



## Call for Entries to the 26<sup>TH</sup> INTERNATIONAL EYES & EARS AWARDS

On the 21st of October 2024, Eyes & Ears of Europe will present the best productions of the year for the 26th time and award the creative teams with the International Eyes & Ears Awards. The show offers a unique opportunity to gain an impression of current trends, innovations and new perspectives. The award ceremony will take place as part of EYES & EARS 2024.

The International Eyes & Ears Awards recognise particularly creative, innovative and effective design, promotion and brand communication measures. The trophies are awarded in different categories in the areas of Design, Audio, Digital, Craft, Promotion & Cross-Media. Projects published for the first time between 1 May 2023 and 30 June 2024 can be submitted. The same project may not be submitted again in the following year, only a further development of the project with significant changes. Please also note our new audio specifications

Submit your projects from 15 April at <https://www.eefe-awards.org>

In these times, we are again calling for entries in the category "Best Cases in a Worst-Case Crisis". In this category, motivational projects in times of crises are very welcome. And for the major sporting events in 2024, we are offering expanded categories this year. In addition, **BMG Production Music** donates the category 'Best Use of Music'. For exceptionally impressive overall performances, Eyes & Ears of Europe awards the **Eyes & Ears Special Prizes**.

The highlight of the event will be the presentation of the **Eyes & Ears Inspiration Award**. Since 1998, this award has been presented for outstanding contributions to the design and reflection of audio-visual communication. Past winners of this honorary award for inspiration and creativity are Banda, @noonouri, Uli Hanisch, Es Devlin, Falk Rosenthal, Erik Spiekermann, Dale Herigstad, Michael Conrad, Kyle Cooper, Nico Hofmann, Volker Weicker, Michel Comte, Florian Wieder, Yello – Dieter Meier und Boris Blank, Robert Wilson, Manfred Becker, Peter Weibel, Anton Corbijn, Peter Lamont, Hermann Vaske, Sky Du Mont, Martin Lambie-Nairn, Roman Kuhn und Oliviero Toscani.

Category	What can be submitted?	Requirements
<b>DESIGN</b>		
<b>Best design in print or poster advertising</b>	Static print or poster motive - single or campaign; <b>NO</b> moving posters (see category Special Marketing)	Element(s) as single video clip, with audio, max. 3 min.
<b>Best new design package of a channel or platform</b>	Corporate design package of a media company or a platform	Elements as single video clip, max. 3 min.
<b>Best bumper or station-IDs</b>	Bumpers or station-Ids	At least 3 elements as single video clip, max. 3 min.
<b>Best seasonal design elements</b>	Seasonal design elements – e.g. for carnival, Mother's Day, Christmas, Easter etc. (for sporting events see category sports design)	At least 3 elements as single video clip, max. 3 min.
<b>Best lead-in</b>	Programme lead-in for on-air, online or streaming content (see genre sub-categories)	Element as single video clip, max. 3 min.
<b>Fiction</b>		
<b>Sports</b>		
<b>News</b>		
<b>Kids</b>		
<b>Show, Entertainment &amp; Comedy</b>		
<b>Culture &amp; Documentary</b>		
<b>Best information or news design</b>	Info graphics, graphical representations of information and other design elements such as logo, studio, tables, lower thirds etc.	Elements as single video clip, max. 3 min.
<b>Best sports design</b>		
<b>Best info graphics and data visualization sports</b>	Sports graphics and data visualization such as tables, explanations, rankings, etc.	Elements as single video clip, max. 3 min.
<b>Best sports studio</b>	Studio of sports formats	Elements as single video clip, max. 3 min.
<b>Best program-related design package for sports formats</b>	Various elements of a sports program such as opening credits, studio, equipment, lower thirds, closers, etc.	Elements as single video clip, max. 3 min.
<b>Best programme-related design package</b>	Various elements such as lead-in, studio, equipment, lower thirds, closer etc.	At least 3 elements as single video clip, max. 3 min.

