

Press Release May 2011

Austrian student team wins European AdVenture competition

Brussels, 30 May 2011:- A pan-European public awareness campaign about early detection of colorectal cancer by three Austrian students has won the 4th AdVenture student competition organised by EACA through its European Foundation for Commercial Communications Education, edcom.

The “Social Path” team from the Austrian Werbeakademie Wien, Kathrin Janata, Barbara Koder and Philippa Baminger, beat 66 other teams from 17 countries to win first place, answering a brief supported by DG SANCO (the Health & Consumer Protection Directorate of the European Commission) and cancer charities such as Lynn’s Bowel Cancer Campaign and Europacoln to create a public health awareness campaign. The team will visit the Cannes Lions Advertising Festival in June on the student programme in recognition of their success.

The Austrian team’s “Don’t make excuses” campaign aims to inform people about the necessity and simplicity of preventive colorectal cancer examination, to remove negative prejudices and to show people that making excuses for postponing preventive checkups is not justified.



Ad Venture winner 2011 “The Social Path”:
Philippa Baminger, Kathrin Janata, Barbara Koder

Three finalist teams were selected during two initial judging rounds and invited to present their campaigns to the third round jury and delegates during the edcom annual conference on the 13th of May at the Plantijn Hogeschool in Antwerp, Belgium. The two runners-up were the “Sheer” team from Lessius Mechelen University College, Belgium and the “High Four” team from Ecole Supérieure de Publicité, France.

The final jury chaired by Hervé Brunette, President of TBWA\WorldHealth Europe, comprised Carsten Frederik Buchert, Director Marketing & Communication, Felix Burda Foundation, Germany; Marcus Brown, CEO, Executive Vice President, Young & Rubicam EMEA; Luc Colemont, gastroenterology specialist at St.Vincentius Hospital, Belgium; John Delacruz, Senior Lecturer, Staffordshire University, UK; Julia Kennedy, Operations Director, Europacolon, UK and Helga Van Den Bulck, Lecturer in Intercultural Communication and Advertising, Plantijn Hogeschool, Belgium.



Jury members:

1st row: Julia Kennedy, Carsten Frederik Buchert, John Delacruz

2nd row: Hervé Brunette, Luc Colemont, Helga Van Den Bulck, Marcus Brown

The jury highlighted the high standard of the student presentations. “The campaigns presented by the students were amazingly professional and worthy of a real agency,” said jury chairman Hervé Brunette. “The team from Werbeakademie Wien stood out because their campaign was totally integrated, innovative in its use of social media and built on a powerful and visually striking idea – Mr Excuse – which accurately pinpointed the inertia of men & women over 50 towards early detection of colorectal cancer. A successful campaign must impact the behaviour of its audience and that is exactly what the team of Kathrin Janata, Barbara Koder and Philippa Baminger cleverly understood.”

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“We were totally overwhelmed to have won the competition, especially against such strong competitors – we still can't believe that we really won!” said “The Social Path” team after being announced as winners of Ad Venture 2011.

“To take part in the Adventure competition and present our campaign alongside other international students was a great honour for us. Not only did we have a lot of fun attending the edcom conference, we also gained a lot from the experience. It was the first time we ever presented to such a large and highly qualified audience. It gave us a glimpse of a real pitch and the campaign will obviously be a great addition to our CV's. We believe that the Adventure competition will prove to be a great opportunity for our future careers and we are very excited about the possibility of actually executing our campaign. We greatly enjoyed the opportunity to explore Antwerp and are very much looking forward to our week in Cannes”, stated the winners.

It is the second time the Werbeakademie Wien has won the AdVenture Student Competition since its launch in 2007. Barbara Posch, Director of the Werbeakademie Austria, said "I am extremely proud of our winning team. Thanks to their clever strategy, clear execution and brilliant presentation in fluent English, they managed to beat the other finalists. For their fellow students at Werbe Akademie, this means both encouragement and opportunity with regard to successful careers in Austria or abroad.”

In addition to joining the student programme of the International Advertising Festival in Cannes in June, the Austrian team will present their campaign at Europacolon's “First Ever European Colorectal Cancer Patient Conference” in Barcelona and attend the Euro Effies Gala in Brussels in September 2011.

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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 edcom

edcom - the European Foundation for Commercial Communications Education - was launched in 2007 by EACA to promote excellence in commercial communications education and research and to further exchanges between the European commercial communications sector and academic partners.