

## DESIGN PROMOTION MARKETING TV RADIO WWW

Eyes & Ears press information

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VISIONS 21

The 5th International Eyes & Ears Conference and more...

The fifth International Eyes & Ears Conference will take place in Cologne on 14/15 September 2000. This state-of-the-art event being staged by Eyes & Ears of Europe, the association for the design, promotion and marketing of the audio-visual media in Europe, will focus this time on the specific design, promotion and marketing potential of the old and new audio-visual media in the context of convergence and economic and cultural globalisation..

"What is the practical significance of globalisation and convergence for TV-design? Will the look of the new media become the standard for the "old" broadcast-medium television?" This is how Wout Nierhoff, Director of Eyes & Ears of Europe, sums up the first thematic focus. The trends in Great Britain will be presented by Marc Ortman, Executive Creative Director von OrtmanYoung (London). How will the business-TV services of multinational corporations be designed, and where will the specific challenge lie in the presentation of information services of global brands: these questions will be addressed by Mario Regorz, Head of Marketing at DaimlerChrysler TV.

News broadcasts, the heart of television stations' information services, are particularly affected by the new developments: the integration of the Internet into current reporting, virtuality, and interactivity – these are the buzzwords which will dominate the immediate future. Using the example of the current BBC redesign, Martin Lambie-Nairn, Creative Director and CEO of the world-famous London agency Lambie-Nairn, and Sharon Wheeler, Head of Marketing for BBC World, will look at foreseeable developments. RTL Director of Information Hans Mahr and RTL Art Director Ulrike Schumacher will discuss these topics against the background of the current revamp of the entire news and current-affairs division of RTL.

Kabel New Media Köln CEO Heinz-Jörg Eberbach and Malte Hildebrandt, CEO of Sports Interactive AG (London and Zug) will look at the opportunities for audio-visual creativity, communication and marketing in the context of new media possibilities in a staged dialogue. "We shall be concerned here with the status quo and future perspectives of design, promotion and marketing in the field of the new media", explains Eyes & Ears Director Wout Nierhoff. Eberbach and Hildebrandt will also be go into the brief history of visions with reference to the internet and the fantasies unleashed by the new third-generation mobile-phone technology, and take a close

and critical look at the latter.

Eyes & Ears of Europe, as an association concerned with the design, promotion and marketing of the audio-visual media, has always taken a close interest in audio-design and its relevance for brand technology: on this occasion, Olaf Mierau, CEO and Chief Producer for the Munich-based Giesing Team will talk about how loud television advertising can be allowed to be - an important topic for all media strategists.

How to interest women in KICK, the specialist football service from PREMIERE WORLD: that was the task discussed at one workshop at the Eyes & Ears Academy. This event, staged by the Eyes & Ears of Europe training institute, was held in August at PREMIERE WORLD in Unterföhring. The starting point for the creative workshop, what was discussed, and the results, will be presented by the Head of Programme-promotion Production at PREMIERE WORLD, Zeljko Karajica, from the point of view of "on-air promotion intensities". In the same context, the Swedish film director John Nordling, and Björn Kusoffsky, the responsible creative at the Swedish station SVT in Stockholm, will present their novel concept for the 2000 Eurovision Song Contest from Sweden, which caused an international furore.

Universal Studios broadcaster 13th Street is available in Germany, France, Spain and Latin America via Pay-TV platforms. Different design and promotion strategies are pursued in the various countries depending on the cultural environment. Michael Barry, Creative Director of International Universal Studios Network, Isabel Mendoza, On-Air Director 13th Street España, Madrid, and Markus Ammon, Programm Director of Universal Studios Networks Deutschland, compare the presentation of 13th Street in Germany and Spain.

The fact that "Big Brother" would be one of the items on the conference agenda almost goes without saying. After all, "Big Brother" has made it clear what potential certain programme formats have for cross-media promotion. One of the central issues in this connexion is, after all, whether the programme's success is reproducible or repeatable. Among other things, RTL 2 Head of Marketing Dr Conrad Heberling, and Head of On-Air-Promotion Andreas Uiker will discuss these matters in the context of their intermediate assessment.

A topic which comes across almost as romantic in socio-political terms forms the closing highlight of this year's Eyes & Ears Conference. St. Luke's in London is one of the most important advertising agencies worldwide. The unique thing about St. Luke's is that every employee is a co-owner of the agency. The Creative Director of this "Creative Company", Tim Hearn, will talk about the effects of this for the sector certainly non-standard corporate identity on the work of its creatives. "Interest in pioneering organisational models for creative and strategic work in the areas of

design, promotion and marketing is almost a traditional feature of Eyes & Ears of Europe”, says Nierhoff in this connexion, and he points in particular to the Eyes & Ears presentations by Peter Weibel, Kai Krause and Oliviero Toscani. The particular importance of Oliviero Toscani’s FABRICA as a potentially significant model for initial and in-service training was further underlined by the presentation of the 1998 Eyes & Ears Excellence Award to this Italian photographer and advertising star.

