



Call for Entries to the 27TH INTERNATIONAL EYES & EARS AWARDS

On 20 October 2025, Eyes & Ears of Europe will present the best productions of the year for the 27th time and award the best creative teams with the International Eyes & Ears Awards in the ASTOR Film Lounge at ARRI in Munich. The show offers a unique opportunity to gain an impression of current trends, innovations, and new perspectives in our market. The awards ceremony will take place as part of the EYES & EARS 2025 and the MEDIENTAGE MÜNCHEN 2025.

Please note – new categories & new submission specifications: The International Eyes & Ears Awards recognise particularly creative, innovative and effective design, promotion and brand communication measures in the audiovisual media industry. The trophies are awarded in different categories in the areas of Design, Audio, Digital, Craft, Promotion, Campaigns & Cross-Media. Projects published for the first time between May 1st 2024 and June 30th 2025 can be submitted.

Starting April 14th, you can submit your projects here: <https://www.eefe-awards.org>
Deadline for submissions is July 1, 2025.

Eyes & Ears of Europe not only awards the **Eyes & Ears Special Prizes** for particularly impressive overall performances, but for the first time will be honouring the **'Agency of the Year'** and the **'Creative Team of the Year'**.

The highlight of the event will be the presentation of the **Eyes & Ears Inspiration Award**, an honour to exceptional talents in the field for the outstanding contributions to our industry in all audio-visual communication disciplines.

No.	Category	Submission criteria	File name for video & screenshot	Submission Video
1.	DESIGN		<i>Please notify us by e-mail of any case films produced prior to the publication of the invitation to tender that are longer than requested awards@eeofe.org</i>	
1.1.	Best design in print or poster advertising	Static print or poster - single or campaign; moving posters: please transfer to the category Special Marketing	Design_1_Print_(submission name)	Elements as a single video clip, case films are allowed, 90 seconds max.
1.2.	Best new design package for a channel or platform	Corporate design package of a media company or a platform	Design_2_MediaPlatform_(submission name)	Elements as a single video clip, case films are allowed, 90 seconds max.
1.3.	Best bumper or station-idents	Bumpers or Station-Idents	Design_3_BumperIDs_(submission name)	Elements as a single video clip, 90 seconds max.
1.4.	Best seasonal design elements	Seasonal design elements – e.g. for Mother's Day, Christmas, Easter, etc.	Design_4_Seasonal_(submission name)	Elements as a single video clip, 90 seconds max.
1.5.	Best lead-in / opening title sequence	Programm-Vorspann (siehe Unterkategorien) / Programme lead-in (see subcategories)		Element as a single video clip, 60 seconds max.
1.5.1.	Fiction		Design_5_LeadIn_Fiction_(submission name)	
1.5.2.	Non-Fiction		Design_5_LeadIn_NonFiction_(submission name)	
1.5.3.	Sports		Design_5_LeadIn_Sport_(submission name)	
1.6.	Best information or news design	Design elements for news and informative TV programme, including information graphics, further design elements such as logo, studio, lower thirds, etc.	Design_6_InfoNewsDesign_(submission name)	Elements as a case film, 90 seconds max.
1.7.	Best sports design	Sports graphics, design elements including logo, studio, lower thirds, information graphics, etc. from sport broadcasts or programme	Design_7_SportsDesign_(submission name)	Elements as a case film, 90 seconds max.
1.8.	Best programme-related design package	Various elements or a TV programme, such as lead-in, studio, set design, lower thirds, closer, etc.	Design_8_ProgrammeDesign_(submission name)	Elements as a case film, 90 seconds max.

