

Blocking period: 20. Oktober 2025, 10 pm

CREATION, INNOVATION & EFFEKTIVITÄT – 27th International Eyes & Ears Awards 2025

Award Winners

Category Design

Best design in print or poster advertising

Gold

BDA Creative: ARD - Sportschau Hinrunde

The BDA poster campaign impresses with its strong concept, which has been executed with precision and targeted at the right audience. The focus is on the fan, presented in an emotional, authentic and visually powerful way. Sportschau is the go-to channel for all soccer fans in Germany!

Creative team: Tobias Fleck, Creative Director Copy BDA Creative; Moritz Nixdorf, Senior Art Director BDA Creative; Alexander Mahoney, Creative Lead Content BDA Creative; Ronja Schröck, Senior Motion Designer BDA Creative; Matthias Schuster, Executive Creative Director BDA Creative; Anja Schröger, Account Director BDA Creative; Carolin Jordan, Marketing ARD-Programmdirektion

Silver

BDA Creative: Prime Video- Arda Turan

Creative team: Volker Schmidt, Senior Art Director BDA Creative; Lisa Cojocaru, Senior Copy BDA Creative; Matthias Schuster, Executive Creative Director BDA Creative; Marc Strotmann, Managing Director BDA Creative; Benjamin Kerneck, Managing Director BDA Creative; Asli Yigit, Senior Brand Marketing Manager Prime Video; Charlotte Michel, Head of Originals Marketing Prime Video

Bronze

RTL+: Euphorie

Creative team: Jule Richter, Art Director Marketing RTL Deutschland; Pascal Bünning, Fotograf Marketing RTL Deutschland; Ben Nicolaus, Retusche Marketing RTL Deutschland; Kathrin Meißner & Stephan Hoffmann, Creative Lead Marketing RTL Deutschland; Melanie Schmitz & Lisa-Marie Sauer, Project Lead Marketing RTL Deutschland

Best new design package for a channel or platform

Gold

Gédéon: Atresmedia - La Sexta

La Sexta's new design is characterised by boldness, flexibility and clear recognisability. The striking green colour and six varied shapes reflect the programme's diversity. The logo functions as both a trademark and a connecting element, playfully guiding viewers through all content and platforms in a modern, lively and highly recognisable way.

Creative team: **Concha Gonzalo Velasco**, Deputy Director of Image & Creativity Atresmedia; **Juan Ramon Martin Muñoz**, Director of Image & Creativity Atresmedia; **David Rodríguez Sánchez**, Art Director Atresmedia; **Francisco de Paula Caballero Carmona**, Producer Atresmedia; **Emmanuelle Lacaze**, Producer Gédéon; **Karem Pirela**, Producer Gédéon; **Lazare Bessière**, Art Director Gédéon; **Nicolas Famery**, Creative Director Gédéon

Silver

FEEDMEE: TOGGO

Creative team: **Anton Riedel**, Creative Director FEEDMEE; **Käthe Höfer**, Art Director FEEDMEE; **Jennifer Arnold**, Producer FEEDMEE; **Acky Hamacher**, Motion Design & 3D FEEDMEE; **Jonas Porschen**, Concept & Motion Design FEEDMEE; **Mario Krzykowski**, Creative Director TOGGO; **Ulrich Höppner**, Creative Director TOGGO; **Alexandra Frost**, Creative Director TOGGO

Bronze

Gédéon: T18

Creative team: **Emmanuelle Lacaze**, Producer Gédéon; **Eglantine Guitard**, Producer Gédéon; **Lazare Bessière**, Art Director Gédéon; **Nicolas Famery**, Creative Director Gédéon; **Christopher Baldelli**, President T18; **Julien Grange**, Content Manager T18; **Stéphane Berthelot**, Public Relations CMI France; **Etienne Robial**, Art Director

Best bumper or station-idents

Gold

ARTE: Idents Noel

ARTE's festive adverts surprise viewers with their original ideas and loving attention to detail: singing elves, a grumpy fishing bear and fighting snowmen bring the charm of ugly jumpers to the screen with a witty sense of humour. These three short scenes are perfect for the season — funny, heart-warming and superbly crafted!

Creative team: **Cécile Chavepayre**, Creative Director ARTE; **Anne Seymour**, Head of Production ARTE; **Pauline Bugeon**, Production Manager ARTE; **Géraldine Karolyi**, Founder & Creative Director 17 mars; **Margaux Botton**, Head of Design 17 mars; **Julie Gaub**, Creative Producer 17 mars; **Mathieu Lalande**, Sound Designer Supercarburant; **Sacha Leymergie**, Sound Designer Supercarburant

Silver

ZDF Programmlabels

Creative team: **Thomas Grimm**, Leitung Programmkommunikation ZDF; **Stavros Amoutzias**, Leitung Marke & Design ZDF; **Felix Weitekamp**, Projektleitung Marke & Design ZDF; **Benjamin Simon**, Creative & Art Direction FOREAL; **Dirk Schuster**, Creative & Art Direction FOREAL; **Konstantin Twardzik**, 3D & Technical Lead FOREAL; **Tim Eiden**, Concept Development FOREAL; **Peter Albertz**, Music Production & Sound FX Fonty Music

Bronze

RTP 2: Sara Bichão

Creative team: **Nicolau Tudela**, Art Director RTP – Rádio e Televisão de Portugal; **Ana Sofia Sousa**, Direction & Editing RTP – Rádio e Televisão de Portugal; **Margarida Rodrigues**, Graphics RTP – Rádio e Televisão de Portugal; **Inês Sanches**, Director of Photography RTP – Rádio e Televisão de Portugal; **César Martins**, Additional Music Composition RTP – Rádio e Televisão de Portugal; **Alexandre Matias**, Camera RTP – Rádio e Televisão de Portugal; **Luis Limão**, Production RTP – Rádio e Televisão de Portugal; **Sara Bichão**, Artist

Best seasonal design elements

Gold

Weihnachten auf ARTE

ARTE successfully combines the Christmas spirit with wit, charm and high creative standards. The lovingly animated scenes surprise viewers with their creative ideas and humorous touches. This seasonal production is fun and leaves a lasting impression.

Creative team: **Cécile Chavepayre**, Creative Director ARTE; **Anne Seymour**, Head of Production ARTE; **Pauline Bugeon**, Production Manager ARTE; **Géraldine Karolyi**, Founder & Creative Director 17 mars; **Margaux Botton**, Head of Design 17 mars; **Julie Gaub**, Creative Producer 17 mars; **Mathieu Lalande**, Sound Designer Supercarburant; **Sacha Leymergie**, Sound Designer Supercarburant

Silver

Weihnachten und Frühling im ZDF

Creative team: **Stavros Amoutzias**, Leitung Marke & Design ZDF; **Astrid Kämmerer**, Leitung Unit Content HA Kommunikation ZDF; **Irena Pavor**, Projektleitung Marke & Design ZDF; **Simone Rödig**, Projektleitung Marke & Design ZDF; **Alexandra Schulte**, Promotion Trailer Creation ZDF; **Sebastian Raetsch**, Creative Director Sehsucht; **Ben Karrasch**, Art Director Sehsucht; **Sebastian Kellermann**, 3D Artist Sehsucht

Bronze

ZDFneo: Idents Winter 2024/2025

Creative team: **Thomas Grimm**, Leitung Programmkommunikation ZDF; **Astrid Kämmerer**, Leitung Unit Content HA Kommunikation ZDF; **Stavros Amoutzias**, Leitung Marke & Design ZDF; **Christian Kohl**, Projektleitung Design ZDF; **Laura Ohletz**, Projektleitung ZDF; **Tina Haffke**, Producerin FEEDMEE; **Anton Riedel**, Kreativleitung FEEDMEE; **Loy Wesselburg**, Sounddesign FEEDMEE

Best lead-in / opening title sequence: Fiction

Gold

RTL+ & BDA Creative: Ich bin Dagobert

This opener impresses with its strong conceptual approach, which works perfectly in terms of both visuals and content. The idea of exploring the mind of the main character is masterfully conveyed through a blend of drawn memories, intricate blueprints and meticulous 3D animation. It's a stylistically unique title sequence that immediately draws you into the world of the series and leaves you wanting more!

Creative team: **Stephan Hoffmann & Kathrin Meißner**, Creative Lead Marketing RTL Deutschland; **David Klug**, Project Lead Marketing RTL Deutschland; **Christoph Lohr**, Art Direction & Animation BDA Creative; **Tim Finnamore**, Creative Director BDA Creative; **Anja Schröger**, Projektmanagement BDA Creative

Silver

France 3: Cinéma de Minuit

Creative team: **Corinne Alexia**, Creative Director France Télévisions; **Emmanuelle Lacaze**, Producer Gédéon; **Eglantine Guitard**, Producer Gédéon; **Aurélien Hass**, Sound Producer Gédéon; **Nicolas Famery**, Art Director Gédéon; **Lazare Bessiere**, Motion Designer Gédéon

Bronze

RTL+: Angemessen Angry

Creative team: **Elsa van Damke**, Konzeption; **Maren Trey**, Konzeption, Illustration & Animation; **Annika Nimz**, Animation; **Felix Anton Remm**, Musikproduktion; **Jennifer Weist**, Vocals; **Nina Gless**, Art Director Marketing RTL Deutschland; **Kathrin Meißner**, Creative Lead Marketing RTL Deutschland; **Eva Frings**, Project Lead Marketing RTL Deutschland

Best lead-in / opening title sequence: Non-Fiction

Gold

ARTE: Jingles für Mittwochs

ARTE has created three concise jingles that perfectly introduce its documentary film collections. Exciting and stylistically clear, these openings are precisely tailored to the target audience and effectively introduce viewers to the themes, arousing curiosity in the process.

