

Press Release July 2013

EACA Summer School 2013: “We have seen the future leaders of our industry stake their claim”

Brussels, 17 July 2013:- 70 marketing and communications students and young professionals from 17 countries took part in the fourth EACA International Summer School at IADE Creative University in Lisbon, during the week of 8 July 2013. In addition to the daily courses, the participants worked in teams throughout the week to develop ideas against a live brief from Coca Cola to maximise their sponsorship of the 2014 Football World Cup in Brazil with concepts that linked Coca Cola and the 2014 Brazil World Cup to "happiness".

According to Marcus Brown, CEO, Young & Rubicam Group Geneva, one of the jury assessing the teams' ideas: “The melting pot of the EACA Summer School is a must-attend opportunity for anyone who wants to be more relevant in today's business world. For sure, we have seen the future leaders of our industry stake their claim in Lisbon this year”.

The participants, from Austria, Belgium, Bulgaria, Czech Republic, Denmark, Germany, Greece, Italy, Netherlands, Portugal, Romania, Russia, Slovenia, 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 students and an Advanced group for Masters students and young professionals with up to two years' work experience.

Workshops covered topics such as “Understanding the client's business”, “Creative idea generation and judgment”, “Effective digital communication & Navigating brands in the digital landscape”, “Generating and judging great creative Ideas”, “The Future of digital and mobile creativity” and “Become a more persuasive and confident presenter”, all given by leading advertising practitioners, which enabled them to learn how the different disciplines fit together to create a complete advertising campaign.

The participants' ideas in response to the Coca Cola brief were pitched to a high level jury on the final day: Jose Antunes, Content Excellence Manager, Coca Cola Spain; Marcus Brown, CEO, Young & Rubicam Geneva; Sofia Barros, Executive Manager, Portuguese Association of Advertising Agencies (APAP); Alexandre Duarte, Assistant Professor at IADE Creative University; Micky Denehy, Principal, EACA International School of Advertising and Communications and Dominic Lyle, Director General, EACA.

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

The winning Foundation team came across as a strongly united and passionate team and their campaign "Scream Out Your Happiness" brilliantly captured the excitement and passion of football fans and strongly linked it to the values of Coca Cola - a striking, memorable campaign.

The winning Advanced Team idea was based on taking the iconic ribbon or "wave" component of the Coca Cola logo and developing an idea based on creating a World Wide "Wave", using the Mexican wave concept seen in football stadiums around the world to unite and "brand" the happiness that lies at the heart of the sport. The team also developed a strong idea for using the wave concept digitally to raise money to help the poor of Brazil - a stunning, simple and clear idea that thoroughly deserved to win.



Micky Denehy, Principal of the EACA International School of Advertising and Communications stated: "The 2013 EACA Summer School once again showcased the energy and passion of the next generation of the communications industry; the team pitches also underlined the natural instinct this generation has to put digital at the heart of everything they do which bodes well for the future of our industry. We had a great week in Lisbon and the feedback from the participants showed that the trainers help inspire and provoke everyone to think and push themselves harder and immerse themselves deeper into the business of professional marketing communications. A great week all round."

Marcus Brown, CEO, Young & Rubicam Group Geneva, stated: "All too often, people are blinkered by their national borders. Clients need and demand agency teams that can deliver brilliant brand and business building work that is globally insightful in nature without defaulting to the common denominator. Whilst some of those attending the EACA Summer School might not speak three languages, by the end of the course, they will at least know people that do. In so doing, they gain a more worldly view that makes them an asset on any team with an international perspective. For sure, we have seen the future leaders of our industry stake their claim in Lisbon this year. Who will stake their claim next?"

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Alexandre Duarte, Assistant Professor at IADE Creative University, added: "As the host school of this event, we couldn't be more pleased. We had nearly 70 students and young professionals together for a week looking for creative solutions to a global challenge for a brand like Coca-Cola, which could only result in an inspiring atmosphere and an excellent working ambience. Due to the excellent level of the professionals involved, the trainers and the entire team who supported, helped and motivated this group, the school resulted in a set of insightful and disruptive proposals. The future of communications is global, these young people are the future, this is the future."

Sofia Barros, Managing Director, APAP, summarised: "Extraordinary and inspirational work from a motivated (and happy) group! To witness pitch presentations from 12 teams, where professional knowledge and human inspiration were mixed *in a friendly way*, reinforced in me the belief that advertising is the best profession in the world! And its future is guaranteed! Well done, Summer School!"

The next EACA International Summer School will take place between 7 and 11 July 2014.

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For further information, please contact:

Tamara Ramach
Director of EU Affairs
EACA
+32 2 740 0715
tamara.ramach@eaca.be

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

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.