<b>DIGITAL</b>		
<b>Best digital marketing spot</b>	Digital spots that were originally developed for use in digital channels. The spots are characterised by above-average potential in terms of digital distribution opportunities.	Element as video clip, max. 3 min. Written information on mode of action, KPIs for digital performance & key figures from media reporting in the additional information desired
<b>Best online advertising</b>	all standard, special and video formats of online advertising, e.g. DOOH & ambient activities, banners, rectangles, ads, sitebars, understitials	Element as video clip, max. 3 min. Written information on mode of action, KPIs for digital performance & key figures from media reporting in the additional information desired
<b>Best social media campaign</b>	Social media campaign tailored to the respective individual digital channel, such as Instagram, Facebook, TikTok, YouTube, etc., which supports the promotion of (media) companies/platforms or programmes	Measures filmed as video clip with description of impact, KPI's for digital performance & key figures from media reporting, max. 3 min.
<b>Best influencer marketing</b>	All digitally provided content that was created in collaboration with a brand and integrates it as a matter of course. This can be, for example, posts, videos, podcasts or articles.	Measures filmed as video clip with description of impact, KPI's for digital performance & key figures from media reporting, max. 3 min..
<b>Best digital experience</b>	Design, interaction, storytelling and added user value of the digital extension of a platform or format-specific campaign, e.g. landing page, microsite, games, apps, etc.	Measures filmed as video clip with description of impact, KPI's for digital performance & key figures from media reporting, max. 3 min.
<b>PROMOTION</b>		
<b>Best station spot</b>	Single spot that contributes to the image of its (media) company or platform	Element as single video clip, max. 3 min.
<b>Best programme spot</b>	Single programme spot promoting on-air, online or streaming content (see genre sub-categories)	Element as single video clip, max. 3 min.
<b>Acquired fictional productions</b>		
<b>Local fictional productions</b>		
<b>Sports</b>		
<b>News</b>		
<b>Kids</b>		
<b>Show, Entertainment &amp; Comedy</b>		
<b>Culture &amp; Documentary</b>		
<b>Best promotion spot for special programming</b>	Single spot promoting special programming ("TV event") like a series marathon or similar	Element as single video clip, max. 3 min.
<b>Best B2B spot</b>	Trailers for B2B presentations such as roadshows, programme presentations, screenings	Element as single video clip, max. 3 min.
<b>Best special advertising</b>	Special ads (split screens, product placement, sponsored content etc.)	Element as single video clip, max. 3 min.

<b>Best special marketing</b>	Marketing measures such as guerilla, ambient, etc. as well as other innovative marketing measures	Marketing measures summarized in single video clip, max. 3 minutes.
<b>Best radio spot</b>	Radio commercials advertising a media brand or a programme on the radio, as well as radio commercials for radio programmes or radio advertising commercials.	Element as video clip; if only sound: supported with pictures, max. 3 min.
<b>Best station resp. platform campaign</b>	Video campaigns that play to the image of a (media) company or platform	At least 3 spots, elements as single video clip, max. 3 min.
<b>Best programme campaign</b>	Video campaigns promoting on-air, online or streaming programme formats (see genre subcategories)	At least 3 spots, elements as single video clip, max. 3 min.
<b>Acquired fictional productions</b>		
<b>Local fictional productions</b>		
<b>Sports</b>		
<b>News</b>		
<b>Kids</b>		
<b>Show, Entertainment &amp; Comedy</b>		
<b>Culture &amp; Documentary</b>		
<b>Best promotion campaign for special programming</b>	Programme campaign promoting special programming ("TV event") like a series marathon or similar	At least 3 spots, elements as single video clip, max. 3 min.
<b>Best social spot(s) – non-profit</b>	Public service announcements and social engagement campaigns	Element(s) as single video clip, max. 3 min.
<b>SPECIALS &amp; CROSS-MEDIA</b>		
<b>Best cases in a worst case crisis</b>	All communication measures in times of crisis	Element(s) as single video clip, max. 3 min.
<b>Best promotion of election coverage</b>	Lead-in spots, election studios, graphic presentations, spots (no election commercials from parties!) on regional, national and European elections	Element(s) as single video clip, max. 3 min.
<b>Best live or B2B event</b>	Event for a (media) company/platform/programme or a campaign promoting the event (festivals, conferences, awards ceremonies, meetings, fan mile campaigns etc.)	At least 3 different media as single video clip with indicators for effectiveness/case study, max. 5 min.
<b>Best integrated campaign for a channel or platform</b>	360° channel campaign that combines at least 3 traditional and digital channels	At least 3 different media as single video clip with indicators for effectiveness/case study, max. 5 min.
<b>Best integrated campaign for a programme</b>	360° programme campaign that combines at least 3 traditional and digital channels (see genre subcategories)	
<b>Fiction</b>	360° programme campaign for fictional programmes	At least 3 different media as single video clip with indicators for effectiveness/case study, max. 5 min.

<b>Nonfiction</b>	360° programme campaign for non-fictional programmes	At least 3 different media as single video clip with indicators for effectiveness/case study, max. 5 min.
<b>Best creative use of technology/software</b>	Innovative integration of technology into a marketing campaign. Use of AI, VR, AR, Unreal etc.	Element(s) as single video clip, max. 3 min.
<b>Best innovative idea</b>	Innovative concepts or ideas independent of the distribution channel	Element(s) as single video clip, max. 3 min.
<b>CRAFT</b>		
<b>Best studio design/set design</b>	Studio & set design (real & virtual studio); Design from concept to finished studio / set can be shown	Element(s) as single video clip/case study, max. 3 min.
<b>Best 2D/3D animation</b>	Productions such as spots, opening credits, explanatory pieces, seasonal IDs, labels etc. with a focus on 2D / 3D animation	Element(s) as single video clip, max. 3 min.
<b>Best typography</b>	Productions with a focus on typography	Element(s) as single video clip, max. 3 min.
<b>Best text design or use of language &amp; voice</b>	Spots with specially created texts, special voices or creative language use	Element(s) as single video clip, max. 3 min.
<b>Best humour, satire and/or irony</b>	Spot(s) with humour, satire or irony in storytelling	Element(s) as single video clip, max. 3 min.
<b>Best sound design</b>	Audio design of design or promotion elements	Element(s) as single video clip, max. 3 min.
<b>Best musical composition</b>	Musical composition of design or promotion elements	Element(s) as single video clip, max. 3 min.
<b>Best use of music</b>	Promotion spots where an existing song is the main focus, heavily supports the moving image or significantly strengthens the content	Element(s) as single video clip, max. 3 min.
<b>Best editing</b>	Productions focusing on editing	Element(s) as single video clip, max. 3 min.
<b>Best camera</b>	Productions focusing on camera work	Element(s) as single video clip, max. 3 min.
<b>Best direction</b>	Productions focusing on direction	Element(s) as single video clip, max. 3 min.