Creative team: **Cécile Chavepayre**, Creative Director ARTE; **Pauline Bugeon**, Projektleiterin ARTE; **Serge Ricco**, Artistic Director Ricco & Co; **Philippe Deshaies**, Sound Designer Trampoline Tracks

Silver

SAT.1: Villa der Versuchung

Creative team: Seven.One Entertainment Group

Bronze

ZDF: 37°

Creative team: Thomas Grimm, Leitung Programmkommunikation ZDF; **Stavros Amoutzias**, Leitung Marke & Design ZDF; **Christian Kohl**, Projektleitung ZDF; **Dirk Lehner**, Creative Direction / Motion Design Vielfein; **Catrin Mackowski**, Grafik Design / Konzeption Vielfein

Best lead-in / opening title sequence: Sports

Gold

UnitedSenses: Billie Jean King Cup

The title sequence for the Billie Jean King Cup is impressive, showcasing emotional power, visual appeal and a modern design that successfully highlights the importance of the tournament.

UnitedSenses encapsulates sports history, excitement and style in just a few seconds — powerful and thrilling!

Creative team: Markus Schmidt, Creative Director UnitedSenses; **Sven Müller**, Producer UnitedSenses; **Alena Rebezova**, Designer UnitedSenses; **Kerstin Lutz**, Client Billie Jean King Cup; **Silvia Keiser**, Client Billie Jean King Cup; **Adam Carey**, Client Billie Jean King Cup; **John Mastrini**, Client Billie Jean King Cup

Best information or news design

Gold

Wahlen bei RTL & ntv

With clear imagery and thoughtful design, RTL & ntv have created election coverage that is both visually compelling and informative. The powerful typography, in particular, makes a strong impression. It offers a bold, modern way of providing information that really stands out!

Creative team: Sabine Hengstmann, Project Lead Marketing RTL Deutschland; **Nicole Lantelme**, Creative Lead RTL Marketing RTL Deutschland; **Alex Krumm**, Creative Lead ntv Marketing RTL Deutschland; **Uwe Köbbel**, Text & Konzept Marketing RTL Deutschland; **Nina Gless**, Art Direction Marketing RTL Deutschland; **Alexander Render**, Design & Motion Design Marketing RTL Deutschland; **Gregor Wagner**, Sound Design & Mischung Marketing RTL Deutschland

Best sports design

Gold

BDA Creative: SWR Sport

The new design of SWR Sport fits the broadcaster perfectly and impresses with clear, bold colors as well as a dynamic, versatile logo. The design is clean and solid, yet modern and fresh.

Especially successful is the integration of the logo as a key element that conveys movement and energy. A coherent overall package that offers strong recognition across all channels and in the studio.

Creative team: Anika Flade, Senior Art Director BDA Creative; **Astrid Nowak**, Senior Art Director BDA Creative; **Meritxell Monso**, Senior Art Director BDA Creative; **Johannes Berner**, Senior Motion Designer BDA Creative; **Tim Finnamore**, Managing Director BDA Creative; **Werner Pastula**, Ltg. Markenführung & Design SWR; **Sandro Weber**, Projektmanagement SWR; **Christoph Pietsch**, Redaktion SWR

Silver

UnitedSenses: DTM

Creative team: Markus Schmidt, Creative Director UnitedSenses; **Sven Müller**, Producer UnitedSenses; **Alena Rebezova**, Designer UnitedSenses; **Matthias Lein**, Designer UnitedSenses; **Kay Langendorff**, Client DTM; **Oliver Runschke**, Client DTM; **Oliver Simon**, Client DTM

Best programme-related design package

Gold

ARTE: Tracks

The rebranding of ARTE Tracks is remarkable for its cool, minimalist retro style, which is a seamless fit for the programme. It's almost entirely digital implementation vividly brings the legendary format to life in a fresh, innovative way.

Creative team: Cécile Chavepayre, Creative Director ARTE; Pauline Bugeon, Projektleiter ARTE; Léa Henrich, Demoreel Editor ARTE; Ludovic Houplain, Creative Director H5; Simon Renaud, Artistic Director H5; Chloé Serien, Production Director H5; Nam Borgers, Motion Designer H5; Mirwais, Sound Designer H5

Silver

ProSieben: Die Super Duper Show

Creative team: Seven.One Entertainment Group

Bronze

ARTE: Summer of Champions

Creative team: Cécile Chavepayre, Creative Director ARTE; Pauline Bugeon, Projektleiter ARTE; Léa Henrich, Demoreel Editor ARTE; Paul Biller, Graphic Designer ARTE; Sylvia Tournier, Artistic Director

Kategorie PROMOTION & CAMPAIGNS

Best spot for a TV station or streaming/media platform

Gold

SRF Wissen

SRF's powerful visual concept replaces the "I" in the word "WISSEN" (knowledge) with symbolic images that spark curiosity and provoke thought. This transforms a static word into a visual playground that is modular, versatile and consistently geared towards conveying knowledge easily. It's a bold and intelligent design that leaves a lasting impression!

Creative team: Karsten Tiemann, Creative Producer Promotion SRF; Melvin Kleinert, Marketing Spezialist SRF; Oliver Fennel, Art Director SRF; André Schmidt Sprecher SRF; Manfred Gysi, Audio Editor Specialist SRF; Stefan Grujik, Video Editor Specialist SRF; Thomas Schümperli, Co-Leiter Marketingkreation SRF

Silver

Joyn: Alles auf Joyn

Creative team: Seven.One Entertainment Group

Bronze

high five cgn: RTL+ - Portfolio 2025

Creative team: Nadine Kückler, Producerin high five cgn; Jan Poerschke, Sound Designer high five cgn; Benjamin Benson, VFX Artist high five cgn; Zoe Marie Kehnen, Project Management high five cgn; Tommy Dettinger, Creative Director high five cgn; Stephan Hoffmann, Creative Director RTL Deutschland; David Klug, Marketing Manager RTL Deutschland

Best programme spot: Fiction

Gold

high five cgn: RTL+ - Der blanke Horror

high five cgn kicks off RTL's spring season in an unexpected way – dark, witty, and irresistibly entertaining. With razor-sharp editing, spot-on sound design, and a clever twist, the horror formats morph into a commercial bursting with fun. Visually and sonically precise, this piece is bold, inventive, and pure gold.

Creative team: Nadine K  chler, Producerin high five cgn; Jan Poerschke, Sound Designer high five cgn; Benjamin Benson, VFX-Artist high five cgn; Zoe Marie Kehnen, Project Management high five cgn; Tommy Dettinger, Creative Director high five cgn; Stephan Hoffmann, Creative Director RTL Deutschland; David Klug, Marketing Manager RTL Deutschland

Silver

BDA Creative: Prime Video - Der Heimweg

Creative team: Markus Hassel, Creative Producer BDA Creative; Christoph Lohr, Art Director BDA Creative; Lisa Cojocar, Senior Copy BDA Creative; Katharina Reinhardt, Junior Copy BDA Creative; Matthias Schuster, Executive Creative Director BDA Creative; Nicolai Rohrmann, Account Director BDA Creative; Almuth Fischer, Marketing Prime Video; Maike Buckmakowski, Marketing Prime Video

Bronze

Then we take Berlin: ZDFneo – Feel

Creative team: Nina Freifrau von dem Bussche, Creative Director Then We Take Berlin; Zep van Hoof, Editor Then We Take Berlin; Anette Breuker, Project Manager Then We Take Berlin; Andreas Sch  nrock, Sound Engineer fiftyfour audio; Laura Ohletz, Projektleitung ZDFneo; Sonja Wagener, Promotion Management ZDFneo

Best programme spot: Sports

Gold

BDA Creative: ARD - Handball WM

The BDA trailer for the 2025 Handball World Cup captures the essence of the sport: speed, passion and pure intensity. Fast-paced editing, dynamic motion design and emotional game scenes have a thrilling impact right from the very first second. This is a commercial that inspires enthusiasm and anticipation alike!

Creative team: Moritz Ringeisen, Creative Lead Content BDA Creative; Marie Borgelt, Senior Art Director BDA Creative; Nikolai Kleinhammer, Senior Copy BDA Creative; Matthias Schuster, Executive Creative Director BDA Creative; Philipp Wundt, Managing Director BDA Creative; Meritxell Monso, Senior Art Director BDA Creative; Henriette von Hoessle, Creative Director ARD

Silver

RTL+: Multi Title Sport

Creative team: Dustin Z  ller, Creative Executive Producer Marketing RTL Deutschland; Andreas Stephan, Sound Design Marketing RTL Deutschland; Patrice Keller, Motion Design Marketing RTL Deutschland

Bronze

BDA Creative: ARD - UEFA Frauen EM

Creative team: Oleg Burinsky, Senior Art Director 3D BDA Creative; Florian Farkas, Senior Motion Designer BDA Creative; Anastasia Shenaeva, Freelance Designer BDA Creative; Tim Finnamore, Managing Director BDA Creative; Moritz Ringeisen, Creative Lead Content BDA Creative; Tobias Fleck, Creative Director Copy BDA Creative; Matthias Schuster, Executive Creative Director BDA Creative; Henriette von Hoessle, Creative Director ARD

Best programme spot: News

Gold

DW: Values

This Deutsche Welle advert powerfully underscores the importance of independent journalism. With a sharp perspective, eloquent language, and compelling visuals, it brings DW's core values to life — facts, freedom, and critical thinking. No show, no spin — just substance. Bold, authentic, and memorable.

