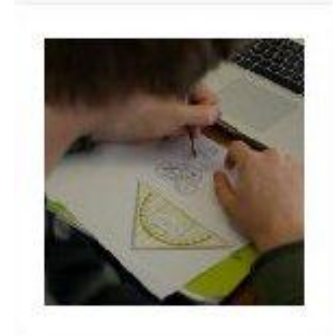




**edcom**  
 european institute for commercial communications education



**Annual report**  
**2011-2012**



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## PRESIDENT'S MESSAGE

John Delacruz is the edcom President for the period 2011-2013. He is Assistant Professor of Advertising at San Jose State University and has over 15 years experience teaching on and designing Advertising Degree Programmes in UK Universities. He has also developed International Programmes in Advertising and Graphic Design as well as leading international student projects.



Dear Friends,

2011 - 2012 has been a great year for edcom! Our institute welcomed 11 exciting new members from Belgium, Bulgaria, France, the Netherlands, Norway, Portugal and Turkey. Together we have embarked on new projects for students - online webinars, creative workouts and a student research papers' competition. In 2012 we saw a record participation in the AdVenture student competition, with 85 teams registering from all over Europe, while the edcom Summer School, Annual Conference and meetings managed to bring together commercial communications students, academics and leading professionals.

And that's hardly the end! For next year, we set out to work closer with the industry and provide even more support for aspiring students. We also plan to celebrate international cooperation in commercial communications education by providing case studies of inter-member partnerships and projects.

All this, as well as a new and exciting Summer School for Academics, the European Advertising Certificate for Students and an Internship Scheme for edcom students promise to take us even closer to our goal in 2013: promote excellence in commercial communications education.

## WHO WE ARE

Edcom membership is composed of over 40 schools and universities. The type of members is varied: universities, universities of applied sciences, schools specialised in advertising, in media, in journalism and/or design.

The Institute is managed by a Board composed of professionals working in commercial communications agencies and academics. The Board is elected for a two-year period.

See more about edcom's members [here](#).

## ADVENTURE COMPETITION

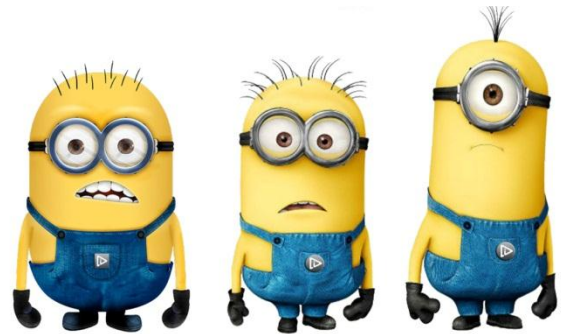
The 2011-2012 brief was to create a pan-European public campaign to raise awareness about Online Behavioural Advertising (OBA) and the means developed by the relevant industry to increase transparency of OBA.

The competition was organised in partnership with the Information Society and Media Directorate General of the European Commission and the Interactive Advertising Bureau Europe.

68 teams from 12 countries (Austria, Belgium, Croatia, Czech Republic, France, Germany, the Netherlands, Portugal, Romania, Spain, Turkey, and UK) entered the competition this year.

The winner was team Brutha from Bournemouth University in the UK, with the campaign “Nothing Despicable About Me”.

Ad Venture is a competition that challenges students to form a 'virtual' agency and prepare an advertising campaign in response to a specific brief. Campaigns are evaluated by a Jury composed of senior advertising professionals, academics & professors from European countries, as well as EU officials.



To best explain OBA, the team presented a clear and bright idea of borrowing the identity of “Minions” from Despicable Me movie to show what goes on “behind” the internet.

The 2012-2013 brief will focus on reducing binge drinking among youngsters. The brief was developed in partnership with the non-governmental organisation EUROCARE in the framework of the European Commission’s Alcohol & Health Forum.



Sean Bone



Paul Martin



Ben Gardiner



Rosa Greenslade

The 2012 AdVenture Brochure can be found [here](#).

More information about AdVenture:  
[www.adventure-competition.eu](http://www.adventure-competition.eu)

## ANNUAL CONFERENCE 2012

Under the title “Walking the Talk - how experiential marketing is creating challenges for commercial communications”, the 2012 edcom Annual Conference took place in High Wycombe, UK. The conference addressed issues surrounding experiential, in an era when all space is, potentially, ad-space.



### RESEARCH

One of the key aims of the Institute is to bridge the research gap in the commercial communications field. As a result, edcom organised a Call for Papers addressed both at students and academics. Four papers were selected and the authors - two graduates (Maria Glöckner from NHTV University of Applied Sciences and Alicia Ray from Bucks New University, UK) and two researchers (Dr. Mădălina Moraru from University of Bucharest and Prof. Christo Kaftandjiev from Sofia University) were invited to present their research findings at the Annual Conference.

