

27th
International
Eyes & Ears
Awards



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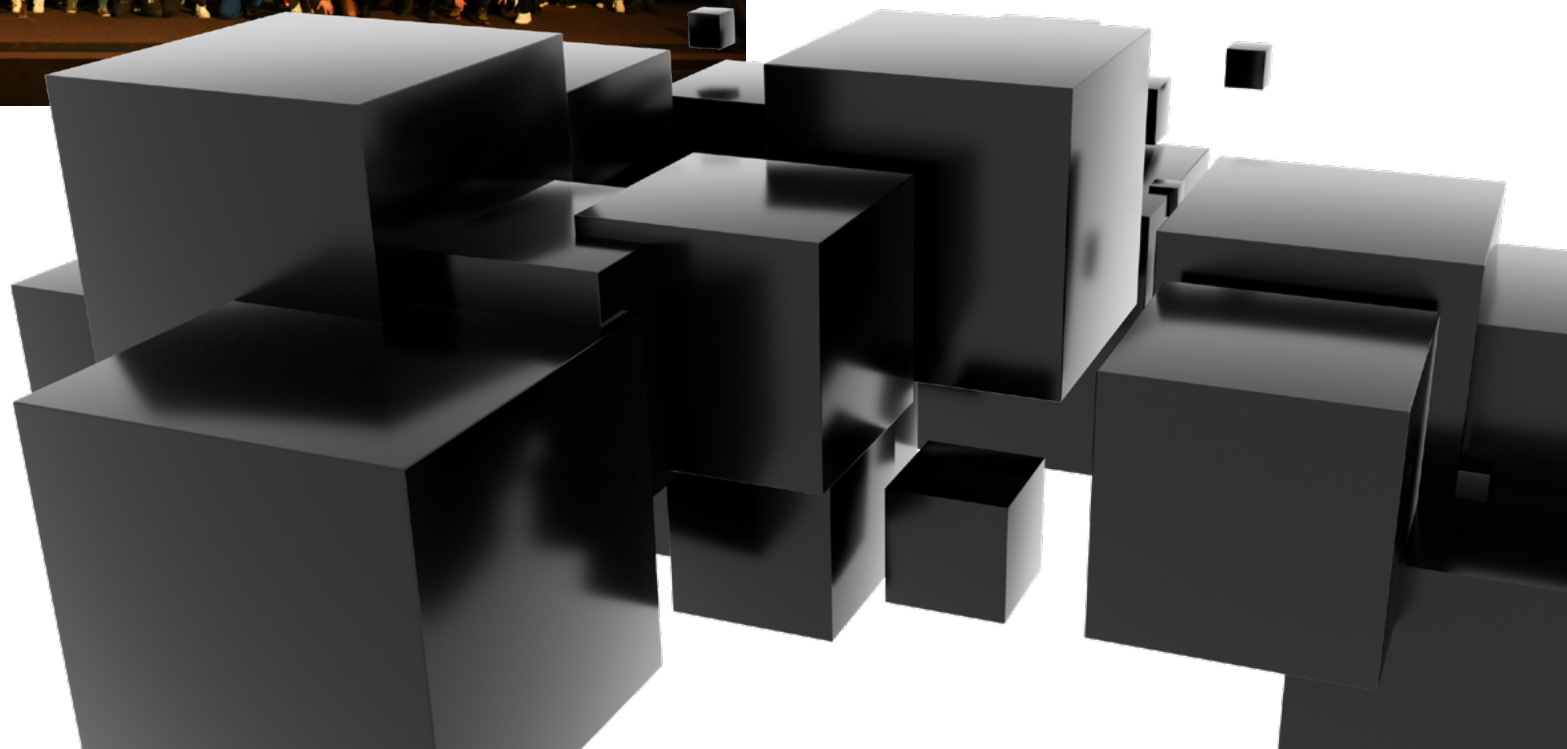
Greetings

The Eyes & Ears Awards celebrate work that dares to think beyond convention. This year's submissions demonstrate how our industry is courageously and imaginatively meeting future challenges, with a willingness to explore new creative, technological and distribution pathways.

From immersive fan experiences to visionary concepts such as DNA-based printing, the Special Prizes showcase the alignment of innovation and cultural relevance. Similarly, our New Talents demonstrate that animated storytelling has the power to move and astonish us through artistic clarity and emotional depth.

While AI is increasingly shaping production processes, inspired direction and conceptual thinking remain at the heart of outstanding audiovisual work. We congratulate all the winners and creators whose ideas light the way forward.

