

Press release

CREATION 08 – 13th Eyes & Ears Conference on 18 & 19 September 2008 in Cologne



Personalisation of brands and content in the age of cross media

Cologne, 22 Sept. 2008 – About 250 branch experts from Austria, Croatia, Belgium, France, Great Britain, USA, Switzerland, the Netherlands and Germany attended the CREATION 08 on 18 & 19 September in Cologne. This was already the thirteenth time Eyes & Ears of Europe organised the two-day conference. 51 international speakers presented and discussed current projects from the fields of design, promotion and marketing of audiovisual media. "Once again this year, the essential trends in audiovisual communication design and strategic brand management for TV, film, radio, internet, mobile, games and events were presented," comments Wout Nierhoff, CEO of Eyes & Ears of Europe. The emotional charge of brands and content in the age of digitalisation and cross media was a particular focus.

Under the motto ***Latitude in the design of established media brands***, the creative heads behind the redesigns of ARTE, kabel eins, Sat.1, 3sat and BR-alpha provided insight into their work. However, every established station design only allows for restricted options in the synthesis of a new image. The communication level with the viewer was accented in all presentations. "The core values of warmth, closeness to the viewer, heartiness and enthusiasm form the basis of the brand," says Dr. Claudia Zellerhoff, Head of Marketing at Sat.1.

The session ***Promotion design: tedious chore or design opportunity?*** focused on the following questions: How do you carry out an effective promotion campaign for a station with two channels? How do you evolve a station design which has been changing itself over the past twelve years? Is it possible to develop effective, innovative seasonal campaigns independent of the traditional design? Promotion and design experts from Schweizer Fernsehen, WDR and the company eberweinpardeike provided informative insight into their work.

2D- and 3D-animations are on the agenda every day in the film industry. Hardly any films are realisable without a VFX supervisor. But how do you integrate animation into commercials, news, lead-ins and in the context of the internet? Schweizer Fernsehen's business magazine ECO was used to demonstrate how animation is an option for conveying complex content in an understandable way. "They are the seeming miracle cure to complete missing images," says Kevin Blanc, Art Director at Schweizer Fernsehen. In the context of the session ***2D/3D-Animation as a creative option***, current projects by Locomotion, visual catering.ACHT FRANKFURT and Interone Worldwide were presented.

The presenters of the session ***New Kids Marketing, Promotion, Design on the block?*** demonstrated that, with the right strategies, TV can reach the target group of kids and teens. For effective promotion and marketing activities, a rethinking is essential. Matthias Kappeler, head of marketing & brand management at SUPER RTL: "Kids are getting older earlier and don't want to watch the programme for kids. Their favourites are 'DSDS' und 'Germanys next Topmodel.'" The Disney Channel explored new ways in the summer of 2008 with their interstitial series 'The Football Scientists' produced by FEEDMEE. The football scientists give fun facts addressed to little and big viewers alike: How many people must stand on a football until it bursts and how long are all the strings of the goal netting put together?

The EURO 2008 was the opportunity to bind the viewer to the brand with emotional content and personalisation. But you can also play with the subject football even if the viewers are not an enthusiastic football nation or another target group. Under the motto ***The EURO 2008 in review*** the campaigns of DAS VIERTE, Schweizer Fernsehen, ARD and ORF were presented.

In the extensive session ***Opportunities & threats in channel brand personalisation?*** the timeliness of this subject was demonstrated. All media professionals agree on this point: "In the age of digitalisation it

is very important to strengthen and to emotionalise the brand," states Ulli Schumacher, Creative Director of Design at RTL CREATION. Using the example of the British channel 'DAVE,' Jeff Conrad, Head of Design at Red Bee Media, showed how a station which was not watched before can be effectively personalised. Exact market analysis, target research and the positioning of the channel are of enormous significance in getting successful results. Furthermore, campaigns from Bayerisches Fernsehen, n-tv, Discovery Channel and DMAX were showed.

In the session ***What kind of branding do the new digital channels need?*** the concepts of Premiere Star, verytv, Postbank Filial TV and BBC Three were presented. "New distribution channels for moving images are on the increase. They use the best methods of the traditional media while also employing new interactive features," says Michael Wurzer, Managing Director of verytv. As part of the process, the new channel needs a brand image which establishes a relationship between user and content.

Traditionally, young creative people have their firm place in the Eyes & Ears conference programme. The young talents have not only the possibility to show their projects to an audience of experts. The Eyes & Ears Conference offers a platform for exchange with media experts and the promotion of possible co-operation in the future. This year the ***Eyes & Ears Junior Highlights*** once again presented themselves as seminal, practical and on a professional level. New ideas and innovations also give long-time media professionals impulses for their own work. "We all know that our industry always requires young talents," says Prof. Björn Bartholdy, Professor for AV-Design at the Köln International School of Design.

This year 'The football TASK FORCE' from Bayerisches Fernsehen was presented in the context of the ***Eyes & Ears Specials***. The comedian Chris Boettcher proved his talent in imitating the voices of "Kaiser" Franz, crisis manager Edmund, Calli, Jogi, Loddar and Jürgen. Furthermore Hans-Jörg Breitegger, Design Manager at Disney Channels Germany, Switzerland & Austria, showed the US-Blockbuster 'Disney Camp Rock' as an avant-première.

Partners of the CREATION 08 – 13. Eyes & Ears Conference were RTL CREATION, SUPER RTL, CRAXX Medienproduktion, Interone Worldwide, CREATION CLUB, Nokia Siemens Networks, Avid, Deutsche Welle Global Media Forum and the City of Cologne.

The **10th International Eyes & Ears Awards INNOVATION & EFFECTIVENESS** will take place on 30 October 2008 in the context of the MEDIENTAGE MÜNCHEN. At the Eyes & Ears Awards 2008, awards will be presented in 33 categories for outstanding contributions in the fields of media design, on-air, off-air, online and cross promotion as well as brand communication for audiovisual media.

Partners of the Eyes & Ears Awards 2008 are CREATION CLUB, PLAZAMEDIA, Discovery Channel, ORF, RTL CREATION, Interone Worldwide, Schweizer Fernsehen, Red Bee Media, ARTE, Nokia Siemens Networks, Avid, Bayerische Landeszentrale für neue Medien and the MEDIENTAGE MÜNCHEN.

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