



## ***Press Release April 2013***

### **Ad Venture Competition 2013: Teams from Bulgaria, Romania and Spain win through to final three**

*Brussels, 24 April 2013:* Three finalist teams of students in this year's pan European Ad Venture student competition have been selected from 79 entries to present their campaigns during the edcom Annual Conference on 17 May, hosted by IADE Creative University in Lisbon.

The three finalist groups are Team "Antennas", New Bulgarian University, Team "Madness", University of Bucharest and Team "Empty Whale", University of Navarra. The winning team will spend a week on the student programme at the Lions' International Advertising Festival week in Cannes in June.

Two broadly-based juries, including academics & professors of communication and marketing disciplines, senior advertising agency experts, EU policy makers and EU-level stakeholders, first selected the top 12 campaigns and then the final 3, who will be judged by a third, senior jury comprising Despina Spanou Director for Consumer Policy, European Commission, Claude Rivière, Head of International Affairs, ANPAA, representing Eurocare, Patrick Hanson-Lowe, Chief Marketing Officer of Publicis, Christine Melous, CEO and Managing Director, ESP Groupe, Alexandre Duarte, Communication and Advertising Professor, IADE Creative University, Lisbon and Leandro Alvarez, President and Chief Creative Officer, TBWA\ Lisbon, chaired by Gloria Gibbons, President EMEA & WPP Global Client Leader, Ogilvy CommonHealth Worldwide and Chair of EACA's Health Communications Council.

This year's Ad Venture competition is an active commitment from EACA to the European Alcohol & Health Forum, chaired by DG SANCO, and has been organized in co-operation with Eurocare, the leading European Alcohol Policy Group. The students were challenged to create a pan-European campaign to raise awareness about the risks of binge drinking among people aged 18-25. The focus lay on the importance of making the target group aware that binge drinking has negative consequences on an individual's health and social well-being and that drinking less is key.

Ad Venture is part of EACA's education programme through the European Institute for Commercial Communications Education - edcom - which aims to enhance the relationship between the advertising industry and academia, bringing together more than 40 universities and schools.



We had a record number of entries this year. 79 student teams from 14 countries took part in the competition”, said Tamara Ramach, Director of European Affairs, EACA, who moderated the 2<sup>nd</sup> round judging. “We are delighted with the high number of entries but especially with the overall quality of the campaigns. The selection of the three strongest campaigns was challenging and provoked intense debate.”

The [AdVenture competition website](#) includes the new brief and previous years’ competitions.

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*For further information, please contact:*

**Tamara Ramach, Director of European Affairs**

Telephone: +32 2 740 0715

Email: [tamara.ramach@eaca.be](mailto:tamara.ramach@eaca.be)

*Note for editors*

**About EACA**

EACA - the European Association of Communications Agencies - is the voice for communication agencies in Europe. It represents 29 national associations of commercial communications agencies, the 12 largest international agency networks operating in Europe, 7 international media agency networks, 9 national associations of integrated communications agencies and 14 leading specialist health communications networks.

**About edcom**

edcom - the European Institute for Commercial Communications Education - was launched by EACA to promote excellence in commercial communications education and research and to encourage exchanges between the European commercial communications sector and academic partners.

**About The EU Alcohol & Health Forum**

The EU Alcohol and Health Forum is a platform where bodies active at European level can debate, compare approaches and act to tackle alcohol related harm. To become members of the European Alcohol and Health Forum organisations must meet certain requirements and make one or more specific commitments for action.

**About Eurocare**

EUROCARE (The European Alcohol Policy Alliance) is an alliance of non- governmental, public health and well-being organisations. It advocates for the prevention and reduction of alcohol related harm in Europe through effective and evidence based alcohol policy [www.eurocare.org](http://www.eurocare.org).