

## 2021 EBU CONNECT AWARDS – FINALISTS

### **CATEGORY 1 - BEST SPORTS PROMOTION** (watch the clips LINK)

1. **RTVE** TOUR DE FRANCE 2020
2. **FRANCE 3** OLYMPIC MARMOTS
3. **RTÉ** FEEL THE SPARK - THE 2020 GAA CHAMPIONSHIP
4. **RTBF** 100%SPORT
5. **NRK** WINTERSPORTS

### **CATEGORY 2 - BEST FACTUAL PROMOTION** ( LINK)

1. **SVT** LOVE AND VIOLENCE
2. **DW** 250 YEARS OF BEETHOVEN
3. **DR** SIGNE MOLDE ON FOREIGN FIELDS
4. **BBC** FOR THE ADVENTUROUS
5. **RTÉ** RTÉ NEWS: TRUTH MATTERS

### **CATEGORY 3 - BEST ENTERTAINMENT PROMOTION** ( LINK)

1. **RAI** THE STORM - 77<sup>TH</sup> VENICE FILM FESTIVAL
2. **NRK** MELODY GRAND PRIX
3. **BBC** THERE IS A BBC FOR EACH OF US
4. **S4C** S4C IAITH AR DAITH
5. **RTÉ** DANCING WITH THE STARS

### **CATEGORY 4 - BEST FICTIONAL PROMOTION** ( LINK)

1. **SVT** WOMEN MAKE FILM 2020
2. **RAI** FEF - FAR EAST FESTIVAL 2020
3. **TVP** PEOPLE AND GODS
4. **RTS** SUMMER SERIES
5. **BBC** NORMAL PEOPLE

### **CATEGORY 5 - BEST PROMOTION FOR CHILDREN UNDER 13** ( LINK)

1. **SVT** SOMMARLOV 2020
2. **ZDF** FAIRY TALES IN THE ZDFTIVI-APP 2020
3. **DR** MINI EUROVISION SONG CONTEST – ROLLINGS
4. **TVP** HOLIDAYS WITH TVP
5. **FRANCE TV** OKOO / MAKE A WISH!

### **CATEGORY 6 - BEST USE OF MUSIC OR SOUND DESIGN IN A PROMOTION** ( LINK)

1. **SVT** DUBLIN MURDERS 2020
2. **ZDF** "SHAPES OF AMERICA" – US ELECTION
3. **VRT CANVAS** WATCH ME NOW
4. **RTBF** JAM
5. **BBC** ESCAPE WITH BBC TWO: SUMMER 2020

### **CATEGORY 7 - BEST BRAND PROMOTION** ( LINK)

1. **ARTE** DIGITAL SERVICES CAMPAIGN
2. **ZDF** ZDFHEUTE APP
3. **YLE** MISSION CAMPAIGN
4. **DR** P1 PODCAST IMAGE CAMPAIGN
5. **NRK** YR SUMMER CAMPAIGN 2020

## **CATEGORY 8 - BEST EDITING BASED ON EXISTING MATERIAL ( LINK)**

1. **LRT** TV PREMIERES OF LITHUANIAN MOVIES
2. **NRK** NRK TV: A KILLER SUMMER
3. **BBC** REWIND
4. **NRK** THE US PRESIDENTIAL ELECTION
5. **BBC** DRACULA

## **CATEGORY 9 - BEST CONCEPTUAL IDEA FOR A LOW BUDGET PROMOTION ( LINK)**

1. **ARTE** LOCKDOWN SPOT
2. **SWR** TOGETHER FOR DIVERSITY
3. **ERR** TEACHER OF THE YEAR GALA ETV
4. **RTÉ** FINDING JOY
5. **RTP** CONFINED NATIVITY PLAY ON RTP2

## **CATEGORY 10 - BEST USE OF SOCIAL MEDIA ( LINK)**

1. **ZDF** "10 STEPS TO POWER" - BAD BANKS IS BACK
2. **NRK** NRK TV: LEARN GERMAN WITH BABYLON BERLIN
3. **BBC** HIS DARK MATERIALS SEASON 2
4. **DR** ULTRAPERFECT
5. **RTÉ** THE YOUNG OFFENDERS

## **CATEGORY 11 - BEST CHANNEL, SEASONAL OR PLATFORM BRANDING ( LINK)**

1. **TV5MONDE** TIVI5 REBRAND
2. **ZDF** ZDFneo: SEASONAL IDENTIS
3. **VRT CANVAS** REBRAND
4. **ARTE** CHRISTMAS ON ARTE
5. **ARD** CHRISTMAS ON DAS ERSTE 2020 - WONDERLAND

## **CATEGORY 12 - BEST OVERALL CAMPAIGN ( LINK)**

1. **SVT** KALIFAT 2020
2. **VRT CANVAS** CHERNOBYL CAMPAIGN
3. **CZECH TV** RATS
4. **RTS** COEUR À CŒUR
5. **NRK** WAKING UP WITH P3 MORNING ON RADIO NRK P3

## **CATEGORY 13 - BEST PROMO ABOVE 60 SECONDS ( LINK)**

1. **RSI** TOO MANY MOVIES?
2. **FRANCE TV** LET'S GIVE DEMOCRACY A VOICE
3. **RAI** GIRO D'ITALIA 2020
4. **VRT ÉÉN** BENNY SAVES ÉÉN
5. **BBC** CHILDREN IN NEED: GOODBYE RAINCLOUDS

## **CATEGORY 14 – SPECIAL COVID-19 ( LINK)**

1. **ARTE** SECOND LOCKDOWN
2. **RAI** ITALIA RIPARTE
3. **VRT CANVAS** COVID-19 STREAMING
4. **RTS** CHRISTMAS HOLIDAYS
5. **BBC** "STAY AT HOME" PSAs