



For immediate release

Students from Bournemouth University win European Ad Venture Student Competition

Brussels, 12 May 2014: Four students from Bournemouth University in the United Kingdom won the 7th Ad Venture Student Competition with a campaign designed to raise awareness about European opportunities that support youngsters aged under 25 to get a first work experience. The competition is organised by the European Association of Communications Agencies (EACA) through its European Institute for Commercial Communications Education (edcom).

The *Fellow* team, represented by Laura Merchan, Florence Evans, Marta Cowburn and Cameron Black competed against 90 other teams from 14 countries answering a brief developed in collaboration with the European Commission's Directorate General Employment, Social Affairs and Inclusion. This year, students were offered the chance to get inspired by AdForum's Creative Library, which contains over 150,000 award-winning advertisements produced worldwide, through a partnership between edcom and AdForum.

The three finalists - teams *Fellow* and *Daffadowndilly* from Bournemouth University and team *Bonhomie* from Istanbul Bilgi University - were selected during two initial judging rounds and invited to present their campaigns to the third round jury and delegates during the 8th edcom Annual Conference at IESE Business School in Barcelona, Spain.

The goal of the winning campaign "Change the Story" is to portray a shift from fantasy to a reality that is, in fact, attainable. By providing an alternative course for well-known fables, whereby the characters become successful professionals, the campaign encourages youngsters to make use of the European Union initiatives to build on their skills and fulfil their dreams. In recognition of their success, team *Fellow* will attend the Cannes Lions Advertising Festival in June 2014.

The final jury, chaired by Clemente Manzano, Director General of Señora Rushmore, was composed of Dietmar Dahmen, Chief Innovation Officer at ecx.io; Jürg Kaufmann, Lecturer at the University of Navarra; Marcus Wilding, Partner & Client Leader Europe for Unilever at Mindshare and Sylva Havlu, Digital Communications Team Leader at European Commission - Directorate General Employment, Social Affairs and Inclusion.

'I was extremely impressed by all three campaigns, as all of them were really professional and convincing', said jury chair Clemente Manzano. 'In fact, the jury debated for over two hours and it was difficult to make a final decision, due to the high quality of the three proposals. I would like to thank all participants in the competition and especially the three finalists for their amazing job'.

'Every year the Ad Venture competition becomes more and more successful and it is gratifying to see the high motivation of the youngest members in our industry. It is, therefore, a real pleasure for us to reward the winners with the opportunity to attend the Cannes Lions after their impressive effort', said Dominic Lyle, Director General of EACA.

After being announced as winners of the 2014 competition, the *Fellow* team proudly stated: "We were extremely surprised and can't believe we've just won the Ad Venture competition! When they announced the news, we all cried with happiness! We can't wait to go to Cannes, it's such an amazing opportunity for our future careers."



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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.

European Commission Directorate General Employment, Social Affairs and Inclusion

The European Commission Directorate General for Employment, Social Affairs and Inclusion contributes to the development of a modern, innovative and sustainable European Social Model with more and better jobs in an inclusive society based on equal opportunities and inclusion.

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.