartstr. 3-5, D-50674 Cologne
Tel.: +49 (221) 606057-13, Fax: +49 (221) 606057-11
eMail: awards@eeofe.org