

HORST CZENSKOWSKI
DIRECTOR



Horst Czenskowski is an internationally acclaimed director for commercials, film, social media and visual brand identity.

After studying communication design, he began his career as a creative director at one of Europe's leading post-production companies, gaining a deep understanding of the entire filmmaking process — from concept to final frame.

His work ranges from high-end commercials and image films to pioneering TV branding, where he has helped define the visual identity of some of Europe's most important channels. His first TV spot for MTV, delivering a strong message against racism, instantly received multiple international awards.

He crafts images that don't just sell — they stay.

Horst's creative focus lies in revealing the authentic beauty and unique character of brands and people — from emotional storytelling with kids and refined food films to working with celebrities such as Heidi Klum, Michael "Bully" Herbig, Boris Becker, Sebastian Vettel, and **many more**. His clients include major international brands and media groups such as ProSiebenSat.1, Warner Bros. Discovery and Disney.

The social media campaign for Stefan Raab's comeback as a TV host after ten years away from the screen became the most successful viral campaign in the history of German television. Within 72 hours around April 1, 2024, it generated more than 67.5 million views, 1.1 million likes and 2.4 million new followers, as well as over 800 million press contacts in the weeks leading up to "The Clark Final Fight".

Driven by innovation and new technologies, including AI, Horst creates everything from humorous guerrilla clips to premium campaigns — with experience, precision and passion.

AWARDS

2024

MPLFMSR INTERNATIONAL GOLD

The social media campaign for Stefan Raab's comeback is the most successful viral campaign in the history of German television. Within 72 hours around April 1, 2024, it generated more than 67.5 million views, 1.1 million likes and 2.4 million followers as well as over 800 million press contacts in the weeks leading up to "THE CLARK FINAL FIGHT". Thanks to Stefan Raab, Bully Herbig, Elton & Pamela Reif.

2022

EYES & EARS EUROPE

SILVER

best direction

GOLD

best studio design/set dressing

Warner Bros. Discovery ScreenForceDays

2021

WorldMediaFestivals Television & Corporate Media Awards

GOLD

Discovery Digital Roadshow

2020

PROMAXBDA Europe Awards 2020

Marketing presentation

GOLD

Screenforce Opening Discovery

EYES & EARS 2020

Sidneys Welt DMAX

Best programme campaign factual entertainment

SILVER

Best directing

BRONZE

Best camera

BRONZE

PICK UP! HAZELNUT CHOCO

TV Spot "Magnus"

Horizont Kreation des Monats September

ffp Wien

2019

MPLF International

Thomas Gottschalk Geers

GOLD

2018

PRIX VICTORIA

Internationale Wirtschaftsfilmtage 2018

SILVER

Maro WG

PROMAXBDA Europe Awards 2018

Reality/Unscripted/Non-Fiction Programme Spots

SILVER

TLC - Crime campaign

Eyes & Ears of Europe Awards 2018

Best Camera

TLC - Crime campaign

2017

PROMAXBDA Europe Awards 2017

Best Leisure & Lifestyle Programme Spots

SILVER

SAT.1 - The Taste

2016

Eyes & Ears of Europe Awards 2016

Best On-Air Campaign Fiction

GOLD

Die Udo Honig Story

Best On-Air Campaign Kids

SILVER

Disney Channel Guten Morgen Kino

2015

PROMAXBDA World Design Award 2015
Program Promotional Campaign In-House
GOLD
"Behind the scenes" Promotion Long/short Form
SILVER
Comedy Program Campaign
BRONZE
The Simpsons 25th Anniversary
Eyes & Ears of Europe Awards 2015
SPEZIAL AWARD 2015
Best On-Air Campaign Comedy
GOLD
Best use of voice & sound
GOLD
Best On-Air Campaign Fiction
SILVER
The Simpsons 25th Anniversary

2014

Eyes & Ears of Europe Awards 2014
Best On-Air-Programm Campaign: Comedy
Bully macht Buddy
Eyes & Ears of Europe Awards 2014
Best On-Air-Station Campaign
kabel eins – So sieht's aus
PROMAXBDA World Design Award 2014
Public Service Announcement Campaign
ProSieben Green Seven
BRONZE
Special Event Campaign
Christmas in shadowland
BRONZE
PROMAXBDA Europe Awards 2014
Best Marketing Campaign
ProSieben Bully and the Making of Buddy Finalist

2013

PROMAXBDA Europe Awards 2013
Best General Branding/Image Campaign KABEL EINS
Superlogo Campaign
SILVER
Best Live Sports Event Promotion or Campaign
SAT.1 Finale Dahoam
Finalist
Best Documentary Entertainment
Promotion SAT.1 Land sucht Liebe
Finalist

2012

PROMAXBDA Europe Awards 2012
Best Sports Promotion Campaign
SAT.1 Ran Boxen Felix Sturm vs. Murray Gold

2011

PROMAXBDA World Design Awards 2011
On-Air Commercial Advertisement
Sky+ Machine Gold
On-Screen Services Promotion
Sky Multiroom Finalist

2010

Eyes & Ears of Europe Awards 2010
ProSieben Schlag den Raab
Best On-Air-Promotion-Spot non fiction programme Distinction

2009

Eyes & Ears of Europe Awards 2009
ProSieben Schlag den Raab Best promotion-spot Distinction

2008

Eyes & Ears of Europe Awards 2008
ProSieben 3.0 Best on-air-promotion Distinction
Best new corporate design on air Distinction

2007

BDA World Awards 2007
Sales & Marketing
Presentation ProSieben: The Big Picture 2006 Silver
PROMAX Worldwide Awards 2007
Marketing Presentation: Stromberg meets Hollywood Bronze
Eyes & Ears of Europe Awards 2007
Best station promotion campaign on air Winner
ProSieben StarForce II
Eyes & Ears Special Prize EFFECTIVENESS 2007
Award Winner
Best bumper or station-ID package Distinction
Best station-, programme-, film- or content-related musical composition Distinction
Best station promotion spot Distinction
Best integrated station promotion campaign Distinction

2006

BDA & PROMAX Worldwide Awards 2006
Best Television Image Campaign International
ProSieben StarForce Gold
PROMAX Europe Awards 2006
Best Television Image Campaign
ProSieben StarForce Silver
Eyes & Ears of Europe Awards 2006
Best bumper or station-ID package
ProSieben StarForce Award Winner
Best integrated station promotion campaign
ProSieben StarForce Award Winner
Best station promotion campaign on air
ProSieben StarForce Distinction