

Eyes & Ears Awards 1999 INNOVATION & EFFECTIVENESS



Awards & Distinctions

Category TV Design

1. Best corporate design innovation on air

Award Winner

DW-tv CD

Creative Team: Dieter Weirich, Director General DW; Christoph Lanz, Editor-in-chief DW-tv; Darell Pockett, Creative Director English + Pockett; Holger Zeh, Head of Graphics DW-tv; Claus Grimm, Head of Programm Marketing DW-tv; Richard Wallman, Producer English + Pockett; Rob Machin, Designer English + Pockett; David Chaudoir, Designer English + Pockett

Distinction

ARD Digital

Creative Team: Hubert Schillhuber, Managing Director DMC; Markus Hanzer, Art Director DMC; Petra Zündel, Art Director DMC

Distinction

Sky Sports Station Design

Creative Team: Noël Kearns, Creative Director Sky Sports; Matthias Zentner, Creative Managing Director Velvet; Tobias Bösing, Producer Velvet; Andrea Bednarz, Art Direction Velvet; Cornelia Unger, Art Direction Velvet; Tilo Fischer, PR Manager Velvet

2. Best **Sendeopener/Programmvorspann**

Award Winner

ProSieben: History

Creative Team: Marcel Mohaupt, Head of Marketing ProSieben; Matthias Zentner, Creative Managing Director Velvet; Cornelia Unger, Creative Director Velvet; Tobias Bösing, Producer Velvet; Georgia Caramichu, Producer Velvet; Christian Künstler, Postproduction Supervisor Velvet; Simone Haberland, Designer Velvet; Daniel von Braun, Designer Velvet; Tilo Fischer, PR Manager Velvet

Distinction

TV 3: Lachsack

Creative Team: Marc Haas, Managing Director Frame by Frame Zürich; Christoph Müller, Managing Director Frame by Frame Zürich; Marco Fumasoli, Managing Director Frame by Frame Berlin; Christoph Bürge, Head of Entertainment TV 3

Distinction

ProSieben: Die Reporter

Creative Team: Markus Schmidt, Managing Director SevenSenses; Claudia Burgermeister, Senior On-Air Designer SevenSenses

3. Best studio design/set design

Award Winner

KABEL 1: Glücksrad

Creative Team: Ludwig Bauer, Managing Director KABEL 1; **Nicolas Paalzow**, Head of Programming KABEL 1; **Hellmer Hirsland**, Set Designer; **Karen Wilden**, Producer KABEL 1; **Karsten Schlüter**, Head of Entertainment KABEL 1

Distinction

ProSieben: Liebe Sünde

Creative Team: Markus Schmidt, Managing Director SevenSenses; **Petra Gern**, Product Manager ProSieben; **Florian Wieder**, Set Designer

Distinction

PREMIERE Plus

Creative Team: Zeljko Karajica, Head of Promotion Premiere; **Michael Engelhardt**, Graphics Premiere; **Kay Penndorf**, Graphics Premiere

4. Best bumper package

Award Winner

KABEL 1: Abenteuerliches Weihnachten

Creative Team: Ludwig Bauer, Managing Director KABEL 1; **Nicolas Paalzow**, Head of Programming KABEL 1; **Andrea Bednarz**, Creative Director Velvet; **Cornelia Unger**, Creative Director Velvet; **Georgia Caramichu**, Producer Velvet; **Florian Seidel**, Director

Distinction

VOX Sommer '99

Creative Team: Jutta Hertel, Head of On-Air Promotion VOX; **Matthias Zentner**, Creative Managing Director Velvet; **Tobias Bösing**, Producer Velvet; **Tilo Fischer**, PR Manager Velvet

Distinction

VOX: Werbetrenner Weihnachten '98

Creative Team: Jutta Hertel, Head of On-Air Promotion VOX; **Matthias Zentner**, Creative Managing Director Velvet; **Andrea Bednarz**, Creative Director Velvet; **Ralph Strachwitz**, Producer Velvet

5. Best typographical design

Award Winner

ProSieben: Die Schläfer

Creative Team: Markus Schmidt, Creative Director ProSieben; **Benjamin Herrmann**, Head of German Cinema- & TV-Film ProSieben; **Alexander Krause**, Creative Director SevenSenses; **Gabi Madracevic**, Designer SevenSenses