Zeljko Karajica, Chairperson & Barbara Simon, Vice-Chairperson

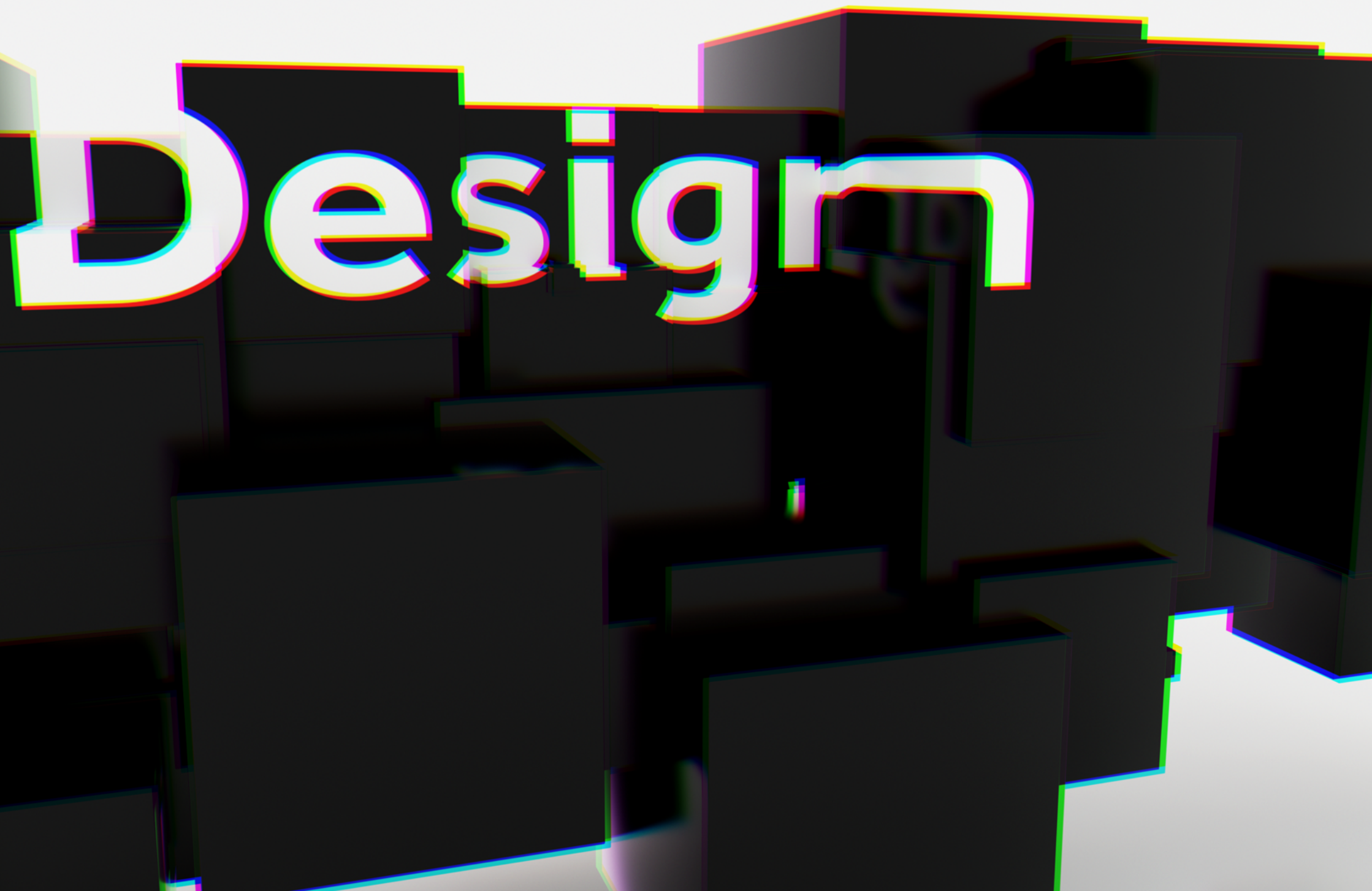




Eyes&Ears2025

Content

07p	design
21p	promotion & campaigns
47p	specials & crossmedia
55p	craft
71p	special prizes
75p	new talents
79p	creative team of the year
81p	agency of the year
85p	juries
87p	shortlist
95p	partners





BDA Creative
ARD - Sportschau Hinrunde

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

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!



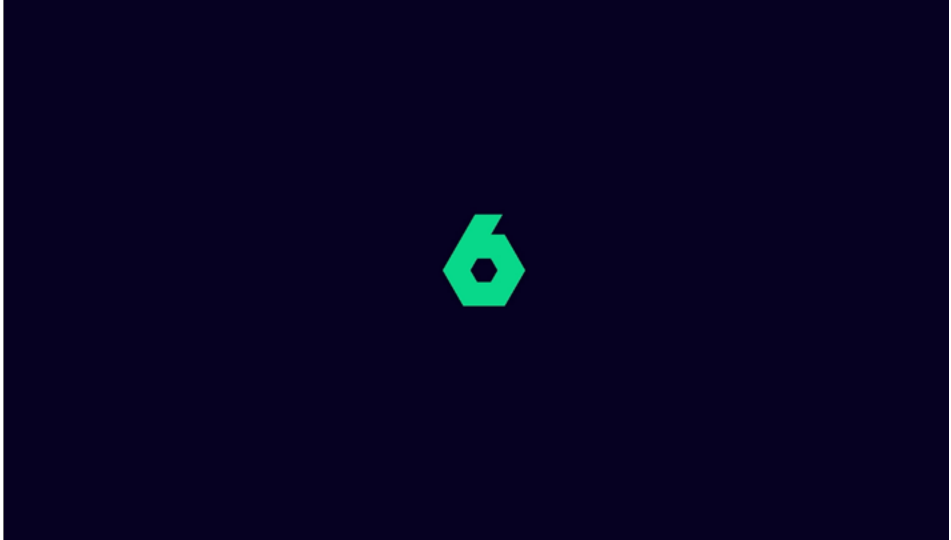
BDA Creative
Prime Video- Arda Turan

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



RTL+
Euphorie

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



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.

Concha Gonzalo Velasco, Deputy Director of Image & Creativity Atresmedia; **Juan Ramon Martin Muñoz**, Director of Image & Creativity Atresmedia; **David Rodriguez 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

FEEDMEE
TOGGO

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



Gédéon
T18

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





ARTE

Idents Noel

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

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!



ARTE

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.

