



**Press Release
October 2011**

NEW AD VENTURE BRIEF CHALLENGES STUDENTS TO RAISE AWARENESS ABOUT ONLINE BEHAVIOURAL ADVERTISING

Brussels, October 2011: In collaboration with the Information Society & Media Directorate General of the European Commission and IAB Europe acting with a range of industry stakeholders, representing advertisers, media & agencies, the European Association of Communications Agencies (EACA) has launched the call for entries for its fifth annual student advertising competition, Ad Venture.

Students across Europe and beyond are challenged to create a pan-European campaign to raise awareness about Online Behavioural Advertising and increase its transparency. OBA is a technique which consists of serving ads to users based on their previous browsing activities.

The advertising industry has developed a self-regulatory programme based on transparency and user choice composed of two key elements:

- 1) an icon displayed in or around OBA ads – which will give information about OBA when clicking on it and
- 2) a pan-European website – www.youronlinechoices.eu – which explains OBA and provides users with a control tool.

The overall objective is to make internet users aware that OBA is taking place and that users have a choice over it.

The target audience is European internet users in general, including those who have a lack of confidence in the internet and digital world.

The Ad Venture student competition is part of EACA's education programme through the European Foundation 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.

Three finalist student teams will be selected by a broad base of individuals, 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 the OBA debate.



“Advertisers & communications agencies need to demonstrate transparency regarding online advertising,” said Dominic Lyle, Director General, EACA. “The 2012 Ad Venture competition brief is an opportunity for the young generation to share their ideas on how to make internet users aware that Online Behavioural Advertising is taking place and help them manage their online choices better.”

Kimon Zorbas, Vice President IAB Europe “IAB Europe is extremely excited to be involved in the Ad Venture student competition. We have high expectations and are looking forward to not only new and refreshing approaches but implementing a great campaign to raise awareness about Online Behavioural Advertising.”

The finalist teams will have the opportunity to present their campaign during the edcom Annual Conference on 25 May 2012 at Bucks New University and the winning team will spend a week in Cannes at the Lions’ International Advertising Festival.

Thanks to the support of IAB Europe, it is very likely that the winning campaign runs for real.

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

The call for entries is open until the **16 December 2011** and students have until **20 March 2012** 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 31 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 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.



About DG Information Society & Media, European Commission

The Information Society and Media Directorate General supports the development and use of Information and communication technologies (ICTs) for the benefit of all citizens.

The DG's role is to:

- Support innovation and competitiveness in Europe through excellence in ICT research and development.
- Define and implement a regulatory environment that enables rapid development of services based on information, communication and audio-visual technologies, so fostering competition that supports investment, growth and jobs.
- Encourage the widespread availability and accessibility of ICT-based services, especially those that have the greatest impact on the quality of life of the citizens.
- Foster the growth of content industries drawing on Europe's cultural diversity.
- Represent the European Commission in international dialogue and negotiations in these fields, and promote international cooperation in ICT research and development.

About IAB Europe

Established in 1998, IAB Europe exists to support and promote the growth of the European digital and interactive marketing industry. Representing 27 National IABs and Partners across Europe and over 5,500 companies, IAB Europe is the trade association of the European digital and interactive marketing industry.