Distinction

ProSieben: Der Feuerläufer

Creative Team: Markus Schmidt, Managing Director SevenSenses; **Benjamin Herrmann**, Head of German Cinema- & TV-Film ProSieben; **Alexander Krause**, Creative Director SevenSenses; **Gabi Madracevic**, Designer SevenSenses

Distinction

ProSieben: Operation Noah

Creative Team: Markus Schmidt, Managing Director SevenSenses; **Alexander Krause**, Creative Director SevenSenses; **Birgit Brandes**, German Cinema- & TV-Film ProSieben

6. Best programm related design package

Award Winner

ARD - Das Erste: Tour de France '99

Creative Team: Wolfgang Hofmann, Head of Kommunikation ARD - Das Erste; **Andreas Bolle**, Producer ARD - Das Erste; **Hondo Ratkovic**, Producer Roman Kuhn & Partner; **Marc Wilkens**, Director young guns@lounge

Distinction

DW-tv: Journal

Creative Team: **Dieter Weirich**, Director General DW; **Christoph Lanz**, Editor-in-Chief DW-tv; **Darrell Pockett**, Creative Director English + Pockett; **Richard Wallman**, Producer English + Pockett; **Holger Zeh**, Head of Graphics DW-tv; **Rob Machin**, Designer English + Pockett; **Timothy Bird**, Designer English + Pockett; **Bettina Ruhland**, Producer DW-tv; **Regina Bilger**, Producer DW-tv; **Claus Grimm**, Head of Programm Marketing DW-tv

Distinction

RTL 2: Bravo TV

Creative Team: **Ralf Lobeck**, Art Direction RTL; **Ilona Hellmiß**, Art Direction RTL; **Marcus Rosenmüller**, Director MME Hamburg; **Andrea Aupers**, Set Design; **Anne Rahlf**, Design RTL

Category Audio Design & Branding

1. Best station related audio design & branding

Award Winner

RTL Station ID Blur

Creative Team: **Manfred Becker**, Creative Director RTL; **Mickey Klein**, Art Direction RTL; **Ingo Gerhardt**, Sound Designer TV Musik; **Guido Craveiro**, Composer TV Musik

Distinction

ARTE Ident

Creative Team: **Henri L'Hostis**, Head of Presentation ARTE; **Andrew Orr**, Director Nova Production; **Fred Leonard**, Producer Nova Production

Distinction

MDR: Goethe Miniaturen

Creative Team: **Roland Junker**, Managing Director Studio 88; **Jesse Sandor**, Designer Studio 88; **Guido Craveiro**, Composer TV Musik

2. Best programm related audio design & branding

Award Winner

ARTE: Vorspann Vollmondnächte

Creative Team: **Henri L'Hostis**, Head of Presentation ARTE; **Fabio Purino**, Creative Director ARTE; **Stéphane Martinez**, Computergraphics; **Pascal Bantz**, Composer

Distinction

ARD – Das Erste: Tour de France '99

Creative Team: **Wolfgang Hofmann**, Head of communication ARD - Das Erste; **Andreas Bolle**, Producer ARD - Das Erste; **Hondo Ratkovic**, Producer Roman Kuhn & Partner; **Andrej Melita**, Composer musik@lounge; **Jens Witzig**, Composer musik@lounge

Distinction

ProSieben: IT 40 Nachrichten-Image

Creative Team: **Marcel Mohaupt**, Head of Marketing ProSieben; **Maximilian Kock**, Creative Director Audio Design SevenSenses; **Oliver Haustedt-Sommer**, Creative Director On-Air Promotion SevenSenses; **Ralf Strohmeyer**, Concept Umbruch - Büro für Gestaltung; **Hassan Mühlhaupt**, Concept Umbruch - Büro für Gestaltung; **Ute Deutschmann**, Producer SevenSenses

Category Broadcaster on the Internet

1. Best **Websitegestaltung für einen Sender**

Award Winner

www.ard-design.de

Creative Team: **Werner Petriczek**, Concept DMC 01; **Markus Hanzer**, Art Director DMC 01

Distinction

www.mtv-jugendmarketing.de

Creative Team: Heinz-Jörg Eberbach, Managing Director Kabel New Media Köln; Heike Haupt, Concept Kabel New Media Köln; Inka Schöbel, Concept Kabel New Media Köln; Stefanie Dihlmann, Design Kabel New Media Köln; Dirk Weber, HTML Production Kabel New Media Köln