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



ZDF

Programmlabels

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 Forty Music

ZDF

Weihnachten und Frühling im ZDF

Stavros Amoutzias, Leitung Marke & Design ZDF; **Astrid Kämmerer**, Leitung Unit Content HA Kommunikation ZDF; **Irena Pavor**, Projektleitung Marke & Design ZDF; **Simone Rödiger**, 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



RTP 2

Sara Bichão

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; **Luís Limão**, Production RTP – Rádio e Televisão de Portugal; **Sara Bichão**, Artist

ZDFneo

Idents Winter 2024/2025

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





RTL+ & BDA Creative
Ich bin Dagobert

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

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!



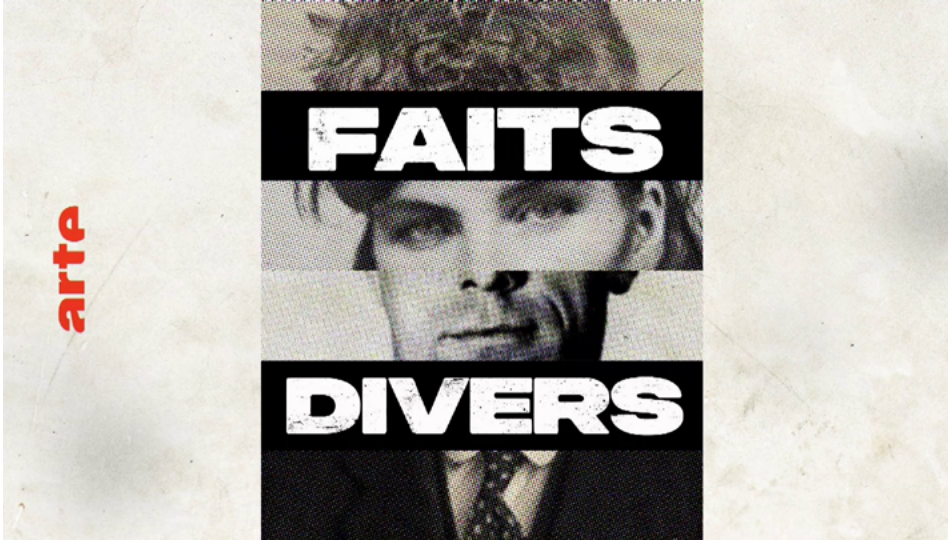
France 3
Cinéma de Minuit

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



RTL+
Angemessen Angry

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



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.

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

SAT.1
Villa der Versuchung

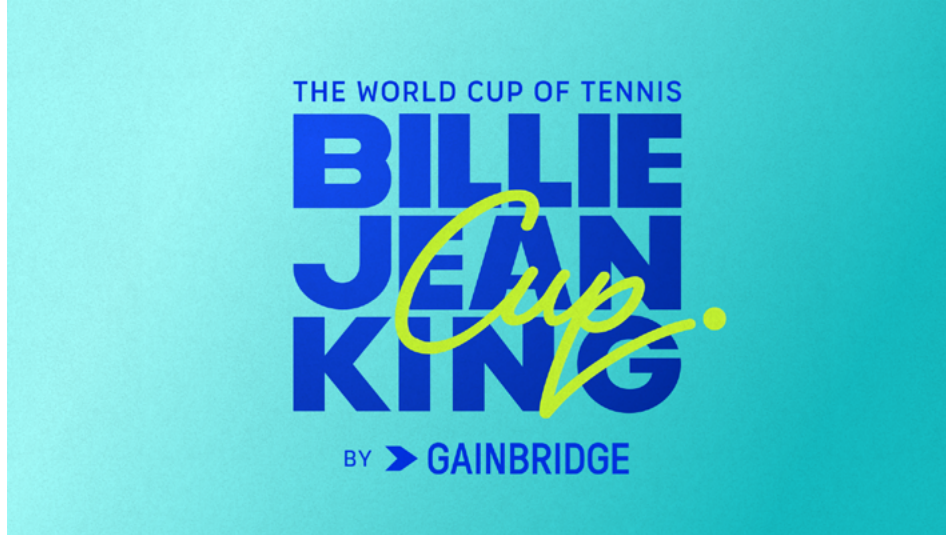
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ZDF
37°

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





UnitedSenses

Billie Jean King Cup

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

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!



RTL

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!

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



BDA Creative
SWR Sport

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

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.



UnitedSenses
DTM

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



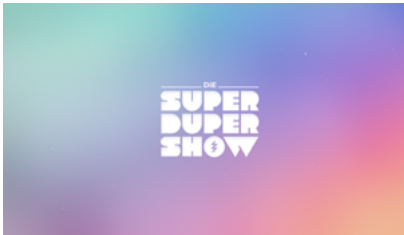
ARTE
Tracks

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.

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

ProSieben
Die Super Duper Show

Seven.One Entertainment Group



ARTE
Summer of Champions

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





UNIVERSAL PRODUCTION MUSIC

DAS TEAM FÜR DIE BESTE PRODUCTION MUSIC



GET IN TOUCH

WWW.UNIVERSALPRODUCTIONMUSIC.COM



Promotion & Campaigns



SRF Wissen

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

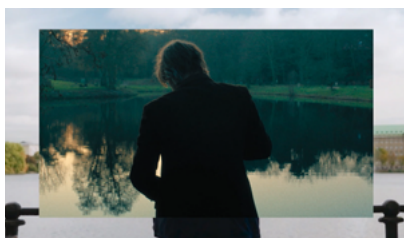
SRF's powerful visual concept replaces the "I" in the word "WISSEN" (knowledge) with symbolic images that spark curiosity and provoke thought. This transforms a static word into a visual playground that is modular, versatile and consistently geared towards conveying knowledge easily. It's a bold and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



Joyn

Alles auf Joyn

Seven.One Entertainment Group



high five cg

RTL+ - Portfolio 2025

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



high five cg

RTL+ - Der blanke Horror

high five cg 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.