Creative team: Patricia Fehlberg, Head of Program Promotion & Broadcast Management DW Deutsche Welle; Patrick Ruch, Coordinating Editor DW Deutsche Welle; Sebastian Katzer, Producer DW Deutsche Welle

Silver

WELT: Bundestagswahl

Creative team: Guy Raphael, Senior Writer/Producer WELTN24; **Hernan Gaete**, Art Director Motion Design WELTN24; **Martin Sennekamp**, Head of Creative Video WELTN24; **Dieter Webel**, Audio Design WELTN24

Silver

ARTE: Europäischer Journalismus für Europäer

Creative team: Virginia Robert, Head of Broadcast ARTE; **Samuel Bernardeau**, Promotion Department Manager ARTE; **Christian Gyss**, Director Editor ARTE; **Myriam Cremer**, Scriptwriter ARTE

Bronze

WELT: Das Kanzlerduell

Creative team: Martin Sennekamp, Head of Creative Video WELTN24; **Hernan Gaete**, Art Director Motion Design WELTN24; **Dieter Webel**, Audio Design WELTN24; **Saulo Santana**, Creative Director WELTN24; **Felipe Iasi de Barros Costa**, Head of Product & Innovation WELTN24; **Tanya Dorokhina**, WELTN24; **Torsten Blaufuss**, Project Manager WELTN24; **Martin Bauernfeind**, Broadcast Producer WELTN24

Best programme spot: Kids

Gold

SAT.1: Der Wunschzettel

With *Der Wunschzettel (The Wish List)*, SAT.1 presents a timeless Christmas trailer that captures the magic of the season through a child's eyes. Long-time SAT.1 host Kevin spontaneously shares his personal wish list, filling the spot with warmth, humour, and heartfelt anticipation. A charming highlight of the festive season.

Creative team: Seven.One Entertainment Group

Silver

Disney+: Animation Classics

Creative team: Philipp Taffel, Supervisor Production & Asset Organisation The Walt Disney Company GSA; **Andreas Wein**, Sound Engineer The Walt Disney Company GSA; **Leonie Hofmann**, Graphic Designer The Walt Disney Company GSA; **Florian Ruhdorfer**, Editor

Best programme spot: Show, Entertainment & Comedy

Gold

SAT.1: The Voice Of Germany

This commercial beautifully captures the essence of the show: returning to the core and focusing on the voice. With its emotional, minimalist, and striking presentation, it powerfully reminds us what *The Voice of Germany* is truly about — listening, feeling, and trusting. Clear, honest, and moving, the spot's visual language is both consistent and compelling, perfectly embodying the spirit of the format.

Creative team: Seven.One Entertainment Group

Silver

ProSieben: Joko & Klaas gegen ProSieben

Creative team: Seven.One Entertainment Group

Bronze

Golden Claim: RTL+ - Reality Highlights

Creative team: Rüdiger Braun, Producer Golden Claim; **Stephen Evans**, VFX-Designer Golden Claim; **Joel Schneider**, SFX-Designer Golden Claim; **Tatjana Scholtz**, Projektmanagerin Golden Claim; **Marc Rhiem**, Co-CEO Golden Claim; **Stephan Hoffmann**, Creative Direction RTL+ RTL Deutschland

Best programme spot: Culture & Documentary

Gold

Starlight: Divia

With bold imagery and precise sound design, the trailer conveys the devastating effects of war on nature — and its silent endurance — without a single word of voice-over. Poignant, clear, and visually commanding, the spot engages, moves, and inspires a sense of responsibility.

Creative team: Olena Martynova, CEO Starlight Creative; Oleksii Ihnatiev, Creative Director Starlight Creative; Yana Shustrovich, Trailer Director Starlight Creative; Vitaliy Pashkovskiy, Editor Assistant Starlight Creative; Oleksii Riepik, Creative Director Starlight Creative; Oleksandr Savinskiy, Art Director & Motion Design Starlight Creative; Anna Leonchenko, Designer Starlight Creative; Vladyslav Symonov, Trailer Sound Design Starlight Creative; Andrii Levitin, Producer Starlight Creative

Silver

THE SCREENERS: Riefenstahl

Creative team: Sascha Crone, Senior Writer/Producer THE SCREENERS; Arnd von Rabenau, Creative Director THE SCREENERS; Irek Szumlanski, Audio Designer Tonfabrik

Bronze

BDA Creative: Prime Video - Dinner Club

Creative team: Linea Zientz, Senior Creative Producer BDA Creative; Marie Borgelt, Senior Art Director BDA Creative; Florian Farkas, Senior Motion Designer BDA Creative; Nicolai Rohrmann, Account Director BDA Creative; Elena Klinger, Account Manager BDA Creative; Lemlem Haile Gabriel, Creative Executive Amazon MGM Studios Prime Video; Almuth Fischer, Marketing Prime Video

Best promotion spot for special programming

Gold

Paramount: Tarantino's Christmas Feast

Paramount delivers a striking and unconventional Christmas spot. Rather than following the usual festive formula, the commercial treats viewers to a brilliant interplay of music, editing, text, and typography in a distinctly Tarantino style. The twist of turning *Silent Night* into *Violent Night* is a bold, cohesive concept — a prime example of programme promotion at its finest.

Creative team: Matthijs Hoitsma, Sr. Creative Producer BLX Paramount Global; Dylan Zonneveld, Project Manager BLX Paramount Global; Jerry Estie, Sr. Designer BLX Paramount Global; Emanuela Denti, Sr. Director Creative MTVE Paramount Global; Sara Hidalgo, Creative Director MTVE Paramount Global; Arantxa Montero-Larrinoa, Operation Europe Director MTVE Paramount Global; Marijn Slager, Music Producer Paramount Global; Elske Steen, Vocalist Paramount Global

Silver

Then we take Berlin: ZDFneo Abenteuer Wildnis

Creative team: Nina Freifrau von dem Bussche, Creative Director Then We Take Berlin; Elmar Krick, Concept, Text & Edit Then We Take Berlin; Anette Breuker, Project Manager Then We Take Berlin; Florian Keyserlingk, Sound Engineer fiftyfour audio; Laura Ohletz, Projektleitung ZDFneo; Sonja Wagener, Promotion Management ZDFneo

Bronze

WELT: Lost Places Folge 100

Creative team: Mathias von der Thannen, Senior Writer/Producer WeltN24; Hernan Gaete, Art Director Motion Design WeltN24; Martin Sennekamp, Head of Creative Video WeltN24; Jorge Zenteno, Motion Designer WeltN24; Dieter Webel, Audio Design WeltN24

Best B2B spot

Gold

RTL: Bertelsmann Aufsichtsratssitzung

The B2B spot for Bertelsmann's supervisory board meeting at RTL captivates with an emotional crescendo of editing and music, effectively highlighting the key moments of the 2025 programme. With its cinematic feel and pulsating energy, it communicates both facts and genuine emotion, perfectly suited to its context.

Creative team: Vera Papies & Oliver Bittner, Creative Leads Marketing RTL Deutschland; **Anna Sauther**, Project Lead Marketing RTL Deutschland; **Dustin Zöller**, Creative Executive Producer Marketing RTL Deutschland; **Andreas Stephan**, Sound Design Marketing RTL Deutschland; **Andreas Schuster**, Motion Design Marketing RTL Deutschland

Silver

Tag der Produzentinnen und Produzenten ZDF 2024

Creative team: Ulla Niemann, Leitung Unternehmenskommunikation ZDF; **Christian Mayer**, Leitung Corporate ZDF; **Stefanie Simon**, Projektleitung ZDF; **Jens Barzen**, Produktionsleitung UPPERCUT STROBEL & BARZEN; **Matthias Strobel**, Produktionsleitung UPPERCUT STROBEL & BARZEN

Bronze

SRF: Information Publizistische Leitlinien

Creative team: Ralf Bühler, Creative Producer Promotion SRF; **Jürgen Krebs**, Video Editor Specialist SRF; **Hagen Scholz**, Leiter Promo Postproduction SRF; **Oliver Tremel**, Co-Leiter Marketingkreation SRF

Best digital marketing spot

Gold

Kabel Eins: Die Michael Manousakis Schimpfmaschine

Kabel Eins has created a humorous and original activation with "Michael Manousakis Schimpfmaschine" (Michael Manousakis Insult Machine) generating buzz and playful engagement for Morlock Motors. The faux product resonates with the target audience, combining clever marketing with genuine fun — a creative and highly effective concept. Hopefully it will be available to buy soon! 😊

Creative team: Seven.One Entertainment Group

Silver

SAT.1: Amore unter Palmen

Creative team: Seven.One Entertainment Group

Bronze

HR: Das Imperium Heidi Klum

Creative team: Angelika Haus, Designerin / Art Direction Hessischer Rundfunk; **Sybille Ring**, Designerin / Art Direction Hessischer Rundfunk; **Anne-Katharina Lauf**, Distributionsmanagerin Hessischer Rundfunk; **Moritz Zimmermann**, Redakteur Hessischer Rundfunk; **Merle Kohl**, Autorin & Distributionsmanagerin Hessischer Rundfunk; **Joelle Westerfeld**, Autorin Hessischer Rundfunk; **Liesa Rademacher**, Content Designerin redbatcat; **Susanne Hassepaß**, Supervisor Content Design redbatcat

Best experiential and/or special marketing

Gold

ProSieben: ProAcht

At ProSieben, Joko & Klaas only had to win their show to complete this extraordinary challenge. For one week, ProSieben became ProAcht. What initially seemed simple turned out to be a huge logistical undertaking. Every aspect of the brand was reimaged and implemented, from the logo and channel name to the JOYN menus, website, blockbuster logo, legal notice and web address. With impressive consistency, courage and precision, they created a holistic brand experience that sets new standards!