2. PROMOTION & CAMPAIGNS		Please notify us by e-mail of any case films produced prior to the publication of the invitation to tender that are longer than requested awards@eeofe.org		
2.1.	Best spot for a TV station or streaming/media platform	Single spot that contributes to the image of its (media) company or platform	Promotion_1_StationSpot_(submission name)	Element as single video clip, 90 seconds max.
2.2.	Best programme spot	Single programme spot (see subcategories)		Element as single video clip, 90 seconds max.
2.2.1.	Fiction		Promotion_2_ProgrammeSpot_Fiction_(submission name)	
2.2.2.	Sports		Promotion_2_ProgrammeSpot_Sports_(submission name)	
2.2.3.	News		Promotion_2_ProgrammeSpot_News_(submission name)	
2.2.4.	Kids		Promotion_2_ProgrammeSpot_Kids_(submission name)	
2.2.5.	Show, Entertainment & Comedy		Promotion_2_ProgrammeSpot_SEC_(submission name)	
2.2.6.	Culture & Documentary		Promotion_2_ProgrammeSpot_CD_(submission name)	
2.3.	Best promotion spot for special programming	Single spot promoting special programming ("TV event") like a series marathon or similar	Promotion_3_SpecialSpot_(submission name)	Element as single video clip, 90 seconds max.
2.4.	Best B2B spot	Trailers for B2B presentations such as roadshows, programme presentations, screenings	Promotion_4_B2B_(submission name)	Element as single video clip, 180 seconds max.
2.5.	Best digital marketing spot	Digital spots that have been developed for use on digital channels and are characterised by above-average potential in terms of digital distribution opportunities	Promotion_5_DigitalSpot_(submission name)	Element as video clip, 90 seconds max. Written information on mode of action, KPIs for digital performance & key figures from media reporting in the additional information desired
2.6.	Best experiential and/or special marketing	Creative & innovative marketing measures (guerilla, ambient, etc.) & special ads (split screens, product placement, sponsored content, etc.)	Promotion_6_ESMarketing_(submission name)	Marketing measures or Special Ads compiled into a case film, 90 seconds max.
2.7.	Best radio spot(s)	Radio commercial(s) advertising a media brand or a programme on the radio, as well as radio commercials for radio programmes or radio advertising commercials.	Promotion_7_Radio_(submission name)	Element(s) as video clip; even if it's only sound, support it with images. Either a single spot or a campaign (numerous spots) where the various approaches to the spots are recognisable. 90 seconds max.
2.8.	Best station or platform campaign	Video campaigns that pay into the image of a media company or platform (NO print!)	Promotion_8_StationCampaign_(submission name)	At least 3 spots, elements as single video clips. No simple cutdowns of a clip, the various approaches to the spots must be recognisable. 180 seconds max.

2.9.	Best programme campaign	Video campaigns promoting on-air, online or streaming programme formats (see subcategories) (NO print!)		At least 3 spots, elements as single video clips. No simple cutdowns of one and the same clip, the different approaches to each of the spots must be recognisable. 180 seconds max.
2.9.1.	Fiction		Promotion_9_ProgrCampaign_Fiction_(submission name)	
2.9.2.	Non-Fiction		Promotion_9_ProgrCampaign_NonFiction_(submission name)	
2.9.3.	Sports		Promotion_9_ProgrCampaign_Sports_(submission name)	
2.10.	Best promotion campaign for special programming	Programme campaign promoting special programming ("TV event") like a series marathon or similar	Promotion_10_SpecialCampaign_(submission name)	At least 3 spots, elements as single video clips. No simple cutdowns of one and the same clip, the different approaches to each of the spots must be recognisable. 180 seconds max.
2.11.	Best social media campaign	Social media campaign tailored to the respective individual digital channel, such as Instagram, Facebook, TikTok, YouTube, etc., which supports the promotion of (media) companies/platforms or programmes	Promotion_11_SoMeCampaign_(submission name)	Measures filmed as video clip with description of impact, KPI's for digital performance & key figures from media reporting, 90 seconds max.
2.12.	Best digital and/or influencer activation	All digitally provided content that was created in collaboration with a brand and activates it. This can be, for example, posts, videos, podcasts or articles.	Promotion_12_DIActivation_(submission name)	Measures filmed as video clip with description of impact, KPI's for digital performance & key figures from media reporting, 90 seconds max.
2.13.	Best social responsibility and/or awareness activation	Gesellschaftlich engagierte(r) Spot bzw. Kampagne / Public service announcements and social engagement campaigns	Promotion_13_SocialResp_(submission name)	Measures filmed as video clip with description of impact, KPI's for digital performance & key figures from media reporting, 90 seconds max.
3.	SPECIALS & CROSS MEDIA		<i>Please notify us by e-mail of any case films produced prior to the publication of the invitation to tender that are longer than requested awards@eeofe.org</i>	
3.1.	Best live or B2B event	Event for a (media) company/ platform/programme or a campaign promoting the event (festivals, conferences, awards ceremonies, meetings, fan mile campaigns, etc.)	SCM_1_Event_(submission name)	At least 3 different media as case film with indicators for effectiveness, 90 seconds max.
3.2.	Best integrated campaign for a channel or platform	360° channel campaign that combines at least 3 types of media	SCM_2_Station_(submission name)	At least 3 different media as case film with indicators for effectiveness, 90 seconds max.