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

BDA Creative

Prime Video - Der Heimweg

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; **Nicolai Rohrmann**, Account Director BDA Creative; **Almuth Fischer**, Marketing Prime Video; **Maik Buckmakowski**, Marketing Prime Video



Then we take Berlin

ZDFneo – Feel

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 Schönrock**, Sound Engineer fiftyfour audio; **Laura Ohletz**, Projektleitung ZDFneo; **Sonja Wagener**, Promotion Management ZDFneo





BDA Creative
ARD - Handball WM

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

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!



RTL+
Multi Title Sport

Dustin Zöller, Creative Executive Producer Marketing RTL Deutschland; **Andreas Stephan**, Sound Design Marketing RTL Deutschland; **Patrice Keller**, Motion Design Marketing RTL Deutschland



BDA Creative
ARD - UEFA Frauen EM

Oleg Burinsky, Senior Art Director 3D BDA Creative; **Florian Farkas**, Senior Motion Designer BDA Creative; **Anastasia Shenaeva**, Freelance Designer BDA Creative; **Tim Finnermore**, 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



When extreme opinions drive us apart, it's dialogue that brings us together.



Together we see

We all see things differently...

How can we find solutions?

Together.



dw.com/TogetherWeSee



DW
Values

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

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.

WELT
Bundestagswahl

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

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



silver

WELT
Das Kanzlerduell

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



bronze



SAT.1

Der Wunschzettel

Seven.One Entertainment Group

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.



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.

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Disney+

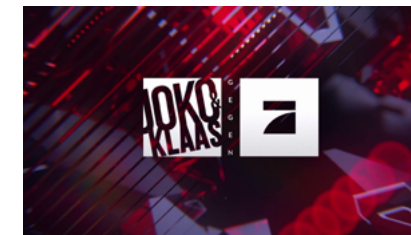
Animation Classics

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

ProSieben

Joko & Klaas gegen ProSieben

Seven.One Entertainment Group



Golden Claim

RTL+ - Reality Highlights

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





Starlight

Divia

Olena Martynova, CEO Starlight Creative; **Oleksii Ihnatiev**, Creative Director Starlight Creative; **Yana Shustrovich**, Trailer Director Starlight Creative; **Vitaliy Pashkovskyi**, Editor Assistant Starlight Creative; **Oleksii Riepiak**, 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

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.



THE SCREENERS

Riefenstahl

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



BDA Creative

Prime Video - Dinner Club

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 Klingner**, Account Manager BDA Creative; **Lemlem Haile Gabriel**, Creative Executive Amazon MGM Studios Prime Video; **Almuth Fischer**, Marketing Prime Video



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.

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

Then we take Berlin

ZDFneo Abenteuer Wildnis

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



WELT

Lost Places Folge 100

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





RTL

Bertelsmann Aufsichtsratssitzung

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

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.



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!

Seven.One Entertainment Group



ZDF

Tag der Produzentinnen und Produzenten ZDF 2024

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

SAT.1

Amore unter Palmen

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SRF

Information Publizistische Leitlinien

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

HR

Das Imperium Heidi Klum

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





ProSieben ProAcht

Seven.One Entertainment Group

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 reimagined 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!

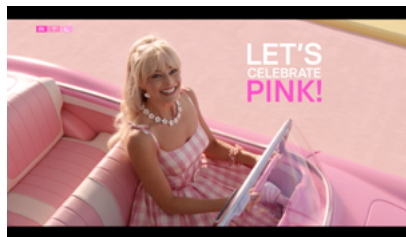


SAT.1

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!

Seven.One Entertainment Group



RTL

Barbie - Let's celebrate pink!

Marketing RTL Deutschland

Comedy Central

Home of Adult Animation

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 Amegashie, 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



Barrierefreiheit im ZDF

Schwarzbildtrailer

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

RTL

Woche der Vielfalt

Marketing RTL Deutschland





SRF Wissen

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

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'.



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.

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



ntv

Für alle, die Fragen haben

Marketing RTL Deutschland

ZWEI FREUNDE

ZDFneo - Love Sucks

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



spotville

Ich tick TOGGO

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

high five cg

RTL+ - Krimi Saison

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





ProSieben

Ein sehr gutes Quiz (mit hoher Gewinnsumme)

Seven.One Entertainment Group

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!



VOX

Kitchen Impossible

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



VOX

Herbstresidenz

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



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!

Tobias Fleck, Creative Director Copy BDA Creative; **Simon Holzinger**, Senior Creative Producer BDA Creative; **Ronja Schröck**, Senior Motion Designer BDA Creative; **Moritz Ringelsen**, 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

ARD

Wir sind die EM

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



Ziggo Sport

UEFA European Finals

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





Then we take Berlin

ZDFneooostern

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

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!



Disney Channel

Bluey Tag

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

SWR

Wunsch Tatort im SWR

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



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.