The aim of the Annual Conference is to bring together academics and professionals to explore how to teach and train future marketers in the current fast-changing environment.



### EUROPEAN STUDENT SURVEY

Prior to the conference, edcom and WARC conducted a survey on two topics: students’ engagement and experience experiential marketing campaigns and students’ views on Europe and its identity. Results can be found [here](#).

The 2013 edcom Annual Conference will take place on 17 May 2013 at IADE University (Escola Superior de Design, Marketing e Publicidade) in Lisbon, Portugal.



More information the edcom Annual Conference [here](#).




## STUDENT CORNER

In 2012, edcom launched the Student Corner - a section on our website dedicated to students. Students can follow monthly webinars, take part in competitions or simply network and interact with other students and professionals.

**Edcom webinars:** a leading professional conducts the webinar, giving a 20 minutes presentation followed by 10 minutes for questions. A great opportunity for students to listen and talk to a communications professional!

<p>Building Emotional Connections between Brands &amp; Consumers to create loyalty beyond reason</p>  <p>Micky Denehy</p>	<p>Games Beyond Gamification</p>  <p>Nathan Miller</p>	<p>The future of you. The digital revolution and the new rules of BIG BANG advertising</p>  <p>Dietmar Dahmen</p>
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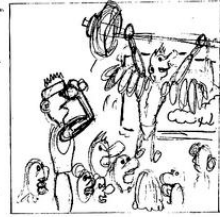
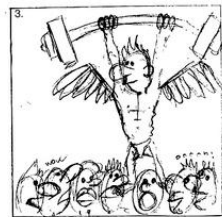
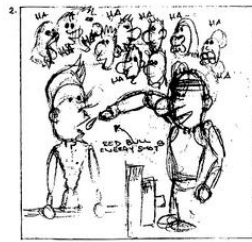
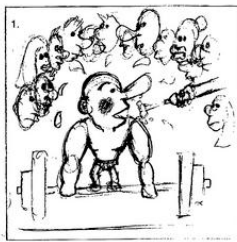


<p>The Magic and Power of Storytelling in Business</p>  <p>Paul Arnold</p>	<p>The Book of Moorman, a personal view of advertising and new business</p>  <p>Rob Moorman</p>	<p>Personal Branding Through Social Media</p>  <p>Pieter Van Herreweghen &amp; Peter Van Edom</p>
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## CREATIVE WORKOUT

The creative workout is a monthly opportunity for students to try their creativity against other communications students across Europe on a real brief. They have one week to pin down their response to the brief after which a professional chooses the best idea and provides feedback.

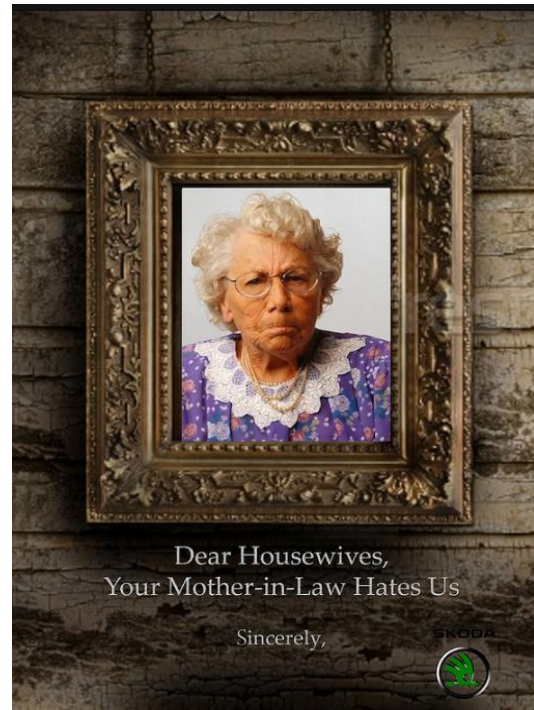


Bodybuilder struggles to lift weight as his personal trainer pours energy drinks down his throat.

Weedy looking guy steps up as his mate gives him a Red Bull Energy Shot. The crowd laugh.

He sprouts wings and flies up with weight in hand, before flying off out the gym window declaring, "I'm off to become Mr. Universe!"

Product shot - Red Bull gives you wings



**CAREERS:** Professionals working in top communications agencies all over Europe share their personal experiences and advise students on the industry. Interviews from industry insiders offer a true vision of what it's like to work in a communications agency in Europe.

### The Head of Art



### The Strategic Planner



### The Senior Copywriter



### The Client Service Director



## SUMMER SCHOOL 2012

The EACA International Summer School ran its 3rd edition between 9 - 13 July 2012, at the University of Amsterdam in the Netherlands.

The 74 students, from Austria, Belgium, Bulgaria, Czech Republic, Denmark, Germany, Greece, Italy, Netherlands, Portugal, Romania, Russia, Slovakia, Spain, Switzerland, Turkey and UK, were challenged and inspired by the courses and the trainers who brought their own passion and expertise into new areas such as disruptive advertising.