Creative team: Seven.One Entertainment Group

Silver

RTL: Barbie - Let's celebrate pink!

Creative team: Marketing RTL Deutschland

Bronze

Barrierefreiheit im ZDF: Schwarzbildtrailer

Creative team: Thomas Grimm, Leitung Programmkommunikation ZDF; Astrid Kämmerer, Leitung Unit Content HA Kommunikation ZDF; Nadja Kronemeyer, Projektleitung ZDF; Thorsten Schüler, Toningenieur ZDF; Victoria Sabathil, Projektleitung Serviceplan; David Annel, Sprecher

Best radio spot(s)

Gold

SAT.1: Promis unter Palmen

Claudia Obert, a well-known German reality TV star, is back — and with her comes a radio commercial that is every bit as attention-grabbing and entertaining as *Promis unter Palmen*, the popular German reality TV show featuring celebrities competing on a tropical island. The commercial is authentic in its delivery and fits the format perfectly, sticking in your head whether you want it to or not. It's a real earworm!

Creative team: Seven.One Entertainment Group

Silver

Comedy Central: Home of Adult Animation

Creative team: Eric Wilhelm da Cruz, Creative Art Director MTVE Europe Paramount Creative MTVE International; Lukas Beyer, Marketing Manager Comedy Central Paramount Creative MTVE International; Alicja Wotzko, Project Management Paramount Creative MTVE International; Nathalie Amegaschie, Texterin MOTOR Kommunikation; Daniel Theobald, Texter MOTOR Kommunikation; Jan Roters, Creative Direction MOTOR Kommunikation; Stefano Dessi, Creative Direction MOTOR Kommunikation; Sebastian Müller, Sound Design Hofkapellmeister

Bronze

RTL: Woche der Vielfalt

Creative team: Marketing RTL Deutschland

Best station or platform campaign

Gold

SRF Wissen

SRF Wissen literally closes knowledge gaps by cleverly replacing the 'I' in the word 'WISSEN' (knowledge) with symbolic images. This creates attention-grabbing motifs that encourage discovery, understanding and connection. The campaign makes knowledge emotionally tangible and is modular and versatile, while remaining consistently true to the trademark 'question'. It is a well-rounded, coherent concept that perfectly embodies the mission of 'making people smart with ease'.

Creative team: Karsten Tiemann, Creative Producer Promotion SRF; Melvin Kleinert, Marketing Spezialist SRF; Oliver Fennel, Art Director SRF; André Schmidt, Sprecher SRF; Manfred Gysi, Audio Editor Spezialist SRF; Stefan Grujik, Video Editor Spezialist SRF; Thomas Schümperli, Co-Leiter Marketingkreation SRF

Silver

ntv: Für alle, die Fragen haben

Creative team: Marketing RTL Deutschland

Bronze

spotville: Ich tick TOGGO

Creative team: **Sven Braun**, Executive Producer spotville; **Marco Kuschnier**, Creative Director spotville; **Laura Gudowski**, Senior Marketing Managerin SUPER RTL; **Sarah Schnitzler**, Senior Marketing Managerin SUPER RTL; **Alexandra Frost**, Creative Director Design SUPER RTL; **Lars Timmermann**, Regie; **Kaspar Hornikel**, Director of Photography

Best programme campaign: Fiction

Gold

SRF: Tschugger 4

Tschugger 4 stays true to its distinctive 1970s/1980s style, combining Valais German with American crime humour. With its exciting plot involving secret nuclear warheads in the Swiss mountains, the series offers a humorous and action-packed production that will particularly appeal to young viewers. The series is set in the style of Beverly Hills Cop and similar classics.

Creative team: **Shobana Bircher**, Creative Producerin Promotion SRF; **Ralf Bühler**, Creative Producer Promotion SRF; **Nicole Koller**, Marketing Spezialistin SRF; **Oliver Tremel**, Co-Leiter Marketingkreation SRF

Silver

ZWEI FREUNDE: ZDFneo - Love Sucks

Creative team: **Hannah Schmitt**, Editorin: Konzeption/Idee/Schnitt ZWEI FREUNDE; **Poli Yusofi**, Projektmanagement ZWEI FREUNDE; **Christopher Czarnetzki**, künstlerischer Tonmeister ZWEI FREUNDE; **René Hoffmann**, Animation/Design ZWEI FREUNDE; **Thomas Grimm**, Leitung Programmkommunikation ZDF; **Astrid Kämmerer**, Leitung Unit Content HA Kommunikation ZDF; **Laura Ohletz**, Projektleitung ZDF; **Sonja Wagener**, Promotion Management ZDFneo

Bronze

high five cgn: RTL+ - Krimi Saison

Creative team: **Nadine Kückler**, Producerin high five cgn; **Jan Poerschke**, Sound Designer high five cgn; **Benjamin Benson**, VFX Artist high five cgn; **Zoe Marie Kehnen**, Project Management high five cgn; **Mark Fleig**, Creative Director high five cgn; **Stephan Hoffmann**, Creative Director RTL Deutschland; **David Klug**, Marketing Manager RTL Deutschland

Best programme campaign: Non-Fiction

Gold

ProSieben: Ein sehr gutes Quiz (mit hoher Gewinnsumme)

This format defied all the conventions of a successful show. The location was variable and unpredictable — it took place somewhere in Germany — and there was no fancy studio. It was also live, not pre-recorded. The only constants were Joko & Klaas and the 25 questions, with €100,000 up for grabs. All of this had to be communicated in a campaign, which worked in a humorous and entertaining way!

Creative team: Seven.One Entertainment Group

Silver

VOX: Kitchen Impossible

Creative team: **Bea Eichbauer**, Project Lead/Campaign Manager Marketing RTL Deutschland; **Doris Mertens**, Creative Lead/Creative Director Marketing RTL Deutschland; **Bastian Suhr**, Producer/Regie Marketing RTL Deutschland; **Guido Lange**, Art Director Marketing RTL Deutschland; **Doro Reppel**, Konzeption Marketing RTL Deutschland; **Jutta Pohlmann**, DOP Marketing RTL Deutschland; **Niko Djordjevic**, Production Manager Marketing RTL Deutschland

Bronze

VOX: Herbstresidenz

Creative team: **Bea Eichbauer**, Project Lead/ Campaign Manager Marketing RTL Deutschland; **Doris Mertens**, Creative Lead/ Creative Director Marketing RTL Deutschland; **Enisa Nesimovic**, Producer

Marketing RTL Deutschland; **Guido Lange**, Art Director Marketing RTL Deutschland; **Florian Grünewald**, Konzeption Marketing RTL Deutschland

Best programme campaign: Sports

Gold

BDA Creative: ARD - Wintersport 24/25

The BDA winter sports campaign offers a new and engaging concept: four winter sports experts share a cabin and their lively and entertaining lives. The campaign conveys expertise and passion for winter sports with charm and playfulness through humorous and authentic stories from their time together. The campaign is flexible in its application and staged with heart, making it a complete success!

Creative team: **Tobias Fleck**, Creative Director Copy BDA Creative; **Simon Holzinger**, Senior Creative Producer BDA Creative; **Ronja Schröck**, Senior Motion Designer BDA Creative; **Moritz Ringeisen**, Creative Lead Content BDA Creative; **Marc Strotmann**, Managing Director BDA Creative; **Katharina Reinhardt**, Junior Copy BDA Creative; **Matthias Schuster**, Executive Creative Director BDA Creative; **Henriette von Hoessle**, Creative Director ARD

Silver

ARD: Wir sind die EM

Creative team: **Stefan Ladwig**, Leiter Gesamtkommunikation ARD; **Henriette Edle von Hoessle**, Creative Director, Leitung ARD Design, Image & Brand Experience ARD-PD; **Monika Kandlbinder**, Projektleitung ARD Design Image & Brand Experience ARD-PD; **Tobias Fleck**, Creative Director Copy BDA Creative; **Simon Holzinger**, Senior Creative Producer BDA Creative; **Moritz Nixdorf**, Senior Art Director BDA Creative; **Marc Strotmann**, Managing Director BDA Creative; **Philipp Wundt**, Managing Director BDA Creative

Bronze

Ziggo Sport: UEFA European Finals

Creative team: **Ibi Latour**, Head of Creative Ziggo Sport; **Menno Wielinga**, Promo Director Ziggo Sport; **Chun Lee**, Graphic Design Ziggo Sport; **Nenad Simsic**, Sound Design Ziggo Sport

Best promotion campaign for special programming

Gold

Then we take Berlin: ZDFneoostern

With ZDFneo's *Then We Take Berlin*, the Easter programme becomes a playful and creative event. Clever wordplay, diverse films, and strong branding turn Easter into a fun, themed celebration. From quirky titles to engaging language and content aimed at different audiences, the campaign presents the feature films as a family highlight. Humorous, independent, and unmistakably original!

