

Press Release May 2010

European AdVenture wins for Belgian students

Brussels, 8 May 2010: An advertising campaign by four Belgian students, which promotes Antwerp as an Erasmus destination has won the third Ad Venture student competition organised by EACA through its European Foundation for Commercial Communications Education.

The “Ad dition” team from the Plantijn Hogeschool Belgium, Sharon Kuijpers, Julie Oostvogels, Laura Van Avondt and Bart Vande Maele, beat over 70 other teams from 17 countries to win first place, answering a brief to create a campaign to promote their city.

The three highest-scoring teams from the initial online judging round were invited to present their campaigns to the second round jury and delegates during the EFCCE Annual Conference on the 7th of May at the design akademie in Berlin.



The second round jury chaired by Peter John Mahrenholz, Chief Executive Officer, Drafftcb Germany, comprised Jordi Botey, Professor, Ramón Lull University Barcelona; Barbara Hertwig, Managing Director, design akademie berlin; Frances Illingworth, Global Recruitment Director, WPP Group; Nicola Vathauer, Communications Director, Eurocities; Lambrini Yalamboukidou, Deputy Director Communication, Press, Protocol, Committee of the Regions and Harald Zulauf, CEO, Media Consulta.

The “Antwerp Erasmus Family” campaign aims to convince more international students to choose Antwerp as their Erasmus destination and to position Antwerp in the top 10 best cities for international students. The jury praised the elaborate strategy the students proposed together with the viral video developed to boost their campaign.

In recognition of their achievement, the Belgian team will attend the student programme of the International Advertising Festival in Cannes in June and the Euro Effies Gala in Brussels in September.

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About EACA

The European Association of Communications Agencies (EACA) is a Brussels-based organisation whose mission is to represent full-service advertising and media agencies and agency associations in Europe. EACA aims to promote honest, effective advertising, high professional standards, and awareness of the contribution of advertising in a free market economy and to encourage close co-operation between agencies, advertisers and media in European advertising bodies.

EACA - the European Association of Communications Agencies - represents 31 national associations of commercial communications agencies, the 13 largest international agency networks operating in Europe, 7 international media agency networks and 11 national associations of integrated communications agencies.

About EFCCE

EFCCE - the European Foundation for Commercial Communications Education - was launched by EACA to promote excellence in commercial communications education and research and to further exchanges between the European commercial communications sector and academic partners.