

Press Release July 2014

EACA Summer School 2014: Next generation of advertising professionals meet in Rome for the EACA Summer School

Brussels, 22 July 2014: Nearly 80 marketing and communications students and young professionals from 20 countries took part in the fifth EACA International Advertising Summer School, at Roma Tre University in Rome, during the week of 7 July 2014. After their daily courses, participants worked in teams every evening throughout the week to develop ideas against a live brief from Mercedes-Benz on the launch of the new Smart Forfour.

Cesare Salvini, Marketing Director, Mercedes-Benz Italia, claimed that the Summer School was “a unique and exciting experience for Mercedes-Benz that allowed us to interact with the creativity of young students and professionals. It was also a useful opportunity to hear the voices of young people who, considering the ever-changing social attitudes and the way to communicate, can help us to take the right way to reach a significant market segment.” Salvini added that “interesting projects were presented during the panels that were in line with the current Mercedes-Benz communication style. We are often geared towards young people and universities as business incubators for ideas and creativity, which companies should look into more often”.

The participants, from Austria, Belgium, Bulgaria, Czech Republic, Denmark, France, Germany, Greece, Italy, Latvia, Lithuania, Netherlands, Norway, Portugal, Romania, Russia, Spain, Switzerland, Turkey and UK, were challenged and inspired daily by trainers who brought their own expertise into the hottest topics in the communications field, such as big data and the future of digital communications. Participants were divided into two groups according to their level of experience: a Foundation group aimed at Bachelor and Master students and an Advanced group for young professionals.

Workshops covered topics such as “Building consumer brand loyalty” “Understanding client’s business”, “Strategic planning and story-telling skills”, “Creative idea generation and judgment”, “The Future of digital and mobile creativity”, “Becoming a more persuasive and confident presenter”, “Big data replacing the big creative idea”, “Social Media: how to be successful by not speaking to 97% of your audience”, “Communication effectiveness”, “Applying behavioural economics to building brands”, “Breaking the rules in creativity” and “Connecting your content to your audience”. These inspiring courses, delivered by leading advertising practitioners, enabled participants to learn how the different disciplines fit together to create a complete advertising campaign.

The participants’ ideas in response to the Mercedes-Benz brief were pitched to a high level jury on the final day: Filippo Maria Massimi, Digital Marketing & CRM Co-ordinator, Mercedes-Benz Italy; Stefano Del Frate, Director General, Associazione Aziende di Comunicazione (ASSOCOM); Micky Denehy, Principal, EACA International School of Advertising and Communications; and Dominic Lyle, Director General, EACA.

The winning Foundation team made a very impressive pitch. The team presented themselves as open minded but strategically clear in showing how their campaign would deliver measurable results against the target audience and meet the clients’ business objectives.

When asked about their experience, Raul Jimenez Van Hoorn, Laura Barrand, Davis Grietens, Alise Kore, Julie Brieau declared: “During our time at the summer school a lot has changed within us. We got exposed to industry professionals who inspired us and shared valuable and outstanding insights.

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At the summer school you meet strangers from all over Europe; however, by the end of the week we had shared an experience among ourselves and built a friendship we will never forget. This course has been very valuable and the atmosphere has propelled us to exceed our own expectations and to dream big.”



Foundation winning team. From left to right: Raul, Laura, Davis, Alise and Julie.

The winning Advanced team presented a strong united team with a powerful and well thought through campaign built around some of the key benefits and assets of the new Smart car.

The winners, JJ Byeon, Katrin Seyfahrt, Antonio Bruno, Francesca Cimino, Nadine Stüssi and Adil Can Ocak, said: “The truth is it was a very hard week and, after all the effort and hours working on the pitch, winning the trophy feels like a huge relief. For us it is a bit like winning the Oscars and we are extremely happy and grateful for it.”



Advanced winning team. From left to right: JJ, Katrin, Nadine, Adil, Francesca and Antonio.

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The judging panel at the EACA Summer School were hugely impressed by the ideas generated in the group pitches.

Micky Denehy, Principal of the EACA International School of Advertising and Communications stated: "The 2014 EACA Summer School was our best yet, we had really committed participants who came to learn and test themselves to the limit. The week was a great mix of workshops from inspiring trainers and a chance for the participants to work on a live pitch brief from a major automotive client. An exciting, energetic week for everyone."

EACA Director General, Dominic Lyle, said: "The enthusiasm and commitment of the Class of 2014 was impressive and it is really rewarding to see how the students and young professionals develop in confidence over the course of the week."

Stefano Del Frate, Director General, ASSOCOM, summarised: "I am very happy that this year's EACA Summer School, held in Rome, was so successful. The location was very nice and creative and I am sure that this wonderful city also played a positive role in the attendants' experience. As a member of the jury, I was very much impressed by the enthusiasm of all participants. I am sure they will not forget this wonderful experience. Their companies will be happy to find all the people they sent over so motivated."

The next EACA International Summer School will take place between 6 and 10 July 2015.

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For further information, please contact:

Claudia Ortiz Reyero
European Education & Training Manager
EACA
+32 2 740 0716
claudia.ortiz-reyero@eaca.eu

Dominic Lyle
Director General
EACA
+32 2 740 0711
dominic.lyle@eaca.eu

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.

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 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.

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.