3.3.	Best integrated campaign for a programme	360° programme campaign that combines at least 3 types of media (see subcategories)		At least 3 different media as case film with indicators for effectiveness, 90 seconds max.
3.3.1.	Fiction		SCM_3_Programme_Fiction_(submission name)	
3.3.2.	Non-Fiction		SCM_3_Programme_NonFiction_(submission name)	
3.3.3.	Sports		SCM_3_Programme_Sports_(submission name)	
4.	CRAFT	<i>Bereits vor der Veröffentlichung der Ausschreibung produzierte Casefilme, die länger als angefordert sind, bitte per eMail ankündigen! / Please notify us by e-mail of any case films produced prior to the publication of the invitation to tender that are longer than requested awards@eeofe.org</i>		
4.1.	Best studio design/set design	Studio & set design (real & virtual studio) (NO fiction set/scenic design)	Craft_1_Studio_(submission name)	Element as case film, 90 seconds max.
4.2.	Best 2D/3D animation	Spots, opening title sequences, explanatory pieces, seasonal idents, labels etc. with a focus on 2D / 3D animation	Craft_2_2D3D_(submission name)	Element as single video clip, 90 seconds max.
4.3.	Best typography	Productions with a focus on typography	Craft_3_Typo_(submission name)	Element as single video clip, 90 seconds max.
4.4.	Best copywriting or use of language & voice	Spots with specially created copy, creative use of voiceovers or creative use of language	Craft_4_TextVoice_(submission name)	Element as single video clip, 90 seconds max.
4.5.	Best humour, satire and/or irony	Spot(s) with humour, satire or irony in storytelling	Craft_5_Humour_(submission name)	Element as single video clip, 90 seconds max.
4.6.	Best sound design	Audio creation of design or promotion elements	Craft_6_Sound_(submission name)	Element as single video clip, 90 seconds max.
4.7.	Best musical composition	Musical composition of design or promotion elements	Craft_7_Musical_(submission name)	Element as single video clip, 90 seconds max.
4.8.	Best use of music	Promotion spots where an existing song is the main focus, heavily supports the moving images, or significantly supports the content	Craft_8_UseMusic_(submission name)	Element as single video clip, 90 seconds max.
4.9.	Best editing	Productions focusing on excellent editing	Craft_9_Editing_(submission name)	Element as single video clip, 90 seconds max.
4.10.	Best direction and/or camera	Productions focusing on excellent direction & camera	Craft_10_DirectionCamera_(submission name)	Element as single video clip, 90 seconds max.
4.11.	Best use of creative technology and/or innovation	Innovative integration of technology into a marketing campaign. Use of AI, VR, AR, Unreal, etc.	Craft_11_TechInnovation_(submission name)	Element as single video clip, 90 seconds max.

CRITERIA FOR ALL CATEGORIES

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

First broadcast date

- The entry must have been broadcast for the first time on TV, a radio station, on a VOD platform, streaming platform, in cinemas, on the internet, or as part of an event, or have been made available to the public in any other way in the period from **May 1st 2024 to June 30th 2025**.
For campaigns with several spots or elements, at least one of the spots or elements must have been broadcast or gone online for the first time during the specified period, or must have been made publicly accessible in some other way. The same campaign may not be submitted in consecutive years.
- The same project may not be submitted again in the following year, only a further development of the project with significant changes.

What would you like to tell the jury:

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

Language & Subtitles

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

Audio specifications

- **Stereo, WAV, 24bit, 48 kHz, -16LUFS**
- Please use the original music and sounds only.

Video Specifications

- The portal accepts videos with the file extension **mp4** and a file size of maximum 1 GB.
- To maintain a certain quality standard, we recommend the following two video specifications:
Middle Quality Video: H264, data rate: 15 MBit/s, 1920x1080, Color Level: 601/709, Upper Field First
Low Quality Video: H264, Data rate: 6 MBit/s, 1280x720, Color Level: 601/709, Upper Field First

Screenshot

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

Video clips, black screens, panels

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

SUBMISSION PORTAL

You may submit your contributions from April 14th until July 1st, 2025, at the very latest via the internet portal <https://www.eeefe-awards.org>. Please register with the provided registration form on the internet portal to submit your entries for the Eyes & Ears Awards 2025. After activation by Eyes & Ears of Europe, you will receive a confirmation mail.

FEES & FREE ENTRIES

	Eyes & Ears Members	Non-Members
Early Bird until June 1th, 2025	€ 390,-	€ 490,-
Standard until June 24th, 2025	€ 450,-	€ 550,-
Last Chance until July 1st, 2025	€ 590,-	€ 690,-

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

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

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

YOUR CONTACT

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