Marc Bouter, 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

BDA

Prime Video - Gaska. A very polish supermarket

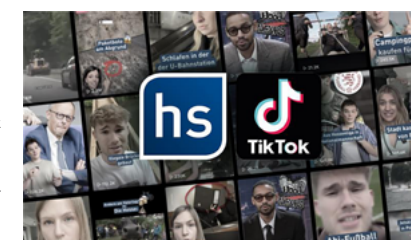
BDA Creative, Creative Lead; **Smakjam**, Local Creative Agency; **DEM**, Local Social Agency; **KoMMitet PR**, Local PR Agency; **Bespoke**, Local Event Agency; **Charlotte Michel**, Head of Originals Marketing Prime Video; **Emilia Gabrel-Farrar**, PR Prime Video; **Almuth Fischer**, Marketing Prime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



HR

Hessenschau TikTok

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





Joyn
Big Brother

Seven.One Entertainment Group

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!



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.

Seven.One Entertainment Group



ZDFneo
A Good Girl's Guide to Murder

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

Starlight
The Bachelor

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 Riepik**, **Andrii Aslamov** & **Oleksandr Antonov**, Design Starlight Media; **Vlad Muzychenko** & **Vlad Symonov**, Music Starlight Media; **Demian Radzyviliuk**, Brand Voice Starlight Media



HR
Deutschrap Ideal TESTO Community Watchparty

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

high five cg
UNICEF Brand 2024

Mark Fleig, Producer high five cg; **Jan Poerschke**, Sounddesigner high five cg; **Zoe Marie Kehnen**, Projektorganisation high five cg; **Rina Warkus**, VFX / GRFX Designerin high five cg; **Pia Kempfen**, Brand Marketing/Media UNICEF Deutschland; **Christopher Heyer**, Kommunikation & Kinderrechte UNICEF Deutschland; **Carina Bäcker**, Digital Marketing & Werbemittel UNICEF Deutschland; **Claudia Urbschat-Mingues**, Sprecherin



MEDIENTAGE MÜNCHEN

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Specials&

CrossMedia



Ad Alliance/RTL Deutschland

RTL – Screenforce

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

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.

BDA Creative

Prime Video – Gaska. A very polish supermarket

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

WELT

Dokumentationen – Screenforce Days 2024

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



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!

Seven.One Entertainment Group

3sat

40 Jahre 3sat

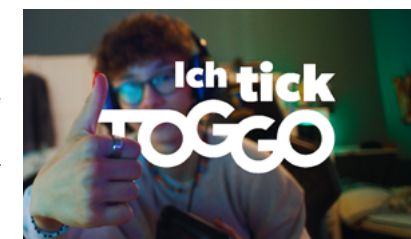
Thomas Grimm, Leitung Programmkommunikation ZDF/3sat; **Astrid Kämmerer**, Leitung Unit Content HA Kommunikation ZDF/3sat; **Anna Saup**, Projektleitung 3sat ZDF/3sat; **Mi Franzen**, Projektleitung 3sat ZDF/3sat; **Poli Yusofi**, Projektleitung Zwei Freunde; **René Hoffmann**, Konzeption/Idee/Schnitt/Animation/Design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



spotville

Ich tick TOGGO

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



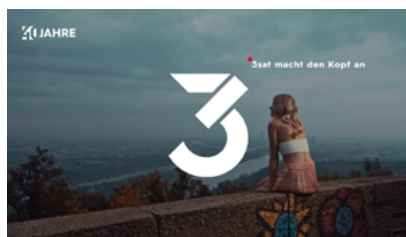


Joyn

Messiah Superstar

Seven.One Entertainment Group

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!



ZDFneo

Love Sucks

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



BDA Creative

Prime Video – Gaska. A very polish supermarket

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



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!

Seven.One Entertainment Group

VOX

Sing mein Song

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



3sat

Pop around the clock – Summer Edition

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





ZDF FC Hollywood

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

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.