Distinction

www.mtvhome.de

Creative Team: Heinz-Jörg Eberbach, Managing Director Kabel New Media Köln; Kris Krois, Concept Kabel New Media Köln; Karshan Patel, Design Kabel New Media Köln; Martin Maercker, HTML Production Kabel New Media Köln

2. Best Websitegestaltung für ein Programm

Award Winner

www.schmidt.de

Creative Team: Peter Kabel, CEO Kabel New Media; Oliver Kirchgessner, SAT.1 Online; Harald Buchheister, SAT.1 Online; Christoph Mecke, Concept; Wolf Samland, Concept; Jan Philip Neubacher, Project Management; Jochen Kugele, Web Development; Andrea Pößnicker, Art Direction

Distinction

www.tagesschau.de"

Creative Team: Bernhard Wabnitz, Editor-in-chief ARD-aktuell; Manfred Ottenbreit, Managing Director iXL-Germany; Matthias Oelmann, Creative Development iXL-Germany; Alexander Baumgardt, Designer iXL-Germany; Jörg Sadrozinski, Head of Editorial Staff Internet ARD-aktuell

Distinction

www.kalenderblatt.de

Creative Team: Torsten Kroop, Head of DW-online; Heidi Specker, Execution Moniteurs; Andy Pieper, Programming URL

Category Promotion/Advertising/Image

1. Best station promotion campaign on air

Award Winner

RTL Ostern '99

Creative Team: Manfred Becker, Creative Director RTL; Frank Claus, Producer [hop!]; Horst Czenskowski, Director; Thomas Wissmann, Edit. Producing [hop!]; Ulla Gessner, Creative Coordinator [hop!]

Distinction

VIVA ZWEI Ident's

Creative Team: Asta Baumöller, Creative Director VIVA; Jörg Follert, Designer VIVA

Distinction

ARTE: Zeitgeist

Creative Team: Henri L'Hostis, Head of Presentation ARTE; Helène Guetary, Director Moira

2. Best programme promotion campaign on air

Award Winner

Super RTL: Bob Morane

Creative Team: Guido Kurz, Creative Director Super RTL; Armin Künstler, Creative Managing Director CRAXX; Rüdiger Braun, Producer CRAXX; Joachim Götz, Graphics

Distinction

ZDF: Die ganze Welt des Sports

Creative Team: Anja Stöffler, Designer ZDF; Uwe Warnecker, **Trailer-Redaktion** ZDF; Ralf Ott, Graphics Das Werk

Distinction

KABEL 1: FIKTIV-Kampagne

Creative Team: **Barbara Simon**, Head On-Air Promotion & Design KABEL 1; **Bernd Wolf**, Producer Entertainment KABEL 1; **Kirsten Schumacher**, Producer SZM Studios; **Karsten Schlüter**, Head of Entertainment KABEL 1

3. Best integrated station promotion campaign

Award Winner

VIVA Zwei: G2 – Die Wende

Creative Team: **Georgios Melikidis**, Promotion Producer VIVA; **Phil Koller**, Promotion Producer VIVA; **Sylvie Kleindienst**, Promotion Producer VIVA; **Safak Baykal**, Deputy Head of Station Promotion VIVA; **Martin Lilkendey**, Producer; **Walter Puschacher**, Head of Station Promotion VIVA; **Eike Immisch**, Trainee VIVA

Distinction

ZDF: Sommerkampagne

Creative Team: **Anja Stöffler**, Communication/Marketing ZDF; **Alex Hefter**, Head of Design ZDF; **Astrid Kämmerer**, Editor Programm Marketing ZDF; **Andrea Bednarz**, Concept Velvet; **Oliver Neis**, Director Velvet; **Stefanie Pfeffer**, Concept Velvet; **Anne Boeck**, Producer Velvet; **Sven Sigrist**, DOP; **Daniela Römgens**, **Trailer-Redaktion** ZDF; **Jörg Kessel**, Producer Das Werk; **Ralf Ott**, Producer Das Werk; **Joachim Schmidt**, Concept Schmidt Media; **Michael Heine**, Concept Boebel/Adam

Distinction

ProSieben: Spielfilmelf-Imagetrailer

Creative Team: **Markus Schmidt**, Maning Director SevenSenses; **Rudy Höppe**, Creative Director Text SevenSenses