Creative team: **Nina Freifrau von dem Bussche**, Creative Director Then We Take Berlin; **Anette Breuker**, Project Manager Then We Take Berlin; **Elmar Krick**, Concept, Text & Edit Then We Take Berlin; **Anne Sturm**, Design Then We Take Berlin; **Florian Keyserlingk**, Sound Engineer fiftyfour audio; **Norbert Menkel**, Projektleitung ZDFneo; **Sonja Wagener**, Promotion Management ZDFneo

Silver

Disney Channel: Bluey Tag

Creative team: **Eva Spießl**, Supervisor TV Marketing The Walt Disney Company GSA; **Isabel Baase**, Writer/Producer The Walt Disney Company GSA; **Sofia Zuleta**, Creative Manager The Walt Disney Company GSA; **Stina Wenzl**, Supervisor Production & Asset Organization The Walt Disney Company GSA; **Andreas Wein**, Sound Engineer The Walt Disney Company GSA; **Bryan Waack**, Graphic Designer The Walt Disney Company GSA; **Philipp Taffel**, Supervisor Asset Organization The Walt Disney Company GSA; **Katrin Nestrojil**, Graphic Designer

Bronze

Wunsch Tatort im SWR

Creative team: **Ulrike Schwartzkopf**, Creative Coordinator & Producer SWR; **Sebastian Neumaier**, Campaign Manager & Supervising Producer SWR; **Adrian Saile**, Head of Promotion SWR; **Susanne Hassepaß**, Cutter redbatcat; **Astrid Nowak**, Senior Art Director BDA Creative; **Johannes Berner**, Senior Designer BDA Creative; **Benjamin Kerneck**, Project Lead BDA Creative

Best social media campaign

Gold

HR: Akutstation Psychiatrie

The social media campaign for the documentary series *Akutstation Psychiatrie (Psychiatric Emergency Room)* stands out for its emotional depth and measurable impact. Everyday life in psychiatry is portrayed in an accessible, moving way, communicated with remarkable clarity. With over 1 million impressions, an exceptionally high 12% click-through rate, and numerous visits to the ARD media library, the campaign's relevance and quality are evident. A crucial topic, digitally presented with outstanding skill.

Creative team: **Marc Boutter**, Performance Design Hessischer Rundfunk; **Axel Wirths**, Content Marketing Hessischer Rundfunk; **Brigitte Siebrecht**, Design Hessischer Rundfunk; **Katrin Wegener**, Autorin, Kamera Hessischer Rundfunk; **Philipp Engel**, Redaktion Hessischer Rundfunk; **Laurin Schilling**, Distribution Hessischer Rundfunk; **Martina Sauer**, Design Hessischer Rundfunk; **Daniel Schröder**, Trailer Producer Hessischer Rundfunk

Silver

BDA: Prime Video - Gaska. A very polish supermarket

Creative team: **BDA Creative**, Creative Lead; **Smakjam**, Local Creative Agency; **DEM**, Local Social Agency; **KoMMitet PR**, Local PR Agency; **Bespoke**, Local Event Agency; **Charlotte Michel**, Head of Originals Marketing Prime Video; **Emilia Gabrel-Farrar**, PR Prime Video; **Almuth Fischer**, Marketing Prime Video

Bronze

HR: Hessenschau TikTok

Creative team: **André Stefan**, Schnitt & Grafik Hessischer Rundfunk; **Tim Facchinelli**, Schnitt & Grafik Hessischer Rundfunk; **Nico Spahn**, Schnitt & Grafik Hessischer Rundfunk; **Sarah Ben Bornia**, Redaktion Hessischer Rundfunk; **Corinna Klingler**, Redaktion Hessischer Rundfunk; **Marius Kohlbacher**, Redaktion Hessischer Rundfunk; **Rafaela Rübsamen**, Redaktion Hessischer Rundfunk

Best digital and/or influencer activation

Gold

Joyn: Big Brother

With its clever blend of real-world and digital activation, Big Brother on Joyn has attracted maximum attention. From living space ads on a real estate portal and flyers in Cologne to a real phone number answered by Big Brother himself, it's original, direct and attention-grabbing. Backed by influencers and social media, the campaign successfully reached the target audience while also offering something wonderfully unexpected. Gold for a smart, cross-media activation!

Creative team: Seven.One Entertainment Group

Silver

ZDFneo: A Good Girl's Guide to Murder

Creative team: **Thomas Grimm**, Leitung Programmkommunikation ZDF; **Astrid Kämmerer**, Leitung Unit Content HA Kommunikation ZDF; **Laura Ohletz**, Projektleitung ZDF; **Kristian Knauff**, Social Media Koordination ZDF; **Astrid Heitz**, Mediaplanung ZDF; **Franzi Grötz**, Projektteam ZDF; **Elisabeth Rucker**, Projektleitung Agentur Serviceplan; **Anna Schorn**, Projektleitung Agentur Mediaplus

Bronze

HR: Deutschrap Ideal TESTO Community Watchparty

Creative team: Simon Vogt, Redaktion & Format Host Hessischer Rundfunk; Can Luca Oral, Redaktion Hessischer Rundfunk; Vivien Jaschok, Redaktion Hessischer Rundfunk; Florian See, Produktion Hessischer Rundfunk; Sebastian Binn, Produktion Hessischer Rundfunk; Senta Hinze, Produktion Hessischer Rundfunk; Patrick Secker, Format- und Projektleitung Hessischer Rundfunk; Myriam Thieser, Redaktion ARD Degeto Hessischer Rundfunk

Best social responsibility and/or awareness activation

Gold

Seven.One Entertainment Group: DNA of Democracy

To mark the 75th anniversary of the German Constitution (Grundgesetz), AdFactory launched a campaign sending a bold, global signal for democracy. Using synthetic DNA and nanoparticle ink, the full text of the Constitution was printed in a special edition of the *Süddeutsche Zeitung*. Every line on the page becomes a statement of support — powerful, innovative, and unforgettable.

Creative team: Creative team: Seven.One Entertainment Group

Silver

Starlight: The Bachelor

Creative team: Olena Martynova, CMO Starlight Media; Yana Honcharenko, Olena Sandul, Viktoriia Volontyrets & Valeriia Filon, PR Starlight Media; Elgudzha Gogokhia & Anatolii Diakonov, Editors Starlight Media; Olha Shpachuk & Vadym Stolyaryk, Producers Starlight Media; Iryna Sechevytsia, SMM Starlight Media; Oleksii Riepiuk, Andrii Aslamov & Oleksandr Antonov, Design Starlight Media; Vlad Muzychenko & Vlad Symonov, Music Starlight Media; Demian Radzyviliuk, Brand Voice Starlight Media

Bronze

high five cgn: UNICEF Brand 2024

Creative team: Mark Fleig, Producer high five cgn; Jan Poerschke Sounddesigner high five cgn; Zoe Marie Kehnen, Projektorganisation high five cgn; Rina Warkus, VFX / GFX Designerin high five cgn; Pia Kempen, Brand Marketing/Media UNICEF Deutschland; Christopher Heyer, Kommunikation & Kinderrechte UNICEF Deutschland; Carina Bäcker, Digital Marketing & Werbemittel UNICEF Deutschland; Claudia Urbschat-Mingues, Sprecherin

Kategorie Specials & Cross-Media

Best live or B2B event

Gold

Ad Alliance/RTL Deutschland: RTL – Screenforce

At the opening of Screenforce Day 2024, the creative team created an extraordinary bridge between traditional programme presentation and a live, emotional experience. Live music and dance performances with celebrity guests, combined with moving images and interactive room design, created an immersive environment that fully captivated the audience. Each programme brand was showcased and brought to life on stage, turning every slot into a memorable, real-world experience.

Creative team: Kreativ-Team: Tobias Guter & Ivonne Sprenger, Project Lead Ad Alliance; Daniel Thomé, Executive Producer Idea / Creative / Concept / Staging & Directing Mach2Media; Jan Philipp Apmann, Producer Idea / Creative / Concept / Staging & Directing Mach2Media; Jakob Kuby, Supervision AV Technology & Staging Kuby Concept; Arkin Atacan, Stage-Design / Lighting / SFX Atacan Design; Christoph Berger, Stage-Design / Lighting / SFX Cape Cross; Paul Kribbe, Choreography; Florian Mengel, Producer Segment & Trailer Production inCOLOR; Arnold Kaup, Sound Design Segment & Trailer Production inCOLOR; Kerstin Kalenberg, Creative Director Screenforce Project Lead Endemol Shine, Oli Bittner & Vera Papies, Creative Lead RTL Deutschland

Silver

BDA: Prime Video - Gaska. A very polish supermarket

Creative team: BDA Creative, Creative Lead; **Smakjam**, Local Creative Agency; **DEM**, Local Social Agency; **KoMMitet PR**, Local PR Agency; **Bespoke**, Local Event Agency; **Charlotte Michel**, Head of Originals Marketing Prime Video; **Emilia Gabrel-Farrar**, PR Prime Video; **Almuth Fischer**, Marketing Prime Video

Bronze

WELT: Dokumentationen - Screenforce Days 2024

Creative team: **Matthias Herrmann**, Art Director Creative Video WELTN24; **Hernan Gaete**, Art Director Motion Design WELTN24; **Martin Sennekamp**, Head of Creative Video WELTN24; **Stephan Pietz**, Audio Designer/ Komponist SOFYKA

Best integrated campaign for a channel or platform

Gold

Joyn: Alles auf Joyn

This cross-media campaign stands out thanks to its clarity, media impact and consistent execution. The brand message is placed precisely and conspicuously with a 360-degree strategy ranging from TV to social media to out-of-home advertising. Joyn delivers on its promises in terms of both content and form. Everything. Free of charge. And visible everywhere!