## CRITERIA FOR ALL CATEGORIES

Unless stated otherwise, every submission is eligible to participate regardless of the medium (on-air, online, streaming or other) as long as it promotes content or the content provider.

### First broadcast date

- The entry must have been broadcast for the first time on a radio station, on a VOD platform, streaming platform, in cinemas, on the Internet or as part of an event, or have been made available to the public in any other way in the period from **1 May 2023 to 30 June 2024**.  
For campaigns with several spots or elements, at least one of the spots or elements must have been broadcast or gone online for the first time during the specified period or must have been made publicly accessible in some other way. The same campaign may not be submitted in consecutive years.
- The same project may not be submitted again in the following year, only a further development of the project with significant changes.

### What would you like to tell the jury:

Please provide relevant information on the key points 'Innovation, Creation, Efficiency, Context, and Usage'.

### Language & Subtitles

Submissions not produced in German or English must be subtitled in one of these two languages.

### Audio specifications

- **Peak level: -1 dB.** (We are deliberately not using the broadcast standard R128 this year because it has been ignored too often in the past and some contributions have been too loud. We therefore ask you to aim for a peak level of -1dB).
- Please use only the original music and sounds.

### Video Specifications

- The portal accepts videos with the endings mp4, ogg, avi, mov, wmv, flv, ogv, webm, mpeg, mpg and a file size of maximum 1 GB.
- To maintain a certain quality standard, we can recommend the following two video specifications:
  - **Middle Quality Video:** Quick Time (.mov), H264, data rate: 15 MBit/s, 1920x1080, Color Level: 601/709, Upper Field First, Audio: Linear PCM, 48,000 kHz, 24 Bit
  - **Low Quality: Video:** Quick Time (.mov), H264, Data rate: 6 MBit/s, 1280x720, Color Level: 601/709, Upper Field First, Audio: Linear PCM, 48.000 kHz, 24 Bit

### Screenshot

- A representative screenshot/key visual must be uploaded for each submission. In the event of a nomination, this screenshot will be used for the website, the event design and all print products.
- Dimensions: 1920 x 1080 px, landscape format as .jpg, .tiff or .png file.

### Video clips, black screens, panels

- Each entry must be submitted as a separate clip.
- If you would like to submit the same entry into several categories, you must do so in separate entries.
- More than one entry for the same or a different category in one clip will not be accepted.
- Assessment will only be made for what can be seen and heard on the tape: Please note that all elements of your entry – including all print or poster motifs, giveaways and other merchandise, radio commercials and/or websites, e.g. in the case of an integrated campaign – must be seen or heard in your submitted clip.
- **Black screens** should be no longer than 2 seconds.
- Please **DO NOT** use any panels with the title or the category of the submission.

### Digital categories

Please note that websites, social media, mobile applications etc. must be accessible permanently until the end of 2024 in Germany and Switzerland. Please create guest log-ins if necessary and supply them with your submission.

## SUBMISSION PORTAL

You may submit your contributions from April 15 until July 1, 2024 at the latest via the Internet portal <https://www.eeefe-awards.org>. Please register via the registration form on the internet portal to submit your entries for the Eyes & Ears Awards 2024. After activation by Eyes & Ears of Europe you will receive an email.

## FEES & FREE ENTRIES

	Eyes & Ears-Members	Non-Members
Early Bird until 1 May 2024	€ 390,-	€ 490,-
Standard until 17 June 2024	€ 450,-	€ 550,-
Last Chance until 1 July 2024	€ 590,-	€ 690,-

Depending on your membership with Eyes & Ears of Europe, you may have free entries:

Personal Membership*	1 free entry
University/Institutional Membership	1 free entry
Start-Up Membership	4 free entries
Corporate Membership 1	2 free entries
Corporate Membership 2	4 free entries
Corporate Membership 3	6 free entries
Corporate Membership 4	12 free entries
Corporate Membership 5	18 free entries
Corporate Membership 6	36 free entries

\* except for Memberships for Pensioners, Job Seekers, Students/Trainees, as well as Honorary Members

## YOUR CONTACT

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