



Press Release
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NEW ADVENTURE BRIEF CHALLENGES STUDENTS TO RAISE AWARENESS ABOUT EUROPEAN EMPLOYMENT SUPPORT FOR YOUNG PEOPLE

The European Association of Communications Agencies (EACA) and its European Institute for Commercial Communications Education (edcom) have launched the call for entries for the seventh annual advertising student competition, Ad Venture, in collaboration with the European Commission's Directorate General Employment, Social Affairs and Inclusion.

Students across Europe and beyond are challenged to create a pan-European campaign to raise awareness about European opportunities that support European youngsters aged under 25 to get a first work experience. Main focus of the campaign should be on the opportunities young people have through the European Commission's Youth Employment actions and initiatives.

The campaign seeks to address a worrying situation with a positive tone, expressing that, although it is currently difficult, young Europeans can become 'more employable' by taking up one of many EU-funded opportunities.

The Ad Venture student competition 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 from Europe, Australia and the United States.

Three finalist student teams will be selected by a broad base of judges, including academics & professors representing a variety of communication and marketing disciplines from each country, advertisers, communication executives and representatives of media, policy makers and EU-level multi-stakeholders involved in increasing awareness about opportunities available for young people that support them in finding their first job.

"Every year, we try to focus the Ad Venture competition on a relevant topic on the European agenda. For 2013/2014, we believe that youth unemployment is one of the most urgent topics that can be addressed through a pan-European communication campaign", said Dominic Lyle, Director General, EACA.

The three finalist teams will have the opportunity to present their campaign during the edcom Annual Conference on 9 May 2014 in Barcelona, Spain. The winning team will then spend a week on the student programme at the Lions' International Advertising Festival in Cannes.

The [Ad Venture competition website](#) includes the new brief and previous years' competitions.

The call for entries is open until the **13 December 2013** and students have until **21 March 2013** to develop and submit their campaigns.



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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.

European Commission, Directorate General Employment, Social Affairs and Inclusion

The Directorate General addresses challenges linked to globalisation, the ageing of Europe's population and changing social realities. Examples of the areas in which the DG active include support for:

- More and better jobs through the European Employment Strategy
- Free movement of workers and coordination of social security schemes
- Better working conditions
- Social inclusion.