Creative team: Creative team: Seven.One Entertainment Group

Silver

40 Jahre 3sat

Creative team: **Thomas Grimm**, Leitung Programmkommunikation ZDF/3sat; **Astrid Kämmerer**, Leitung Unit Content HA Kommunikation ZDF/3sat; **Anna Saup**, Projektleitung 3sat ZDF/3sat; **Mi Franzen**, Projektleitung 3sat ZDF/3sat; **Poli Yusofi**, Projektleitung Zwei Freunde; **René Hoffmann**, Konzeption/Idee/Schnitt/Animation/Design Zwei Freunde; **Christopher Czarnetzki**, Künstlerischer Tonmeister Zwei Freunde

Bronze

spotville: Ich tick TOGGO

Creative team: **Sven Braun**, Executive Producer spotville; **Marco Kuschner**, Creative Director spotville; **Laura Gudowski**, Senior Marketing Managerin SUPER RTL; **Sarah Schnitzler**, Senior Marketing Managerin SUPER RTL; **Alexandra Frost**, Creative Director Design SUPER RTL; **Lars Timmermann**, Regie; **Kaspar Hornikel**, Director of Photography

Best integrated campaign for a programme: Fiction

Gold

Joyn: Messiah Superstar

With Messiah Superstar, Joyn has created a fictional campaign that blends reality and satire to an exceptional degree. Through consistent world-building across all channels, the mockumentary has become a seemingly real pop culture sensation, complete with hits, scandals and a fan base. This campaign demonstrates how creative fiction can form an integral part of an integrated communications strategy, showcasing an extraordinary idea with cross-media implementation. It's a real one-hit wonder – in the best way possible!

Creative team: Seven.One Entertainment Group

Silver

ZDFneo: Love Sucks

Creative team: **Laura Ohletz**, Projektleitung ZDF; **Kristian Knauff**, Social Media Koordination ZDF; **Verena Vogt**, Mediaplanung ZDF; **Svenia Pitzer**, Projektteam ZDF; **Victoria Sabathil**, Projektleitung Agentur Serviceplan; **Anna Schorn**, Projektleitung Agentur Serviceplan; **Hannah Schmitt**, Editorin Zwei Freunde; **Poli Yusofi**, Projektmanagement Zwei Freunde

Bronze

BDA: Prime Video - Gaska. A very polish supermarket

Creative team: BDA Creative, Creative Lead; **Smakjam**, Local Creative Agency; **DEM**, Local Social Agency; **KoMMitet PR**, Local PR Agency; **Bespoke**, Local Event Agency; **Charlotte Michel**, Head of Originals Marketing Prime Video; **Emilia Gabrel-Farrar**, PR Prime Video; **Almuth Fischer**, Marketing Prime Video

Best integrated campaign for a programme: Non-Fiction

Gold

ProSieben: Ein sehr gutes Quiz (mit hoher Gewinnsumme)

ProSieben's cross-media campaign for Ein sehr gutes Quiz (mit hoher Gewinnsumme) (A very good quiz with high prize money) shows how to communicate an extraordinary format in an extraordinary way. The campaign perfectly captures the live character, unpredictability and humour of the show, and is entertaining, bold and wide-reaching. It's an unconventional campaign for an unconventional format!

Creative team: Seven.One Entertainment Group

Silver

VOX: Sing mein Song

Creative team: Joel Ney, Producing/Regie Marketing RTL Deutschland; **Solène Cvitanovic**, Project Lead/Campaign Manager Marketing RTL Deutschland; **Uwe Köbbel**, Konzeption Marketing RTL Deutschland; **Sonya Eller**, Art Director Marketing RTL Deutschland; **Niko Djordjevic**, Production Manager Marketing RTL Deutschland; **Sebastian Pruß**, DOP Marketing RTL Deutschland

Bronze

3sat: Pop around the clock – Summer Edition

Creative team: Thomas Grimm, Leitung Programmkommunikation ZDF/3sat; **Astrid Kämmerer**, Leitung Unit Content HA Kommunikation ZDF/3sat; **Tom Wünsche**, Projektleitung ZDF/3sat; **Anna Saup**, Projektleitung ZDF/3sat; **Dirk Janßen**, Cutter ZDF/3sat; **Jochen Schmidt**, Audio-Design ZDF/3sat; **Caroline Marquet**, Grafikerin ZDF/3sat; **Günter Herbert**, Grafiker ZDF/3sat

Best integrated campaign for a programme: Sports

Gold

ZDF: FC Hollywood

With its *FC Hollywood* campaign, ZDF successfully combined football fandom with celebrity fascination — and did so with remarkable impact. The creative mix of eye-catching key visuals, custom trailers, social ads, and initiatives such as the guerrilla campaign at the FC Bayern AGM engaged both audiences effectively. A well-thought-out and highly creative campaign, it demonstrates how sports content can be brought to life off the field — emotionally, entertainingly, and with pinpoint precision.

Creative team: Thomas Grimm, Leitung Programmkommunikation ZDF; **Astrid Kämmerer**, Leitung Unit Content HA Kommunikation ZDF; **Nadja Kronemeyer**, Projektleitung ZDF; **Fabian Bernhard**, Mediaplanung ZDF; **Simone Rödig**, Design ZDF; **Franziska Grötz**, Marketing ZDF; **Miriam Pirner**, Design Serviceplan München; **POW!!!**, Grafik / Illustration

Silver

BDA Creative: ARD - Sportschau Bundesliga Start

Creative team: Tobias Fleck, Creative Director Copy BDA Creative; **Moritz Nixdorf**, Senior Art Director BDA Creative; **Alexander Mahoney**, Creative Lead Content BDA Creative; **Ronja Schröck**, Senior Motion Designer BDA Creative; **Matthias Schuster**, Executive Creative Director BDA Creative; **Anja Schröger**, Account Director BDA Creative; Carolin Jordan, Marketing ARD-Programmdirektion

Bronze

BDA Creative: ARD - UEFA Frauen EM

Creative team: Oleg Burinsky, Senior Art Director 3D BDA Creative; **Florian Farkas**, Senior Motion Designer BDA Creative; **Anastasia Shenaeva**, Freelance Designer BDA Creative; **Tim Finnamore**, Managing Director BDA Creative; **Moritz Ringeisen**, Creative Lead Content BDA Creative; **Tobias Fleck**, Creative Director Copy BDA Creative; **Matthias Schuster**, Executive Creative Director BDA Creative; **Henriette von Hoessle**, Creative Director ARD

CRAFT

Best studio design/set design

Gold

ZDF: UEFA Euro 2024

With this studio, ZDF has created a flexible, visually striking set that seamlessly integrates audience, presenters, and content. Its color palette and design align perfectly with ZDF and the “Orange Heat” brand. The combination of real elements and dynamic video surfaces guarantees adaptability — perfectly suited to a live sports spectacle.

Creative team: Thomas Grimm; Leitung Programmkommunikation ZDF; **Stavros Amoutzias**, Leitung Marke & Design ZDF; **Simone Rödig**, Projektleitung | Creative Lead ZDF sportstudio ZDF; **Jürgen Bieling**, Set-Designer Bieling Design; **Raphael Zürn**, Geschäftsführer IKARUS.mediale.inszenierungen

Silver

Ziggo Sport: Home of Sports

Creative team: Ibi Latour, Head of Creative Ziggo Sport; **John Berry**, Digital Assets Specialist Ziggo Sport; **Reinier Reine**, Head of Production Ziggo Sport

Best 2D/3D animation

Gold

Gédéon: Paris 2024 - Look of the games

Gédéon captivates with a breathtaking 360° animation that brings the visual identity of Paris 2024 vividly to life. These animations formed the centerpiece of the Paralympic closing ceremony and were also projected onto the Arc de Triomphe during the event. Meticulously crafted 2D and 3D elements add a special radiance to each athlete's presentation and every Olympic moment, executed with precision, clarity, and inspired creativity.

Creative team: Emmanuelle Lacaze, Producer Gédéon; **Karem Pirela**, Producer Gédéon; **Lazare Bessière**, Art Director Gédéon; **Nicolas Famery**, Creative Director Gédéon; **Thierry Reboul**, Brand, Creativity & Engagement Executive Director Paris 2024; **Joachim Roncin**, Head of Design Paris 2024

Silver

Weihnachten und Frühling im ZDF

Creative team: Stavros Amoutzias, Leitung Marke & Design ZDF; **Astrid Kämmerer**, Leitung Unit Content HA Kommunikation ZDF; **Irena Pavor**, Projektleitung Marke & Design ZDF; **Simone Rödig**, Projektleitung Marke & Design ZDF; **Alexandra Schulte**, Promotion Trailer Creation ZDF; **Sebastian Raetsch**, Creative Director Sehnsucht; **Ben Karrasch**, Art Director Sehnsucht; **Sebastian Kellermann**, 3D Artist Sehnsucht

Bronze

ARTE: Idents Noel

Creative team: Cécile Chavepeyre, Creative Director ARTE; **Anne Seymour**, Head of Production ARTE; **Pauline Bugeon**, Production Manager ARTE; **Géraldine Karolyi**, Founder & Creative Director 17 mars; **Margaux Botton**, Head of Design 17 mars; **Julie Gaub**, Creative Producer 17 mars; **Mathieu Lalande**, Sound Designer Supercarburant; **Sacha Leymergie**, Sound Designer Supercarburant

Best typography

Gold

RTL: stern

RTL is a real treat for the eyes, with its creative and playful typography, which combines aesthetic appeal with functional clarity. It's designed for use across different media, so it'll get your brand noticed. It's got just the right balance of being expressive and legible, which makes it a key part of the overall design and really defines the brand identity.

