

A large crowd of people at night, many holding up blue lights, creating a sea of blue. In the background, a stage is visible with blue lighting and a sign that says "BUD LIGHT".

INTERNATIONAL MUSIC AWARD

BERLIN 2019

ATTITUDE, INNOVATION, COURAGE

THE AWARD

A NEW, YET COMPLETELY DIFFERENT MUSIC AWARD,
HONORING SOCIAL INTERACTION AND
CREATIVE INNOVATION.

- ★ NATIONAL & INTERNATIONAL RELEVANCE
- ★ AN ACCLAIMED & RESPECTED JURY
- ★ FAMOUS GUESTS & RENOWNED PERFORMERS
- ★ A LAVISH PRODUCTION WITH TOP-NOTCH BILINGUAL HOSTS
- ★ CONTINUOUS MEDIAL PRESENCE THROUGH AN ALL YEAR LONG NARRATIVE



**AN EXPERIENCED PANEL OF
RENOWNED MUSICIANS &
CREATIVE VISIONARIES,
A TEAM★ FOR EACH CATEGORY**

JURY MEMBERS / CATEGORY HOSTS:

- ★ PETER HUTH (EDITOR IN CHIEF, WELT AM SONNTAG)
- ★ SEBASTIAN ZABEL (EDITOR IN CHIEF, ROLLING STONE GERMANY)
- ★ ANJA CASPARY (CHIEF HOST, RADIOEINS)
- ★ UDO DAHMEN (MD, POPAKADEMIE MANNHEIM)
- ★ KATJA LUCKER (MD, MUSICBOARD BERLIN)
- ★ HANS NIESWANDT (DJ, ARTISTIC DIRECTOR AT FOLKWANG UNIVERSITY)
AND MORE

ASSESSORS:

- ★ NEIL TENNANT (PET SHOP BOYS)
- ★ WOLFGANG TILLMANS (PHOTOGRAPHER)
- ★ ANNETTE HUMPE (ARTIST „ZWEIRAUMWOHNUNG“)
- ★ DANIEL EK (CEO, SPOTIFY)
- ★ JACK WHITE (MUSICIAN)
- ★ TONY VISCONTI (PRODUCER)
- ★ EMMA WATSON (ACTRESS)
AND MORE

★ALL NAMES ARE EXEMPLARY AT THIS POINT

INDEPENDENT **THE JURY**
FAIR, DIVERSE



COMMITMENT, STYLE, HEROES...

THE CATEGORIES

COMMITMENT

- ★ HONORS SOCIAL OR POLITICAL ACTIVITIES
- ★ DETERMINED BY JURY + ASSESSORS

STYLE

- ★ HONORS THE STYLE ICON OF THE YEAR
- ★ DETERMINED BY JURY + ASSESSORS

FUTURE

- ★ HONORS A FORWARD-LOOKING IDEA
- ★ DETERMINED BY JURY + ASSESSORS

SOUND

- ★ HONORS THE ALBUM OF THE YEAR
- ★ DETERMINED BY JURY + ASSESSORS

HERO

- ★ HONORS A LIFETIME ACHIEVEMENT
- ★ DETERMINED BY JURY + ASSESSORS

BEGINNER

- ★ HONORS THE NEWCOMER OF THE YEAR
- ★ CRITIC'S CHOICE, DETERMINED BY A PANEL OF INTERNATIONAL MUSIC JOURNALISTS

PERFORMANCE

- ★ HONORS EXCELLENCE IN LIVE PERFORMANCE
- ★ AUDIENCE AWARD, DETERMINED BY READERS OF AXEL SPRINGER PORTFOLIO AND INTERNATIONAL ISSUES OF ROLLING STONE MAGAZINE




- ★ LANA DEL REY
- ★ ST. VINCENT
- ★ GRACE JONES
- ★ TAYLOR SWIFT
- ★ ARIANA GRANDE
- ★ BRUCE SPRINGSTEE
- ★ KENDRICK LAMAR
- ★ DEPECHE MODE
- ★ BRUNO MARS
- ★ ED SHEERAN

★ALL NAMES ARE EXEMPLARY AT THIS POINT

THE ARTISTS

GLAMOUR FROM AROUND THE WORLD

A man in a white military-style uniform and hat saluting with a surprised expression. The image is overlaid with a blue and purple gradient.

A LIVE-SHOW LIKE NO OTHER. RARE COLLABORATIONS AND UNIQUE PERFORMANCES. BI-LINGUAL HOSTS & ACCEPTANCE SPEECHES THAT ARE SHORT TO THE POINT.