BDA Creative ARD - Sportschau Bundesliga Start

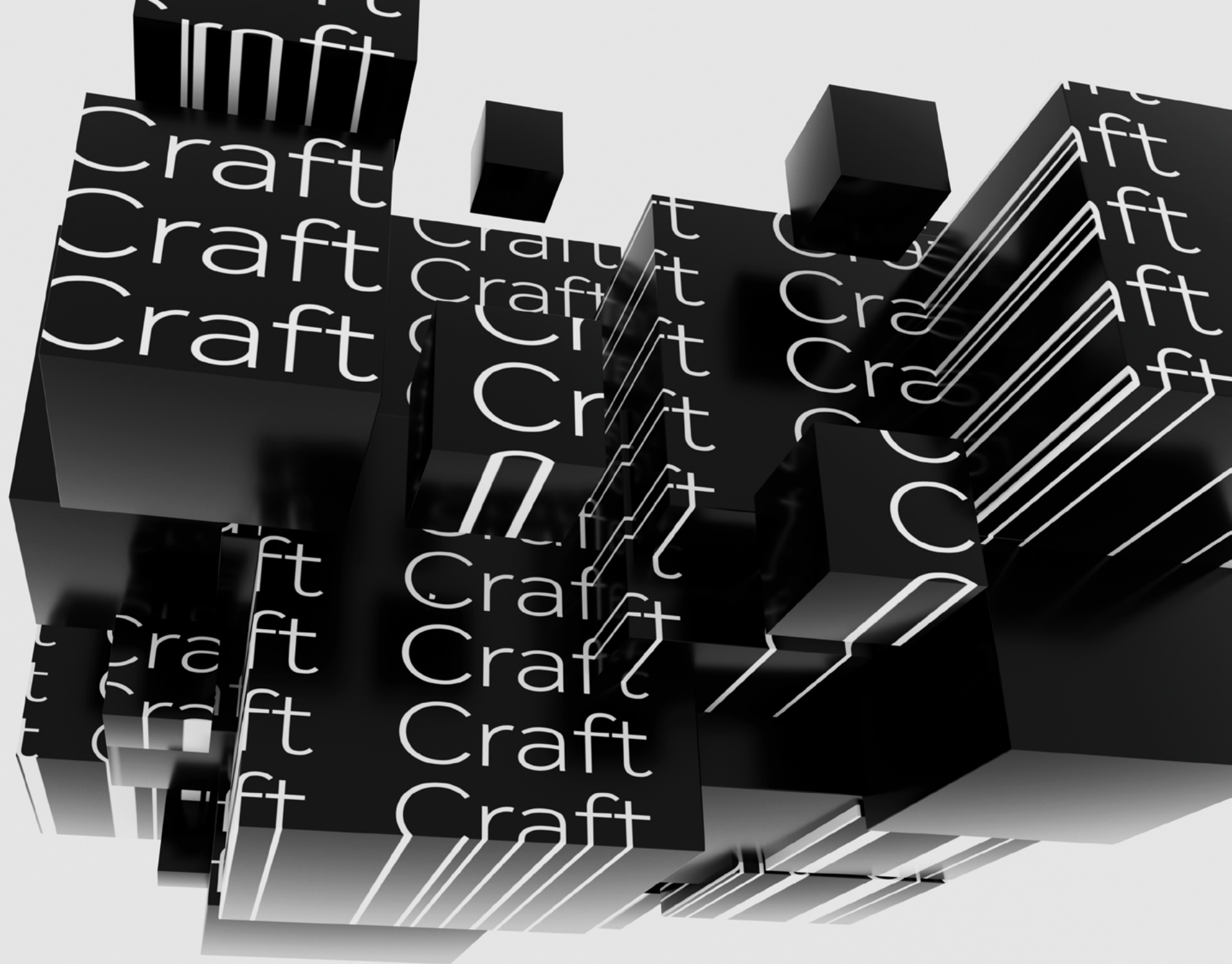
Tobias Fleck, Creative Director Copy BDA Creative; **Moritz Nixdorf**, Senior Art Director BDA Creative; **Alexander Mahoney**, Creative Lead Content BDA Creative; **Ronja Schröck**, Senior Motion Designer BDA Creative; **Matthias Schuster**, Executive Creative Director BDA Creative; **Anja Schröger**,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



BDA Creative ARD - UEFA Frauen EM

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

EVERY PROJECT STARTS WITH A BLANK PAGE.
CONGRATULATIONS
ON FILLING IT WITH AWARD-WINNING CREATIVITY.





ZDF

UEFA Euro 2024

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

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.



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.

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



Ziggo Sport

Home of Sports

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

ZDF

Weihnachten und Frühling im ZDF

Stavros Amoutzias, Leitung Marke & Design ZDF; **Astrid Kämmerer**, Leitung Unit Content HA Kommunikation ZDF; **Irena Pavor**, Projektleitung Marke & Design ZDF; **Simone Rödiger**, 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



ARTE

Idents Noel

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





RTL
stern

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

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.



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.

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



ARTE
Tracks

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

France 5
L'Œil & la Main

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



ProSieben
One Tomorrow: Deine Demokratie

Seven.One Entertainment Group

SAT.1
Promis unter Palmen

Seven.One Entertainment Group





ProSieben

Ein sehr gutes Quiz (mit hoher Gewinnsumme)

Seven.One Entertainment Group

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.

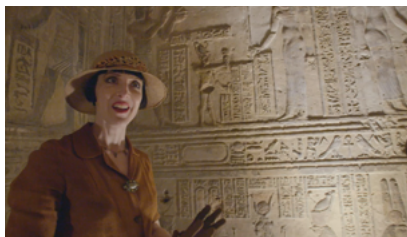


Joyn

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.

Seven.One Entertainment Group



ZDFinfo

Ägypten – Schatzkammer der Archäologie

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

Then we take Berlin

ZDFneo - 3 Mal Action Klassik

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



SRF

Tschugger 4

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

high five cgn

RTL+ - Der blanke Horror

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



ALLES AUF joyn

Joyn Streaming aber gratis

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

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.



NITRO Mit stählerner Faust

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



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.

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

high five cgn RTL+ - Der blanke Horror

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



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

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, Show Design: **Umbruch TV**





Joyn

Alles auf Joyn
Seven.One Entertainment Group

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.



Paramount
Paranoïa

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



high five cgn
RTL+ Portfolio 2025

Nadine Küchler, 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



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!

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; **Annkattrin Piskernik**, Brand Management Sky Österreich; **Dian Warsosumarto**, Creative Director; **Andreas Prochaska**, Director

redbatcat
SWR - Närrische Wochen

Susanne Hassepaß, Regie redbatcat; **Liesja 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





ZDF

Barrierefreiheit im ZDF: Soundshirt

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; **Maria Weber**, Projektteam ZDF; **Victoria Sabathil**, Projektleitung Serviceplan; **Alexander Gluschowskij**, Producer 27 Kilometer Entertainment

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.



Seven.One Entertainment Group

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.

Seven.One Entertainment Group



Seven.One Entertainment Group

DNA of Democracy

Seven.One Entertainment Group

Seven.One Entertainment Group

ProSieben: GNTM Topshot

Seven.One Entertainment Group



BDA Creative

ARD - UEFA Frauen EM

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

Seven.One Entertainment Group:

Lacalut 100 Jahre

Seven.One Entertainment Group



STAGEFRIGHT?



Do NOT scan the QR-Code!



Special

Prizes



BDA Creative

Prime Video - Gaska. A very polish supermarket

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

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.



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.