Creative team: Jan Auditor, Project Lead Marketing RTL Deutschland; **Nicole Lantelme**, Creative Lead Marketing RTL Deutschland; **Alex Krumm**, Creative Lead Kampagne Marketing RTL Deutschland; **Andreas Nyland & Derik Meinköhn**, Art Direction Editorial Design Marketing RTL Deutschland; **Florian Bruns**, Director Product Design stern+ Marketing RTL Deutschland; **Atipo Graphic Design**, Type Foundry

Silver

ARTE: Tracks

Creative team: Ludovic Houplain, Creative Director H5; **Simon Renaud**, Artistic Director H5; **Chloé Serien**, Production Director H5; **Nam Borgers**, Motion designer H5; **Mirwais**, Sound Designer H5; **Cécile Chavepayre**, Creative Director ARTE; **Pauline Bugeon**, Projektleiterin ARTE; **Léa Henrich**, Demo Reel Editor ARTE

Bronze

One Tomorrow: Deine Demokratie

Creative team: Seven.One Entertainment Group

Best copywriting or use of language & voice

Gold

inCOLOR: Superhelden RTL+

The ad brilliantly showcases RTL+'s programme superheroes, combining clever, humorous writing with striking visuals. The repeated use of the word "SUPER" creates memorable language that perfectly captures the challenges faced by heroes and villains alike. Paired with fitting music and an engaging narrator, it builds an immersive atmosphere — a highly successful and charming commercial.

Creative team: Florian Mengel, Creative Executive Producer inCOLOR; **Robert Krause**, Motion Designer inCOLOR; **Tizian Satlek**, Sounddesigner Sounds Fresh; **Tobias Brecklinghaus**, Sprecher

Silver

France 5: L'Œil & la Main

Creative team: Corinne Alexia, Creative Director France Télévisions; **Aleksandra Brajeux**, Producer, Designer, Editor, Director Demoiselles; **Sabrina Chesneau**, Producer, Designer, Editor, Director Demoiselles; **Balthazar Morvan**, DOP Demoiselles; **Franck Lascombes**, Singer – Songwriter Demoiselles

Bronze

SAT.1: Promis unter Palmen

Creative team: Seven.One Entertainment Group

Best humour, satire and/or irony

Gold

ProSieben: Ein sehr gutes Quiz (mit hoher Gewinnsumme)

With their trademark dry humor, Joko & Klaas bring a breath of fresh air to the quiz genre. The campaign cleverly and entertainingly showcases the unusual live format — no fancy studio, but high stakes and unpredictable moments throughout. A playful mix that perfectly engages the target audience.

Creative team: Seven.One Entertainment Group

Silver

ZDFinfo: Ägypten – Schatzkammer der Archäologie

Creative team: Thomas Grimm, Leitung Programmkommunikation ZDF; Astrid Kämmerer, Leitung Unit Content HA Kommunikation ZDF; Barbara Struif, Projektleitung ZDF; Joschua Sedlacek, Redakteur ZDFdigital ZDF; Matthias Schäfer, Teamlead Trailer ZDFdigital ZDF; Anke Schönebeck, Schnitt / Sound ZDFdigital ZDF

Bronze

SRF: Tschugger 4

Creative team: Shobana Bircher, Creative Producerin Promotion SRF; Ralf Bühler, Creative Producer Promotion SRF; Nicole Koller, Marketing Spezialistin SRF; Oliver Tremel, Co-Leiter Marketingkreation SRF

Best sound design

Gold

Joyn: Alles auf Joyn

Joyn's trailer effectively showcases the platform's wide range of films with an impressive sound design. Instead of relying on the usual background music, it creates atmosphere through authentic sounds. The deliberately minimalist approach results in a stronger emotional impact — perfectly tailored to a film-loving audience.

Creative team: Seven.One Entertainment Group

Silver

Then we take Berlin: ZDFneo - 3 Mal Action Klassik

Creative team: Nina Freifrau von dem Bussche, Creative Director Then We Take Berlin; Elmar Krick, Concept & Edit Then We Take Berlin; Anette Breuker, Project Manager Then We Take Berlin; Florian Keyserlingk, Sound Engineer fiftyfour audio; Laura Ohletz, Projektleitung ZDFneo; Sonja Wagener, Promotion Management ZDFneo

Bronze

high five cgn: RTL+ - Der blanke Horror

Creative team: Jan Poerschke, Sound Designer high five cgn; Nadine Küchler, Producerin high five cgn; Benjamin Benson, VFX-Artist high five cgn; Zoe Marie Kehnen, Project Management high five cgn; Tommy Dettinger, Creative Director high five cgn; Stephan Hoffmann, Creative Director RTL Deutschland; David Klug, Marketing Manager RTL Deutschland

Best musical composition

Gold

Joyn: Streaming aber gratis

Puls 4 hits the right note with a catchy song at the heart of its spring campaign. The smart blend of co-branding and memorable tunes makes the message "Streaming, but free!" stick — reaching audiences on TV, online, and on the radio. A true earworm that captures Austria's attention.

Creative team: Gabriel Moinat, Creative Director ProSiebenSat.1 PULS 4; Nadja Nashef, Copywriter ProSiebenSat.1 PULS 4; Alexander Kropf, Project Manager ProSiebenSat.1 PULS 4; Stefan Brunner, Senior Creative Producer ProSiebenSat.1 PULS 4; Carola Stein, Brand Strategist & Project Manager ProSiebenSat.1 PULS 4; Katarina Tamova, Senior Motion Designer ProSiebenSat.1 PULS 4; Gottfried Schuster, Komponist KarmaTraxx; Tamara Schuster-Zulechner, Interpretin KarmaTraxx

Silver

NITRO: Mit stählerner Faust

Creative team: Georgios Melikidis, Konzeption/Text/Schnitt/Producing Marketing RTL Deutschland; Gregor Wagner, Sound Design Marketing RTL Deutschland; Marco Reinbold, Sprecher Marketing RTL Deutschland

Best use of music

Gold

Paramount: Tarantino's Christmas Feast

Paramount uses music as a central element and gives Christmas week a unique twist with Tarantino films. The cleverly adapted version of "Silent Night" as "Violent Night" combines classic Christmas spirit with typical Tarantino sounds – vibrato guitar, timpani, church bells, and whistles. The music is the star of the show, setting the scene with its unmistakable sound.

Creative team: Matthijs Hoitsma, Sr. Creative Producer BLX Paramount Global; Dylan Zonneveld, Project Manager BLX Paramount Global; Jerry Estie, Sr. Designer BLX Paramount Global; Emanuela Denti, Sr. Director Creative MTVE Paramount Global; Sara Hidalgo, Creative Director MTVE Paramount Global; Arantxa Montero-Larrinoa, Operation Europe Director MTV Paramount Global VE; Marijn Slager, Music Producer Slager & Slager; Elske Steen, Vocalist Slager & Slager

Silver

high five cgn: RTL+ - Der blanke Horror

Creative team: Jan Poerschke, Sound Designer high five cgn; Nadine Kuchler, Producerin high five cgn; Benjamin Benson, VFX-Artist high five cgn; Zoe Marie Kehnen Project Management high five cgn; Tommy Dettinger, Creative Director high five cgn; Stephan Hoffmann, Creative Director RTL Deutschland; David Klug, Marketing Manager RTL Deutschland

Bronze

Golden Claim: Eyes & Ears Awards-Trailer 2024 (Editing)

Creative team: Marc Rhiem, Producer Golden Claim; Stephen Evans, VFX-Designer Golden Claim; Joel Schneider, SFX-Designer Golden Claim; Tatjana Scholtz, Projektmanagerin Golden Claim; Rüdiger Braun, Co-CEO Golden Claim

Best editing

Gold

Joyn: Alles auf Joyn

The editing of the Joyn trailer is spot on, with precise timing and a creative rhythm that presents the streaming platform's extensive film offering in an exciting and fluid way. The minimalist design creates a clear, gripping narrative that enhances the emotional experience and perfectly engages the target audience.

