

PromaxBDA Announces Finalists for 2014 Europe Awards

Winners to be Awarded 25 March

LONDON – 20 February 2014 – Recognizing the very best in promotion, marketing and design, PromaxBDA has announced the finalists for its 2014 Europe Awards competition. Winners will be announced at the culmination of the two day PromaxBDA Europe Conference, Europe's largest gathering for entertainment media marketing, design and promotion professionals, taking place 24-25 March at London's Park Plaza Westminster Bridge Hotel. The awards will be hosted by British comedian Jeff Leach.

"Each year our award nominees continue to push the boundaries in this ever-changing industry," said Jill Lindeman, General Manager at PromaxBDA, "and this year's nominated work is no exception. We look forward to seeing the best and the brightest shine at this year's awards ceremony in London."

Award winners are chosen by a select jury of esteemed entertainment industry professionals. Keeping in sync with its "Mind the Gap" conference theme, the Europe Award Committee Co-Chairs, Michel Nougue Head of Creative Services, M6 Group and Justin Bairamian Director of Creative Marketing, BBC, led a prestigious jury team that included Marco Giusti VP, Creative International, NBCUniversal International Television, Joanna Sheppard Head of Creative, BBC Worldwide and Peter Mihola Head of Art & Creative, SPT Networks, AXN Central Europe, among others. For a full list of jurors please visit <http://www.promaxbda.org/awards/current-awards/promaxbda-europe-awards-2014-jury#tab6>.

"The work seen this year reflects the evolution of our field. Our mission now is to be able to carry a brand or message that will resonate across all media platforms," added Dennis Hooftman, Creative Director, Fox International Channels, Benelux.

2014 Europe Award nominees include:

General Brand Campaign: Channel, Network or Platform

- Canal+ - Les Clowns
- Danish Broadcasting Corporation DR - DR2 Relaunch

- Creative Services Comedy South (VIMN) - Smileys Campaign
- Agency Cube - Elephants...
- Discovery Communications Deutschland GMBH & CO. KG - DMAX Rebranding Campaign
- Discovery Emerging Networks - Discovery Science 'We Are All Scientists'

General Brand Design Package: Channel, Network or Platform

- ProSiebenSat.1 TV Deutschland GMBH - Creative Solutions - SIXX Channel Rebranding 2013
- ProSiebenSat.1 TV Deutschland GMBH - Creative Solutions - ProSieben Maxx "Different" Campaign
- NBCUniversal International Television - Universal Channel Rebrand
- Oficina - Film+
- Weareseventeen - BT TV

General Image Programme Campaign

- NBCUniversal International Television - Bates Motel Launch
- Fox International Channels Italy - Fox Life - Kitchen Nightmares Italy
- ProSiebenSat.1 TV Deutschland GMBH - Creative Solutions - Pirates of The Caribbean: Pirate Song / We Love To Entertain You
- Discovery Max - Madrid Ink
- Cielo - Ci Pensa Rocco Campaign

For a complete list of the award finalists please visit http://www.promaxbda.org/docs/default-source/pdfs/2014-europe-finalists-edit-2_02192014.pdf?sfvrsn=2.

Taking place in London and themed “Mind the Gap,” PromaxBDA’s 2014 Europe conference will be packed full of informative and inspiring sessions and a complete immersion into critical trends and topics needed to stay relevant in today’s fast changing marketing environment.

About PromaxBDA

PromaxBDA is a member association representing more than 10,000 companies and individuals from major media organizations, marketing and advertising agencies, research companies, strategic and creative vendors, and technology

providers around the globe. The goal of the Association is to lead the global community of those passionately engaged in the marketing of television and video content on all platforms, inspiring creativity, driving innovation and honoring excellence. With companies and individuals drawn from more than 70 countries, PromaxBDA is a truly international organization uniting the individuals who will pioneer tomorrow's electronic and broadcast media.

About PromaxBDA Europe Conference

The PromaxBDA Europe Conference is Europe's largest gathering of marketing, promotion and design professionals in TV and entertainment media. The two day event offers attendees premium lectures, hands-on workshops and provides an inspiring environment where creative leaders of the broadcast and entertainment industry can learn about the latest developments in technologies, trends and topics critical to their business. The conference culminates each year with the announcement of the PromaxBDA Europe Awards to honour the very best in promotion, marketing and design.