

## **Bulgarian students win European Ad Venture competition 2013**

*Brussels, 20 May 2013:* A pan-European public awareness campaign about the risks of binge drinking among 18 – 25 year-old Europeans by four Bulgarian students has won the 6th Ad Venture student competition organised by EACA through its European Institute for Commercial Communications Education, edcom.

The “Antennas” team from New Bulgarian University in Sofia, Bulgaria, represented by Iviana Gicheva, Ivan Hristov, Elitsa Radeva and Aleksandra Stoimenova defeated 78 other teams from 14 countries to win first place, answering a brief developed in collaboration with the European Alcohol Policy Alliance (Eurocare) under the framework of the European Commission’s Alcohol and Health Forum. The winning team will attend the student programme at Cannes Lions Advertising Festival in June in recognition of their success.

The objective of the winning campaign “Like your Reflection?” is to achieve 40% awareness about emotional damage among the target group, to overturn the perception that binge drinking is cool and to lower consumption levels of alcohol by at least 30%.

Three finalist teams were selected during two initial judging rounds and invited to present their campaigns to the third round jury and delegates during the edcom annual Conference at IADE Creative University on 17 May in Lisbon, Portugal. The two runners-up were the “Empty Whale” team from University of Navarra, Spain and the “Madness” team from Bucharest University, Romania.

The final jury, chaired by Frances Illingworth, WPP Global Recruitment Director and newly-elected President of edcom, comprised Patrick Hanson-Lowe, CMO, Publicis, United Kingdom; Leandro Alvarez, President and Chief Creative Officer, TBWA, Portugal; Christine Melous, CEO and Managing Director, Groupe ESP, France; Alexandre Duarte, Communication and Advertising Teacher, IADE – Creative University, Portugal; Claude Rivière, Member of the Eurocare Board and Head of International Affairs, ANPAA, France; Marcin Soltys, Information and Communication Officer, Directorate for Consumer Affairs, European Commission.

‘I was truly impressed by the quality of the work in this year’s Ad Venture competition’, said jury chair Frances Illingworth. ‘I would like to congratulate personally the 79 teams from the 14 participating countries for the high standard of their work and to express my admiration for those lecturers involved in coaching and motivating them. The finalist teams – Antennas from Bulgaria, Madness from Romania and Empty Whale from Spain - delivered impressive presentations which showed the immense amount of work that went into their campaigns. The jury had a tough job in selecting the winning campaign. The winner, team Antennas from New Bulgarian University, showed both a strong insight and a convincing strategy by choosing to change young people’s perception and turning binge drinking into unacceptable social behaviour which has negative consequences on their social health status. This, together with their excellent creative execution, ensured their victory in this year’s competition’.

**European Institute for Commercial Communications Education (edcom)**

c/o EACA, 152 Bd. Brand Whitlock, B-1200 Brussels, Belgium

Tel : +32 2 740 07 10

[www.eacaeducation.eu](http://www.eacaeducation.eu)

After being announced as winners of the 2013 competition, the Antennas team proudly stated 'We are so grateful, this is an amazing surprise! We never thought we'd get here. Going to Cannes Lions is such a great opportunity and we are looking forward to it! This entire experience has been so challenging and seeing the results couldn't make us happier.'



**Ad Venture winners 2013: "Like Your Reflection":**

(Left to right) Elitsa Radeva, Iviana Gicheva, Aleksandra Stoimenova, Ivan Hristov

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For further information, please contact:

Tamara Ramach  
Director of European Affairs  
EACA

+32 2 740 0715  
[tamara.ramach@eaca.be](mailto:tamara.ramach@eaca.be)

Dominic Lyle  
Director General  
EACA

+32 2 740 0711  
[dominic.lyle@eaca.be](mailto:dominic.lyle@eaca.be)

**edcom, The European Institute for Commercial Communications Education** was founded to promote excellence in commercial communications education and research, enhance communication and co-operation between the European commercial communication sector and academic partners, to facilitate cross-border education, employment and exchange of commercial communications students and to promote knowledge and understanding of innovative advertising and communication techniques and new use of media and other public platforms.

**EACA, the European Association of Communications Agencies** brings together the advertising, media and sales promotions agencies across Europe, enabling international experience and issues to be shared and dealt with on a pan-European basis. It provides an important link between agencies, advertisers and the advertising media in Europe and around the world and participates closely in the setting of standards in many aspects of the business across Europe.

#### **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).

#### **About Ad Venture Student Competition**

Ad Venture is the first pan-European competition which gives students the chance to experience what it is like to work in an advertising agency. This international competition is open to students from the edcom academic members, as well as from other non-edcom members that teach communications studies. More information can be found at [www.adventure-competition.eu](http://www.adventure-competition.eu).

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