This year’s Conference will be opened by Eyes & Ears Vice-President Marcel Mohaupt with a survey of the world of TV design. Eyes & Ears President Prof. Manfred Becker and Director Wout Nierhoff are also pleased that Cologne’s acting mayor Fritz Schramma, and Prof. Dr. Helmut Thoma, media adviser to the state government of North Rhine Westphalia, have promised to deliver official welcoming addresses: “This allows us to feel that our activities as a competent and independent professional association are now appreciated by those responsible for public policy and administration in the media field. And the City of Cologne this time is also making a financial contribution to the success of the event. But in the end our success depends above all on the support of businesses in the media sector. In addition to the sponsoring members, the Stadtparkasse Köln (Cologne Savings Bank) and AVID, this year RTL, Super RTL, Kabel New Media, house of promotion [hop!], CRAXX Medienproduktion and das Cologne Broadcasting Center (CBC) are contributing to the success of the Eyes & Ears Conference.” The anchorwoman for the Eyes & Ears Conference 2000 will be Karin Sarholz, Head of Presentation at WDR.

While the final preparations for the Eyes & Ears Conference 2000 are running at full steam, the next in-service training event at the Eyes & Ears Academy is already being planned. The next Eyes & Ears Seminar will be held on 12 and 13 October in collaboration with the ZDF in Mainz. The topic: “How can TV design and programme promotion profit from audience research?” What insights can audience research provide, what are its limitations, and what conclusions can be legitimately drawn when evaluating TV design and programme promotion measures? In the context of the two-day event, well-known researchers and marketers will put their points of view up for discussion. Almost certainly, the speakers will be: Wolfgang Schlünzen (Monheimer Institut) Dr. Peter Haller (Serviceplan Werbeagentur), psychologist Frank Szymkowiak (Rheingold-Institut), psychologist Jörg Korff (Scopos-Institut), psychologist Georg Stark (Steinweg-Institut), Swantje Quoos M.A. (doctoral student at the LMU, Munich), Eva Sassmann M.A. (market research ORF) and Florian Ruckert (Marketing Direktor Super RTL).

And finally on 8 November 2000 the Eyes & Ears Awards 2000 will be presented in Munich. In the context of the “Medientage”, the annual top media event held by the

BLM (Bavarian Centre for New Media) and DVB Bayern Multimedia GmbH, the best productions of the TV year 1999/2000 to be submitted in the fields of TV design, audio design and composition, broadcasters' sites in the internet, and promotion, advertising, image in a total of 21 categories will be honoured. The most convincing production in this field will be honoured with a special prize for "Innovation & Effectiveness" to be awarded this year for the first time. The highlight of this year's event will once again be the presentation of the Eyes & Ears Excellence Award. Last year, this sought-after honour went to Roman Kuhn for his services to the design of audio-visual communication; in 1998 the prize went to Oliviero Toscani. The Eyes & Ears Awards 2000 event will be supported in particular by ProSieben, SevenSenses, DaimlerChrysler TV and alles wird gut\*. The compère of Eyes & Ears Awards 2000 will be ProSieben Head of Marketing and Eyes & Ears Vice-president Marcel Mohaupt.

All in all, Eyes & Ears Director Wout Nierhoff draws an extremely positive balance for Eyes & Ears of Europe's activities to date. Thus especially many new members have joined Eyes & Ears of Europe this year. With more than 60 institutional and far more than 500 individual members, Nierhoff continues, we have come a good deal closer to achieving our declared aim of turning Eyes & Ears into Europe's most important communication platform for all questions relating to the design, promotion and marketing of the audio-visual media. The next 5 years, he says, will be marked by a sensitive and sustainable expansion of co-operation with members in other European countries. Thus workshops and seminars are now taking place in Austria, Switzerland and France. In the near future, further events are planned in Great Britain, Spain, Belgium, Scandinavia and Italy.

Nierhoff is watching developments in the area of new media with great attention: "Since it started up in 1995, Eyes & Ears of Europe has continued to keep an eye on the development of the internet. And Eyes & Ears of Europe will for example also play an active part in the discussion of design, promotion and marketing possibilities in connexion with computer games and the third-generation mobile phones."

An important aspect for the future is to be seen, he says, in the clear structuring of broadcaster families with RTL, RTL II, Super RTL and VOX on the one hand and ProSieben, SAT.1, Kabel 1, DSF, N24 and PREMIERE WORLD on the other: "The importance of design and promotion as major components within the (brand) communications mix will, because of these mergers, if anything increase", is Nierhoff's forecast. "Broadcasters which were once rivals must now, as complementary members of a broadcaster family, work on and communicate their own particular strengths even better and even more convincingly. The broadcasters and schedules will have to be far more precisely positioned and put across", says

Nierhoff, describing the challenge, and notes: "This could open up space for many exciting, strategically thought-out campaigns full of creative energy. The only thing the creatives need in order to use their expertise to advantage in this sense for the media concerns and their programmes is the trust and respect of those responsible for the overall strategy in each instance. This demands a great deal of courage and sensitivity on the part of all involved if the desired success is to be achieved – but it also offers magnificent opportunities."

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