



FOR IMMEDIATE RELEASE

## **EUROPE'S BEST ENTERTAINMENT MARKETING AND DESIGN REVEALED AT 2015 PROMAXBDA AWARDS IN BERLIN**

**The BBC Wins In-House Marketing Team of the Year**

**Red Bee Creative Wins Out-of-House Agency of the Year**

**Ceremony Caps Two-Day Summit of Europe's Leading Broadcasters and Agencies,  
Featuring Academy Award-Winners Sir Tom Stoppard and Lord Julian Fellowes**

**BERLIN, March 24, 2015** -- PromaxBDA, the leading global association for entertainment promotion, marketing and design professionals, today announced the winners of the 2015 PromaxBDA Europe Awards, the annual celebration of the best marketing and design created for European audiences.

The BBC was named European In-House Marketing Team of the Year, while Red Bee Creative took home the title European Out-of-House Agency of the Year.

British actor and comedian Jeff Leach hosted the awards ceremony Tuesday night at the InterContinental Hotel in Berlin.

The full list of winners can be found at [promaxbda.org](http://promaxbda.org).

The ceremony was the final event of the 2015 PromaxBDA Europe Conference, the annual two-day summit of Europe's leading broadcasters and agencies to discuss the latest innovations and strategies in entertainment marketing and design.

Against the backdrop of a rapidly evolving entertainment industry, executives and professionals from more than 30 countries gathered March 23-24 at the InterContinental Berlin to hear industry-leading speakers and panels offer solutions for staying competitive in a challenging marketplace.

Among the conference highlights:

- Legendary Playwright Sir Tom Stoppard opened the conference with a conversation on tapping into one's creativity with journalist Mariella Frostrup. In a Twitter chat that followed, Sir Tom reflected on whether the growth of digital platforms was making it easier or harder for writers to find success: "If you have the gift, there are always people longing for you either in the digital or analog world," Sir Tom tweeted. "If you have it, you're in a seller's world."
- Lord Julian Fellowes, the creator and executive producer of *Downton Abbey*, reflected on his celebrated career. In a keynote conversation with British journalist Penny Smith, he discussed the breakout success of the series and

teased details of his upcoming NBC series *The Gilded Age*, which is set in 1870s New York City and follows the lives of the wealthy families that began descending on the city after the Civil War.

- Expert brand strategist Lee Hunt, who literally defined the modern channel brand, said that Netflix and binge watching has changed viewer behavior forever. Brands need to shift from being navigators to curators: “Media brands need the reach of large media, but need to focus on a niche product – creating a unique perspective and tying the products together,” Hunt said. “It’s about owning it.”
- Groundbreaking German advertising expert Professor Michael Schirner presented his new, next-generation HIV/AIDS awareness campaign, and stressed that fear isn’t an effective message: “When information must reach the utmost amount of people, it should never be conveyed via the emotion fear,” he said.

“As global audiences embrace new ways of consuming content, the world’s leading entertainment brands are more reliant than ever on creative, forward-thinking marketing and design professionals who can stay one step ahead of the challenges facing our industry,” said PromaxBDA President & CEO Steve Kazanjian. “The past two days in Berlin have provided unparalleled insights into the creative work and strategies that attract global audiences in 2015.”

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## **About PromaxBDA**

PromaxBDA is a member association representing more than 10,000 companies and individuals from major media organizations, marketing agencies, research companies, strategic and creative vendors and technology providers around the globe. The goal of PromaxBDA 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.

<https://www.promaxbda.org/>