THE VENUE: A NEW, HYPER-MODERN ARENA IN THE HEART OF BERLIN, FILLED WITH 5,000 FANS AND SPECIAL GUESTS.

AN UNFORGETTABLE LIVE EVENT, WHETHER WITNESSED IN PERSON OR VIA LIVE STREAM. LIVE TICKER, BACKSTAGE VIDEOS AND SOCIAL MEDIA COVERAGE WILL DELIVER INTIMATE GLIMPSES FROM BEHIND THE SCENES TO A WORLDWIDE AUDIENCE.

THE PRODUCTION

BREATH TAKING & UNFORGETTABLE

**THE CENTER SPEAKER –
THE MOST RESPECTED
BRAND IN MUSIC**

★ ROLLING STONE

**THE REAR SPEAKERS –
THE COMBINED POWER
OF THE AXEL SPRINGER
MEDIA PORTFOLIO**

★ BILD/BILD AM SONNTAG
★ WELT/WELT AM SONNTAG
★ MUSIKEXPRESS
★ METAL HAMMER
★ SPORTBILD
★ AUTOBILD
★ COMPUTERBILD

**THE SUBWOOFER –
CONSTANT CONTENT VIA**


★ THE IMA WEBSITE
★ PRINT & WEB
★ SOCIAL MEDIA
★ VIDEO CONTENT
★ LIVE STREAMING

**AND THE CRESCENDO OF
THE PERFECT SOUND...:**

★ THE AWARD SHOW
IN OCTOBER 2019

THE COVERAGE

**SURROUND SOUND &
VISION**



FROM THE AWARD AND ITS
PROTAGONISTS TO THE PEOPLE
WHO CREATE MEANING:
A RAPID-FIRE STREAM OF
YEAR-ROUND STORYTELLING

- ★ ADVERTISING
- ★ BRAND STORIES
- ★ NATIVE ADVERTISING
- ★ SOCIAL MEDIA STORYTELLING
- ★ PRE/POST-ROLL IN VIDEO CONTENT
- ★ OUT OF HOME CAMPAIGN
- ★ LIVESTREAM
- ★ FOLLOW UP COVERAGE

€ 3.5
MIO.
TOTAL
GROSS
MEDIA
VALUE

THE COMMUNICATION

ALL CHANNELS,
ALL YEAR

continued storytelling + content generation

Launch of
communication
02.2019

Jury panel
revealed
04.2019

Announcement
of the nominees
07.2019

IMA award
ceremony
10.2019

Follow-up
coverage
07.2019



THE TIMELINE

A NEVER- ENDING STORY

**WE SEEK OUT PARTNERS WHO
– LIKE THE IMA – STAND FOR
INNOVATION AND ATTITUDE.
AND ARE EAGER TO CREATE A
UNIQUE EXPERIENCE TOGETHER
WITH US.**

THUS, PREDEFINED SPONSOR PACKAGE
ARE A THING OF THE PAST. WITH YOUR
INPUT WE WILL SET A SCENE TAILORED
TO YOUR NEEDS, WITHOUT OMITTING
THE ESSENTIALS, OF COURSE. IT'S A
CAMPAIGN FOR THE WHOLE YEAR –
BECAUSE THE AWARD IS MORE THAN THE
CEREMONY.

THE PARTNERS

**HAPPY
TOGETHER**

**THE INTEGRALS OF OUR
PARTNERSHIP**

(VARIES BY SPONSORING LEVEL)

BRANDING

ON- & OFFLINE CO-BRANDING CAMPAIGN

LOGO INTEGRATION

CONTINUOUS, ALL YEAR-LONG VIDEO FORMAT
+ LIVE STREAM OF EVENT

ON THE GROUND ACTIVATIONS

PARTNER'S OWN VIP-LOUNGE

HOSPITALITY

COMMUNICATION RIGHTS

GOODIE BAG INSERTS

CATEGORY PRESENTING

NAMING RIGHTS

...AND, MORE IMPORTANTLY,
YOUR INDIVIDUAL EMBEDDING!



CAN
YOU FEEL
IT?

KNUT FABIAN DÖRING
HEAD OF SALES QUALITY DIVISION
KNUT.DOERING@MEDIAIMPACT.DE
+49 30 2591 73 998

MARTIN LIPPERT
HEAD OF MUSIC
MARTIN.LIPPERT@MEDIAIMPACT.DE
+49 30 2591 73 318