

## “It was a Blast“ – 27th International Eyes & Ears Awards as part of MEDIENTAGE MÜNCHEN



The winners of the International Eyes & Ears Awards 2025



Presenter Amiaz Habtu with co-host Miriam Sommer, Eyes & Ears

Cologne/Munich, 22 October 2025 – This year, the 27th International Eyes & Ears Awards were presented at the ASTOR Film Lounge at ARRI in Munich, kicking off MEDIENTAGE MÜNCHEN. Media professionals from all over Europe gathered to celebrate creative excellence. In addition to the awards show, the presentation and awarding of the New Talents took place for the first time within this framework. This gave the creative young talents a bigger stage and more visibility to present innovative ideas and fresh approaches.

This year, Eyes & Ears Special Awards were presented again, and for the first time, awards were given in the categories **‘Creative Team of the Year’** and **‘Agency of the Year’**.

In the renowned **ASTOR Film Lounge at ARRI**, in front of an international audience from Portugal, France, Switzerland, Austria, the Netherlands, Ukraine and other countries, the best productions in the fields of design, audio, digital, promotion and cross-media were shown, and their creators were awarded the Gold Trophy. Of course, the silver and bronze winners also had reason to celebrate.

The Eyes & Ears Awards 2025 were once again hosted by **Amiaz Habtu**, who brought his trademark energy and charm to the stage. A get-together in the cosy atmosphere of the ASTOR Film Lounge at ARRI rounded off the comprehensive programme.

### Winners and jury statements of the 27th International Eyes & Ears Awards

Here you will find the [photo galleries](#) of EYES & EARS 2025:

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For the 27th time, Eyes & Ears of Europe honoured outstanding achievements in design, promotion and brand communication with the International Eyes & Ears Awards – celebrating what association president Zeljko Karajica called **“the best of the best”**: creative, innovative and effective media work of the year.

*“I am thrilled that our International Eyes & Ears Awards are once again taking place as part of MEDIENTAGE MÜNCHEN,” said Zeljko Karajica, President of Eyes & Ears of Europe. “A big bravo also goes to our presenter Amiaz Habtu, who has now “rocked” the 27th International Eyes & Ears Awards for the second time. The creative elite from all over Europe was once again represented at our awards show. From Austria, Switzerland, France, Portugal, Benelux to Ukraine, creatives from agencies and broadcasters once again delivered outstanding performances.”*

Other highlights of the Awards show included the presentation of **two Eyes & Ears special prizes** for:

- **Seven.One Entertainment Group: DNA of Democracy**
- **BDA: Prime Video – Gaska. A very Polish supermarket**

The laudatory speech for the first special award from **Seven.One Entertainment Group: DNA of Democracy** was given by Eyes & Ears board member **Lars Wagner**. The trophy was accepted by **Heiko Brantsch** from Seven.One AdFactory.

The jury said: *“On 23 May 1949, the signing of the Basic Law laid the foundation for German democracy. However, in the face of growing crises and rising populism, this fundamental order is coming under increasing pressure. On the 75th anniversary, the ‘DNA of Democracy’ campaign sends a powerful and innovative signal about the importance and protection of our constitution. The idea is as visionary as it is symbolic: the entire text*

of the Basic Law was encoded into synthetic DNA using state-of-the-art DNA storage technology and processed into billions of copies as nanoparticles in special ink and printing ink. In this way, every printed or written page is imbued with the 'DNA of democracy' – a globally unique product that makes our responsibility towards the Basic Law and thus towards democracy visible and tangible."

The second special prize, 'BDA: Prime Video – Gaska. A very Polish supermarket,' was accepted by **Marc Strotmann, Matthias Schuster and Lisa Cojocaru** from BDA Creative. The laudatory speech was given by board member **Michael 'Mais' Sundermann**.

*"With this campaign for the launch of the Polish comedy series Gaska, BDA has created an extraordinary and authentic fan experience that convincingly conveys the series' unique humour and cultural distinctiveness. The campaign is based on the idea of a Polish-style supermarket that humorously depicts the contrasts between over-motivated capitalism and Polish serenity. These cultural tensions are summed up in concise visual concepts and everyday-absurd situations – sometimes typically Polish, but accessible and comprehensible to an international audience",* according to the official jury statement.

New this year was the award ceremony for:

**Agency of the Year 2025:**

**BDA Creative**

and

**Creative Team of the Year 2025**

**Seven.One Entertainment Group**

The category 'Best Use of Music' was once again sponsored by **BMG** this year. The gold trophy went to **Paramount Global** for 'Tarantino's Christmas Feast'.

**NEW TALENTS**

This year, the presentation and award ceremony for Eyes & Ears New Talents was incorporated directly into the awards show. Three projects by young talents were presented to the live audience:

**iff – Initiative zur Förderung von Funklöchern (Initiative to promote dead spots)**

Philip Schimpl & Maria Liegl, DHBW Ravensburg

**Mind After Midnight**

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

**WOODLAND**

Emil Pogolski & Jim Obmann, University of Television and Film Munich



Eyes & Ears New Talent Winner Konstantin Kunze, Vanessa Chu and Jim Obmann [v.l.n.r.].

**WOODLAND** received the Eyes & Ears New Talent Award 2025. The team was also granted **royalty-free music from BMG** for their next non-commercial project. However, all three New Talent finalists were winners, as they each received – in addition to the expert recognition of the audience – a free annual subscription to **Adobe Creative Cloud, donated by Adobe**.

Following the entertaining award ceremony – with an amusing **break provided by ZDF** – a successful and lively evening came to an end. Afterwards, celebrations continued at the after-show party in the ARRI.

**EYES & EARS OF EUROPE WOULD LIKE TO THANK:**

**DESIGN PARTNER**

UMBRUCH kommunikation design

**EVENT PARTNERS**

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*Eyes & Ears of Europe ...has been the European network for all creative forces in audiovisual communication in the media industry for almost 30 years and offers a professional platform for all industry members that connects, inspires, educates and honours outstanding work.*