Seven.One Entertainment Group

An abstract graphic featuring several jagged, black, mountain-like shapes. Each shape is outlined with a vibrant rainbow gradient, creating a 3D effect. The shapes are set against a light gray background. In the center, the text "New Talents" is written in a stylized, outlined font that also features a rainbow gradient.

New Talents



WOODLAND

Emil Pogolski & Jim Obmann, Hochschule für Fernsehen und Film München

"Woodland" impresses with its exceptionally detailed animation, distinctive visual style and unique narrative approach. Created by the team around Emil Pogolski and Jim Obmann from the University of Television and Film Munich, the project stands out through its artistic strength and atmospheric depth. The remarkable craft and design quality make "Woodland" an outstanding New Talent project and a well-deserved winner of this year's award.



iff - Initiative zur Förderung von Funklöchern

Philip Schimpl & Maria Liegl, DHBW Ravensburg



Mind After Midnight

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

WER SO VIEL GIBT, DARF AUCH WAS MITNEHMEN.

Das ZDF gratuliert den „Eyes & Ears Award“-Preisträger*innen 2025



Creative Team



Seven.One Entertainment Group



BDA Creative



Eyeconic ideas

Glückwunsch allen Eyes & Ears
Preisträger:innen 2025



Die bayerische Wirtschaft

vbw

Die bayerische Wirtschaft gratuliert den Gewinner*innen des Eyes & Ears Award 2025

Wir engagieren uns für ein
lebenswertes, nachhaltiges und
wirtschaftlich starkes Bayern

Die vbw – Vereinigung der Bayerischen Wirtschaft e. V. ist die freiwillige, branchenübergreifende Interessenvereinigung der bayerischen Wirtschaft. Wir vertreten die gemeinsamen wirtschaftlichen, sozialen und gesellschaftspolitischen Interessen von 164 Arbeitgeber- und Wirtschaftsverbänden sowie von 52 Fördermitgliedern, in denen rund 90 Prozent aller sozialversicherungspflichtigen Beschäftigten in Bayern tätig sind. Gemeinsam mit Politik, Medien und Gesellschaft treten wir für die Prinzipien unserer freiheitlich demokratischen Grundordnung ein und leben die Soziale Marktwirtschaft.

Neben Innovationskraft, Vielfalt und der Erhaltung unserer einzigartigen Landschaft ist der soziale Frieden wichtig für uns alle. Denn Wirtschaft und Gesellschaft sind zwei Seiten der gleichen Medaille. Gemeinsam gestalten wir unsere Zukunft mit fairer Arbeit, Chancengerechtigkeit und der Möglichkeit, sich in allen Regionen Bayerns frei entfalten zu können und sein Leben zu gestalten. Dafür steht die bayerische Wirtschaft.



Jury

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

Panajiota Franken
n-tv

Alexandra Frost
SUPER RTL

Susanne Hassepaß
redbatcat

Angelika Haus
HR

Alexander Hell
BDA Creative

Ilona Hellmiss
VOX

Bart Hendrikx
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

Design

Best design in print or poster advertising

BDA Creative: ARD - Sportschau Hinrunde
BDA Creative: Prime Video- Arda Turan
RTL+: Euphorie

Best new design package for a channel or platform

Gédéon: Atresmedia - La Sexta
FEEDMEE: TOGGO
Gédéon: T18

Best bumper or station-idents

ARTE: Idents Noel
ZDF Programmlabels
RTP 2: Sara Bichão

Best seasonal design elements

Weihnachten auf ARTE
Weihnachten und Frühling im ZDF
ZDFneo: Idents Winter 2024/2025

Best lead-in / opening title sequence: Fiction

RTL+ & BDA Creative: Ich bin Dagobert
France 3: Cinéma de Minuit
RTL+: Angemessen Angry

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

ARTE: Jingles für Mittwochs
SAT.1: Villa der Versuchung
ZDF: 37°

Best lead-in / opening title sequence: Sports

UnitedSenses: Billie Jean King Cup

Best information or news design

Wahlen bei RTL & ntv

Best sports design

BDA Creative: SWR Sport
UnitedSenses: DTM

Best design in print or poster advertising

BDA Creative: SWR Sport
UnitedSenses: DTM

Best programme-related design package

ARTE: Tracks
ProSieben: Die Super Duper Show
ARTE: Summer of Champions

Promotion & Campaigns

Best spot for a TV station or streaming/media platform

SRF Wissen
Joyn: Alles auf Joyn
high five cgn: RTL+ - Portfolio 2025

Best programme spot: Fiction

high five cgn: RTL+ - Der blanke Horror
BDA Creative: Prime Video - Der Heimweg
Then we take Berlin: ZDFneo - Feel

Best programme spot: Sports

BDA Creative: ARD - Handball WM
RTL+: Multi Title Sport
BDA Creative: ARD - UEFA Frauen EM

Best programme spot: News

DW: Values
WELT: Bundestagswahl
ARTE: Europäischer Journalismus für Europäer
WELT: Das Kanzlerduell

Best programme spot: Kids

SAT.1: Der Wunschzettel
Disney+: Animation Classics

Best programme spot: Show, Entertainment & Comedy

SAT.1: The Voice Of Germany
ProSieben: Joko & Klaas gegen ProSieben
Golden Claim: RTL+ - Reality Highlights

Best programme spot: Culture & Documentary

Starlight: Divia
THE SCREENERS: Riefenstahl
BDA Creative: Prime Video - Dinner Club

Best promotion spot for special programming

Paramount: Tarantino's Christmas Feast
Then we take Berlin: ZDFneo Abenteuer Wildnis
WELT: Lost Places Folge 100