4. Best integrated programme promotion campaign

Award Winner

ZDF-Kinowelt – James Bond: Golden Eye

Creative Team: **Astrid Kämmerer**, Editor Programm Marketing ZDF; **Renate Hiddemann**, **Trailer-Redaktion** ZDF; **Michael Heine**, Concept/Producing Boebel/Adam; **Joachim Schmidt**, Concept /Producing Schmidt Media; **Christoph Weber**, **Trailer-Redaktion** ZDF; **Matthias Zentner**, Creative Director Velvet; **Stefanie Pfeffer**, Velvet

Distinction

ZDF: Good-bye Derrick

Creative Team: **Anja Stöffler**, Designer ZDF; **Sebastian von Nathusius**, Concept /Producer Screenworks; **Rüdiger Götz**, Creative Director Simon & Götz; **Michael Heine**, Concept /Producer Boebel/Adam; **Joachim Schmidt**, Concept /Producer Schmidt Media; **Astrid Kämmerer**, Editor Programm Marketing ZDF

Distinction

SAT. 1: Der große SAT. 1- Film

Creative Team: **Marko Tomazin**, Head of Pogramm Marketing SAT. 1; **Béa Bordenache**, Senior Product Manager SAT. 1; **Andreas Schmitt-Egenolf**, Promotion/Design Department SAT. 1; **Wolfgang Voggel**, Text FCB Berlin; **Marion Appuhn**, Art Direction FCB Berlin; **Thomas Süß**, Audio Designer audioforce

5. Best social spot

Award Winner

Interteam Filmproduktion: BISS

Creative Team: **Wolfgang Jaiser**, Director Interteam Filmproduktion München; **Hildegard Denninger**, Head of Advertising BISS e.V.; **Joerg Jahn**, Creative Director RG Wiesmeier; **Gudrun Müllner**, Creative Director RG Wiesmeier; **Tom Wommer**, Producer Interteam Filmproduktion München; **Frank Blau**, **Kamera** Interteam Filmproduktion München; **Hatto Kurtenbach**, Director Interteam Filmproduktion München

Distinction

ARD – Das Erste: Fernsehlotterie-Spots '99

Creative Team: Ingo Meyer, Managing Director Deutsche Fernsehlotterie; **Olaf Oldigs**, Creative Director Springer + Jacoby; **Ullrich Aselmann**, Producer die.film.gmbh; **Robby Roth**, Director die.film.gmbh; **Jacqueline Bontoux**, Consultant Springer + Jacoby

Distinction

ZDF: Unicef

Creative Team: Daniela Römgens, **Trailer-Redaktion** ZDF; Christoph Weber, **Trailer-Redaktion** ZDF; Jörg Kessel, Producer Das Werk; **Claudia Berger**, Unicef; **Heiko Solberg**, ZDF; **Andreas Zickgraf**

Eyes & Ears Excellence Award 1999

Roman Kuhn, advertising film director

Jury der Eyes & Ears Awards 1999

Michael Baudenbacher, CRAXX; **Manfred Becker**, RTL; **Attila Çiftçi**, TV Musik; **Tilo Fischer**, Velvet; **Claus Grimm**, DW-tv; **Christof Kaul**, SAT. 1; **Maximilian Kock**, SevenSenses; **Ulrike Krieg**, ARD – Das Erste; **Joachim Krischer**, ZDF; **Ralf Lobeck**, RTL; **Jan Maida**, Der Kinderkanal; **Olaf Mierau**, Giesing-Team; **Marcel Mohaupt**, ProSieben; **Fabio Purino**, ARTE; **Robert Rose**, cutup vision; **Markus Schmidt**, SevenSenses; **Andreas Seitz**, Super RTL; **Barbara Simon**, KABEL 1; **Nicoletta Torcelli**, ARTE; **Eku Wand**, eku interactive; **Karl Weege**, ARTE; **Holger Zeh**, DW-tv; **Angela Zumpe**, Hochschule Anhalt

Texts free for publication from 19 October 1999 on, 5 p.m. / Please send us a sample copy
Eyes & Ears of Europe –
Association for the Design, Promotion and Marketing of Audiovisual Media e.V.
Wout Nierhoff (Publisher)
Im Mediapark 5b, D-50670 Cologne, Tel.: +49 (221) 454 3511, Fax: +49 (221) 454 3512
eMail: awards@eeofe.org, <http://www.eeofe.org>