Beat: News

Neptune Award 2013.

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USPA NEWS - On 28 November 2013 in Hamburg was the Neptune Award of the big media competition in Kehrwieder- Theatre. With the Neptune Award from Hamburg @ work for the eighth time The Big Media Award for the best big-media advertising campaigns in the country was awarded.

Around 300 guests were started simultaneously for the audience award. Welcome and opening led Uwe Jens Neumann , Chairman of the Hamburg @ work eV and presenter Harald Kratel , spokesman for the United Media Group from Hamburg @ work. In addition to the Neptune Award for the first time three other prizes were awarded: the Neptune Talents Award , the Special Award " Best Use of Mobile ", which was chosen by a special jury and the audience award Neptune Grand Prix. The Neptune Award 2013 was marked this year by his jury - concept .

The three bodies were among a panel of experts, the Red Carpet jury and the audience jury.
The Neptune Grand Prix was awarded by the audience jury. Four finalists were selected in advance by the expert jury , presented on 28 November 2013 their campaigns before the live audience. After her presentation, the "Red- Carpet - jury " commented the first presentations.

Following this, it was alone at the audience. Per live voting Wurd voted on the winner. The Neptune Talents Award was another award at the Neptune Award. It was addressed to the Young Talents and the next generation of the industry. The Neptune winners received a highly attractive media package worth a total of around 300,000 euros (print, online, mobile , cinema) for their own use. The young winners go on the invitation of Hamburg @ work on the upcoming adc Festival in Hamburg.

The expert panel of leading personalities from the advertising industry, chaired by Dr. Michael Trautmann (thjnk) determined the winners campaigns of Neptune Awards, Neptune Talents Awards as well as the special prize "best use of mobile ." Campaign " The Hornbach Hammer" from home Berlin was by the jury , chaired by Michael Trautmann (Thjnk) and tells the audience to double winners.

Hugo Gstrein wins the Neptune Talents Award with his campaign for Ryanair. Neptune Award for " Best Use of Mobile ' goes to VW and Grabarz & Partner for the campaign for the Gulf " The car ". Laudatory speech - Mirko Kaminski . Home for the Championship finals. "Adidas is all in". Mads Mikkelsen " Move On " - "a Hollywood -like road movie experience for everyone and every level of engagement ." Tribal DDB for Telekom. "How cool is that ? " - Are Birgit Hahn and Horst enthusiastic about the Red Carpet jury.

Good music the music producer Enrico Wachtel studio Titoplace sound design and sound art accompanied the Neptune Award. Hamburg @ work is the Hamburg Initiative for Media, IT and telecommunications. It is supported by the Free and Hanseatic City of Hamburg and Hamburg companies that have joined together eV in Hamburg @ work. With more than 2,500 members from more than 650 companies in the digital economy Hamburg @ work is the largest national industry network.

Target of 1997, the public -private partnership is to expand the exposed position of the media city of Hamburg as a location for information and communication technologies and to support the companies in these industries. These Hamburg @ work offers a broad portfolio of services in the areas of information, service and support, Networking & Events and specialist groups. The initiative Hamburg @ work is the first contact for all questions of the digital economy for companies, institutions and the public in Hamburg.
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