Best B2B spot

RTL: Bertelsmann Aufsichtsratssitzung
Tag der Produzentinnen und Produzenten ZDF 2024
SRF: Information Publizistische Leitlinien

Best digital marketing spot

Kabel Eins: Die Michael Manousakis Schimpfmaschine
SAT.1: Amore unter Palmen
HR: Das Imperium Heidi Klum

Best experiential and/or special marketing

ProSieben: ProAcht
RTL: Barbie - Let's celebrate pink!
Barrierefreiheit im ZDF: Schwarzbildtrailer

Best radio spot(s)

SAT.1: Promis unter Palmen
Comedy Central: Home of Adult Animation
RTL: Woche der Vielfalt

Best station or platform campaign

SRF Wissen
ntv: Für alle, die Fragen haben
spotville: Ich tick TOGGO

Best programme campaign: Fiction

SRF: Tschugger 4
ZWEI FREUNDE: ZDFneo - Love Sucks
high five cgn: RTL+ - Krimi Saison

Best programme campaign: Non-Fiction

ProSieben: Ein sehr gutes Quiz (mit hoher Gewinnsumme)
VOX: Kitchen Impossible
VOX: Herbstresidenz

Best programme campaign: Sports

BDA Creative: ARD - Wintersport 24/25
ARD: Wir sind die EM
Ziggo Sport: UEFA European Finals

Best promotion campaign for special programming

Then we take Berlin: ZDFneooostern
Disney Channel: Bluey Tag
Wunsch Tatort im SWR

Best social media campaign

HR: Akutstation Psychiatrie
BDA: Prime Video - Gaska. A very polish supermarket
HR: Hessenschau TikTok

Best digital and/or influencer activation

Joyn: Big Brother
ZDFneo: A Good Girl's Guide to Murder
HR: Deutschrap Ideal TESTO Community Watchparty

Best social responsibility and/or awareness activation

Seven.One Entertainment Group: DNA of Democracy
Starlight: The Bachelor
high five cgn: UNICEF Brand 2024

Specials & CrossMedia

Best live or B2B event

Ad Alliance/RTL Deutschland: RTL - Screenforce
BDA: Prime Video - Gaska. A very polish supermarket
WELT: Dokumentationen - Screenforce Days 2024

Best integrated campaign for a channel or platform

Joyn: Alles auf Joyn
40 Jahre 3sat
spotville: Ich tick TOGGO

Best integrated campaign for a programme: Fiction

Joyn: Messiah Superstar
ZDFneo: Love Sucks
BDA: Prime Video - Gaska. A very polish supermarket

Best integrated campaign for a programme: Non-Fiction

ProSieben: Ein sehr gutes Quiz (mit hoher Gewinnsumme)
VOX: Sing mein Song
3sat: Pop around the clock - Summer Edition

Best integrated campaign for a programme: Sports

ZDF: FC Hollywood
 BDA Creative: ARD - Sportschau Bundesliga Start
 BDA Creative: ARD - UEFA Frauen EM

Craft**Best studio design/set design**

ZDF: UEFA Euro 2024
 Viasat World: The Abyss - Rise and Fall of the Nazis
 Ziggo Sport: Home of Sports

Best 2D/3D animation

Gédéon: Paris 2024 - Look of the games
 Weihnachten und Frühling im ZDF
 ARTE: Idents Noel

Best typography

RTL: stern
 ARTE: Tracks
 One Tomorrow: Deine Demokratie

Best copywriting or use of language & voice

inCOLOR: Superhelden RTL+
 France 5: L'Œil & la Main
 SAT.1: Promis unter Palmen

Best humour, satire and/or irony

ProSieben: Ein sehr gutes Quiz (mit hoher Gewinnsumme)
 ZDFinfo: Ägypten - Schatzkammer der Archäologie
 SRF: Tschugger 4

Best sound design

Joyn: Alles auf Joyn
 Then we take Berlin: ZDFneo - 3 Mal Action Klassik
 high five cgn: RTL+ - Der blanke Horror

Best musical composition

Joyn: Streaming aber gratis
 NITRO: Mit stählerner Faust

Best use of music

Paramount: Tarantino's Christmas Feast
 high five cgn: RTL+ - Der blanke Horror
 Golden Claim: Eyes & Ears Awards-Trailer 2024 (Editing)

Best editing

Joyn: Alles auf Joyn
 Paramount: Paranoïa
 high five cgn: RTL+ Portfolio 2025

Best direction and/or camera

move 121: Sky Stream "Mächtig einfach" Godfather
 redbatcat: SWR - Närrische Wochen

Best use of creative technology

Barrierefreiheit im ZDF: Soundshirt
 Seven.One Entertainment Group: DNA of Democracy
 Creative team: Seven.One Entertainment Group

Best use of creative innovation (AI)

ProSieben: GNTM Nails
 ProSieben: GNTM Topshot
 Seven.One Entertainment Group: Lacalut 100 Jahre

Special Prizes

BDA: Prime Video - Gaska. A very polish supermarket

Seven.One Entertainment Group: DNA of Democracy

Eyes & Ears New Talents 2025

WOODLAND

Mind After Midnight

iff - Initiative zur Förderung von Funklöchern

Agency of the Year 2025

BDA Creative

Creative team of the Year 2025

Seven.One Entertainment Group

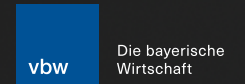
**GREAT MUSIC.
GREATER IMPACT.**



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Association for the Design, Promotion and Marketing of Audiovisual Media e. V.

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