Creative team: Seven.One Entertainment Group

Silver

Paramount: Paranoïa

Creative team: Emanuela Denti, Sr Director Creative MTVE Paramount Creative MTVE International; Sara Hidalgo, Creative Director Paramount Creative MTVE International; Sarah Campos, Creative Producer Paramount Creative MTVE International; Clara Wiktor, Creative Project Manager Paramount Creative MTVE International; Teddy Thomas, Designer Paramount Creative MTVE International; Arantxa Montero-Larrinoa, Operation Europe Director Paramount Creative MTVE International; Olivier Bertino, Creative Director Colicoba Communication; Alban Periaut, Editor Colicoba Communication

Bronze

high five cgn: RTL+ Portfolio 2025

Creative team: Nadine Kuchler, Producerin high five cgn; Jan Poerschke, Sound Designer high five cgn; Benjamin Benson, VFX Artist high five cgn; Zoe Marie Kehnen, Project Management high five cgn; Tommy Dettinger, Creative Director high five cgn; Stephan Hoffmann, Creative Director high five cgn; David Klug, Marketing Manager RTL Deutschland

Best direction and/or camera

Gold

move 121: Sky Stream "Mächtig einfach" Godfather

The spot's got a cinematic vibe going on, and in just 30 seconds, it turns into this epic mafia story that's super immersive. The timing's spot on, the images are strong, and the lighting's right on target. The surprising genre break with the Sky Stream remote control as a "transfer of power" is staged in a humorous and iconic way!

Creative team: Michael Wimmer-Lamquet, Geschäftsführer move121; **Christian Ertl**, Creative Director move121; **Artur Blievert**, Creative Director move121; **Melanie Pfaffstaller**, Executive Producer melp productions; **Walter Fink**, Director Brand & Marcoms Sky Österreich; **Annkatri Piskernik**, Brand Management Sky Österreich; **Dian Warsosumarto**, Creative Director; **Andreas Prochaska**, Director

Silver

redbatcat: SWR - Närrische Wochen

Creative team: Susanne Hassepaß, Regie redbatcat; **Liesa Rademacher**, Regie feinfilm; **John McClellan**, DoP feinfilm; **Lisa Pozo-Nunez**, Concept Lead & Creative Coordinator SWR; **Sebastian Neumaier**, Campaign Manager & Supervising Producer SWR; **Adrian Saile**, Head of Promotion SWR

Best use of creative technology

Gold

Barrierefreiheit im ZDF: Soundshirt

ZDF is taking live music experiences to a whole new level with its innovative sound shirts. The vibrating sensors mean that deaf and hard-of-hearing people can still feel the music of the Giovanni Zarrella Show. The campaign is a great example of how creative technology can promote inclusion and make live experiences more accessible to everyone. It's a great move towards making things more accessible.

Creative team: Thomas Grimm, Leitung Programmkommunikation ZDF; **Astrid Kämmerer**, Leitung Unit Content HA Kommunikation ZDF; **Nadja Kronemeyer**, Projektleitung ZDF; **Sandra Hebel**, Marketing ZDF; **Verena Vogt**, Mediaplanung ZDF; **Marla Weber**, Projektteam ZDF; **Victoria Sabathil**, Projektleitung Serviceplan; **Alexander Gluschkowski**, Producer 27 Kilometer Entertainment

Silver

Seven.One Entertainment Group: DNA of Democracy

Creative team: Seven.One Entertainment Group

Bronze

BDA Creative: ARD - UEFA Frauen EM

Creative team: Oleg Burinsky, Senior Art Director 3D BDA Creative; **Florian Farkas**, Senior Motion Designer BDA Creative; **Anastasia Shenaeva**, Freelance Designer BDA Creative; **Tim Finnamore**, Managing Director BDA Creative; **Moritz Ringeisen**, Creative Lead Content BDA Creative; **Tobias Fleck**, Creative Director Copy BDA Creative; **Matthias Schuster**, Executive Creative Director BDA Creative; **Henriette von Hoessle**, Creative Director ARD

Best use of creative innovation (AI)

Gold

ProSieben: GNTM Nails

ProSieben presents a fashion commercial that leverages cutting-edge AI technology to showcase the exclusive GNTM nail polish collection. Music, visuals, video, and voice were entirely AI-generated — an innovative project that sets new standards in media production, even on a minimal budget. A groundbreaking example of the future of advertising.

Creative team: Seven.One Entertainment Group

Silver

ProSieben: GNTM Topshot

Creative team: Seven.One Entertainment Group

Bronze

Seven.One Entertainment Group: Lacalut 100 Jahre

Creative team: Seven.One Entertainment Group

Eyes & Ears Spezialpreise 2025

BDA: Prime Video - Gaska. A very polish supermarket

For the launch of the Polish comedy series *Gaska*, BDA created an authentic fan experience that perfectly captures the series' unique humor and cultural flair.

The campaign revolves around a Polish-style supermarket, playfully highlighting the contrast between over-motivated capitalism and Polish serenity. These cultural tensions are distilled into concise visual concepts and everyday absurdities — sometimes typically Polish, yet fully accessible to an international audience.

A standout moment came when a real Gaska supermarket in central Warsaw was transformed into a film set, complete with real products, stars, and special offers. Hosted by a well-known Polish actor, the event drew hundreds of visitors who met the cast, took photos, and shared their experiences on social media.

This campaign demonstrates how creative series marketing and cultural integration can be turned into an immersive fan event — a model for innovative and sustainable promotion in the international series(super)market.

Creative team: BDA Creative, Creative Lead; **Smakjam**, Local Creative Agency; **DEM**, Local Social Agency; **KoMMitet PR**, Local PR Agency; **Bespoke**, Local Event Agency; **Charlotte Michel**, Head of Originals Marketing Prime Video; **Emilia Gabrel-Farrar**, PR Prime Video; **Almuth Fischer**, Marketing Prime Video

Seven.One Entertainment Group: DNA of Democracy

On May 23, 1949, the signing of the German Constitution (*Grundgesetz*) laid the foundation of our democracy. Today, amid growing crises and the rise of populism, this constitutional order faces increasing pressure. To mark its 75th anniversary, the *DNA of Democracy* campaign sent a bold and innovative signal about the importance and protection of our Constitution.

The concept is as visionary as it is symbolic: the full text of the Constitution was encoded into synthetic DNA using cutting-edge DNA storage technology and incorporated in billions of copies as nanoparticles in specialized ink and printing colors. Every printed or written page thus carries the “DNA of democracy” — a globally unique product that makes our responsibility to the Constitution tangible and visible.

The campaign premiered as the cover story of the *Süddeutsche Zeitung*'s anniversary edition, reaching 500,000 households and distributing thousands of copies of the Constitution in print. Prominent figures used the ink to symbolically immortalize their messages for a better society. The special edition will become part of the permanent collection at the German National Library — a striking and sustainable statement for the future of democracy. This project masterfully combines societal relevance with groundbreaking technical innovation, setting visionary and creative standards both in content and execution.

Creative team: Seven.One Entertainment Group

Agency of the Year 2025

BDA Creative

Creative team of the Year 2025

Seven.One Entertainment Group

Jury der Internationalen Eyes & Ears Awards 2025

Doris Biagioni, ZDF; **Shobana Bircher**, SRF; **Cornelia Birk**, HR; **Rüdiger Braun**, Golden Claim; **Sven Braun**, spotville; **Annette Breuker**, Then we take Berlin; **Till Diener**, Superama; **Patricia Fehlberg**, DW; **Panajioti Franken**, n-tv; **Alexandra Frost**, SUPER RTL; **Susanne Hassepaß**, redbatcat; **Angelika Haus**, HR; **Alexander Hell**, BDA Creative; **Ilona Hellmiss**, VOX; **Bart Hendriks**, Schimmer Music Productions; **Isabel Heuler**, ProSieben; **Sebastian Katzer**, DW; **Thorsten Kaufmann**, NITRO; **Ben Kerneck**, BDA Creative; **Yamile Krauer Carreras**, sixx; **Nadine Lembcke**, NITRO; **Torsten Lohrmann**, VOX; **Paolo Mainini**, sixx; **Alexander Marchet**, VOX; **Kathrin Meißner**, RTL; **Pascal Möller**, BMG; **Niels Müller**, SAT.1; **Sinem Öztürk**, Golden Claim; **Vera Papies**, RTL; **Sebastian Pforr**, Zwei Freunde; **Jan Poerschke**, high five cologne; **Martina Proff**, The Walt Disney Company; **Simone Rödig**, ZDF; **Oliver Rojschl**, Kabel Eins; **Christa Rose**, 3sat; **Anna Saup**, 3sat; **Dominik Schütz**, Kabel Eins; **Martina Spriestersbach**, 3sat; **André Stefan**, HR; **Anja Strnischka**, 3sat; **Thomas Wecker**, HR; **Gerlind Weiss**, ZDF; **Simon Wimmer**, RTL; **Axel Wirths**, HR; **Dustin Zöller**, RTL NITRO; **Michael Zschiesche**, 2know.agency; **Sofia Zuleta**, The Walt Disney Company

Eyes & Ears New Talents 2025

iff - Initiative zur Förderung von Funklöchern
Philip Schimpl & Maria Liegl, DHBW Ravensburg

Mind After Midnight

Miranda Winter & Oliver Schmocker, Zurich University of the Arts, Cast / Audiovisual Media

WOODLAND

Emil Pogolski & Jim Obmann, Hochschule für Fernsehen und Film

Partner der EYES & EARS 2025

DESIGN PARTNER

UMBRUCH kommunikation design

EVENT PARTNER

MEDIENTAGE MÜNCHEN, Bayerischer Rundfunk, ZDF, BMG, vbw – Vereinigung der Bayerischen Wirtschaft, Universal Production Music, BDA Creative, Granturbo, RTL Deutschland, Deutsche Welle, Thomas Friebe Akademie und ASTOR Film Lounge im ARRI

Texts free for publication / Please send a specimen copy to:

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