During a week students attend different workshops given by leading advertising practitioners which help them appreciate how the different disciplines fit together to create a complete campaign. The challenge for students is to work in international teams on a single real client brief.



TAKE PART IN THE → JULY 2012

# INTERNATIONAL SUMMER SCHOOL IN AMSTERDAM!

**Spend a week learning everything you need to know about advertising!**

- Work and share ideas with students from other countries and cultures
- Be part of a team working on a real brief from NIKON
- Make a new business pitch in front of the client at the end of the week
- Cover the key advertising communications disciplines
- Practice your spoken and written English
- Have direct contact with leading practitioners in the communications industry
- Receive an EACA International Summer School Certificate

**Foundation group**  
aimed at Bachelor students (1st, 2nd + 3rd year)

**Advanced group**  
aimed at Masters' degree students and young professionals

**Summer School logistics**

PLACE University of Amsterdam  
DATE 9-13 July 2012  
COST 300€ Foundation Group, 500€ Advanced group  
Low cost accommodation in Amsterdam will be recommended

**Want to know more?**

Visit the edcom website [www.edcom.eu](http://www.edcom.eu) for application, programme, timetable, online payment and other information  
Please send your application before 6 April 2012 to [info@eaca.be](mailto:info@eaca.be).

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Participants attended workshops such as:

- ✓ Understanding the Client's Business
- ✓ Consumer Insight, writing a great brief
- ✓ Brand loyalty & emotional connections between brands and consumers
- ✓ Creative idea generation and judgment
- ✓ Learning to present yourself and your ideas brilliantly
- ✓ Generating great creative Ideas
- ✓ Disruptive advertising

In addition to the week's study programme, the EACA Summer School worked in partnership with Nikon who provided a client brief which was presented to all the students on the first day. During the week, participants worked in teams to develop a communication approach to connectivity for Nikon's new camera - the Nikon D3200. The clients were very impressed by the students' innovative ideas.

## SUMMER SCHOOL 2013

- ✓ 1 November 2012 - 8 April 2013: students and young professionals can apply for the EACA International Summer School 2013
- ✓ 15-26 April 2013: selected students are invited to submit their payment
- ✓ 8-12 July 2013: Summer School takes place in Lisbon

The EACA International Summer School 2013 will take place at IADE - Creative University in Lisbon, Portugal. During 8-12 July 2013, students and young professionals will attend workshops and will interact with leading professionals in the communications industry.

This year, students will work in teams to answer a brief from EA Games.

The Summer School is divided into two groups:

- ✓ Foundation Group - Bachelor students
- ✓ Advanced Group - Master students and young professionals

Participation costs are:

- ✓ 300 EUR for the Foundation group
- ✓ 500 EUR for the Advanced group.

**TAKE PART IN THE EACA INTERNATIONAL SUMMER SCHOOL IN LISBON!**

**SPEND A WEEK STUDYING EVERYTHING YOU NEED TO KNOW ABOUT ADVERTISING WITH THE PROFESSIONALS!**

- ➔ Work and share ideas with students from other countries and cultures
- ➔ Be part of a team working on a real brief from Electronic Arts Games
- ➔ Make a new business pitch in front of the client at the end of the week
- ➔ Cover the key advertising communications disciplines
- ➔ Practice your spoken and written English
- ➔ Have direct contact with leading practitioners in the communications industry
- ➔ Receive an EACA International Summer School Certificate

**FOUNDATION GROUP** addressed to Bachelor students (1st, 2nd & 3rd year)

**ADVANCED GROUP** addressed to Master's degree students and young professionals (up to two years work experience)

**SUMMER SCHOOL LOGISTICS**

**Place** IADE in Lisbon, Portugal  
**Date** 8-12 July 2013  
**Cost** €300 Foundation Group, €500 Advanced group  
 Low cost accommodation in Lisbon will be recommended

**WANT TO KNOW MORE?**  
 Visit the edcom website [WWW.EACAEDUCATION.EU](http://WWW.EACAEDUCATION.EU) for application, programme, timetable, online payment and other information.

**Please send your application before 8 April 2013 to**  
[INFO@EACA.BE](mailto:INFO@EACA.BE).

edcom edcom online for international communications education eaca EUROPEAN ASSOCIATION OF COLLEGES OF ADVERTISING EDUCATION warc WORLD ADVERTISING RESEARCH CONFERENCE IADE CREATIVE UNIVERSITY EA SPORTS

More information about the Summer School on the edcom website.

COMING  
UP...



HEALTH COMMUNICATIONS COUNCIL

edcom will offer its students the possibility to apply for an **internship** in top agencies through the EACA Health Communications Council.



Students from edcom members will have the possibility to register for the **European Advertising Certificate** course and exam.



edcom will organise its first **Summer School for Academics**.

# CONTACT US

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to see more