

Press Release July 2015

EACA celebrates best EACA International Summer School yet

Brussels, 20 July 2015: Over 70 marketing and communications students and young professionals from 16 countries took part in the sixth annual EACA International Advertising Summer School at CEADE-UPO School during the week of 6 July 2015. After their daily workshops with leading industry trainers, participants were asked to work in teams to develop ideas and prepare a pitch on this year's client Barbadillo, a sherry, wine and brandy producer located in the South of Spain.

Álvaro Alés, Marketing and Communications Director, Bodegas Barbadillo, said that "the Summer School was wonderful. Having these students working so hard with such passion on our brand has been really rewarding. We hope to use some of these winning pitch ideas in our international marketing strategy".

Participants were divided into three groups according to their level of professional experience and interests (Foundation, Advanced and Digital). This year, the EACA International Summer School opened a new programme for young professionals on Digital Marketing, in cooperation with DDM Alliance. Nils Veenstra, Director of DDM Alliance, commented that "the Summer School has been a great experience! Young marketers from all over Europe used their insights to create an effective campaign for a real client. This has truly inspired the participants".

Foundation participants received training on the core principles of advertising, while Advanced participants learned about recent market developments and how they could apply their knowledge and skills in their day-to-day jobs in the advertising industry. This year's new digital marketing course focused particularly on how to implement digital developments in today's industry.

These inspiring courses, delivered by leading advertising practitioners, enabled participants to learn how the different disciplines fit together in order to create a complete advertising campaign on one of the main products of Barbadillo: manzanilla Solear. On the final day, all groups pitched their ideas to a high level jury, comprised of Micky Denehy (Principal, EACA International School of Advertising and Communications), Dominic Lyle (Director General, EACA), Carlos Rubio (Director, AEACP), Álvaro Alés (Marketing and Communications Director, Barbadillo), Nils Veenstra (Director, Data Driven Marketing Alliance) and Jean Mascré (Marin Software).



Jurors Micky Denehy, Álvaro Alés and Dominic Lyle pose together with the winning Foundation team (Almudena Celemente Albacete, Carmen Put, Emmanouil Venieris, Laura Oliveira Granja, Manon Aben and Manon Bossu)

The winning Foundation team impressed the jury very much with their campaign #ShareSolear. The team combined traditional values with an innovative marketing approach. When asked about their experience, they commented that "The Summer School was very inspiring and taught us a lot about advertising. It was an inspiring experience to work with so many nationalities in one team!"

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Jurors Micky Denehy, Álvaro Alés, Carlos Rubio and Dominic Lyle take a photo with the winning Advanced team (Roman Mössli, Rebecca Foster, Paul Shinnors, Sara Pecchielan and Stephanie Pollak)

The winning Advanced team presented their campaign #Solearseabreeze as a strong united team with a powerful message. The winners were very happy with their win: “we were very fortunate to be in such a good team together. Overall, the week was intense and we worked very hard, but we also had lots of fun”.



The winning Digital team (Veronica Ciceri, Maja Filipovic, Stefanie Hohn and Joaquin Ulloa Luhia) show their trophies for a photo with jurors Micky Denehy, Álvaro Alés and Dominic Lyle

The winning Digital team presented their campaign #OutOfComfortZone which challenges the client to support a daring marketing campaign. Digital winners said that “it was amazing to win! We had a lot of fun creating this campaign together, our intense teamwork certainly paid off!”

Overall, the judging panel at the EACA Summer School was hugely impressed by the ideas generated in the group pitches. Carlos Rubio, Director General of AEACP, commented: “it was a pleasure to be part of the jury. It is a wonderful opportunity to share time with the participants and to get to know them better”.

EACA Director General, Dominic Lyle, added that: “the participants showed true enthusiasm and commitment in their pitches and campaigns. It is inspiring to see how these individuals invest in their future and develop their knowledge and skills over the course of a week”.

Micky Denehy, Principal of the EACA International School of Advertising and Communications summarised: “as always, we heard very good feedback from our participants about the enthusiasm, experience and professionalism of our trainers as well as the challenge and fun of working on a pitch with a team of mixed nationalities. I personally believe that this year was the best Summer School; the students showed a great mix of enthusiasm, motivation and teamwork which resulted in very impressive pitches.”

The next EACA International Summer School will take place at the beginning of July 2016.

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EACA International School of Advertising and Communications, was launched in 2009 by the European Association of Communication Agencies. Its purpose is to help raise professional standards across the communications industry by training and developing the skills and talents of its practitioners.

European Institute for Commercial Communications Education (edcom), 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. edcom also aims to facilitate cross-border education, employment and exchange among commercial communications students and to promote knowledge and understanding of innovative advertising and communication techniques and new use of media and other public platforms.

European Association of Communications Agencies (EACA), 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.

Data-Driven Marketing Alliance, is a pan-European industry-led alliance which enables marketing professionals from agencies and brands to become better marketers. Its portfolio of events and publications demystifies marketing technology and embraces best practices in marketing innovation.