



**Embargoed until Monday, 1<sup>st</sup> of June 2015**

## **Students from Pantheon University win European Ad Venture Student Competition**

*Brussels, 1 June 2015:* Four Master students from the Pantheon Assas University in Paris have won the 8th annual Ad Venture Student Competition, organised by the European Association of Communications Agencies and edcom in collaboration with the European Space Agency.

This year's campaign was designed to raise awareness of the benefits that space exploration brings to the daily lives of European citizens. The main focus of the campaign highlighted the crucial role that satellites in orbit play in many everyday activities which are often taken for granted.

The winning team Because., represented by Lola van den Berg, Florian Jeusset, Johana Pallas and Natacha Hannotiaux, competed against 72 other teams from 15 countries answering a brief developed in collaboration with the European Space Agency. Following last year's positive partnership between edcom and AdForum, the students were also offered the chance to get inspired by AdForum's Creative Library, which contains over 150,000 award-winning advertisements produced worldwide.

The three finalists – Because. (Pantheon University, France), Space Girls (Aarhus University, Denmark) and Viralite (Leeds College of Art, UK) – were selected during two initial judging rounds and invited to present their campaigns to the third round jury and delegates during the 8<sup>th</sup> edcom May meeting at Pantheon University in Paris, France.

The goal of the winning campaign "Because we care" was to create a sense of closeness between people and satellites by bringing space exploration into the intimate world of the target. Through the use of the popular app *Tinder*, the team aimed to humanise the relationship between ESA and the European citizens and fight against preconceived ideas of space exploration.

In recognition of their success, team Because. will attend the Cannes Lions Advertising Festival in June 2015.

The final jury, chaired by Emma Hipeau, HR Director of DigitasLBI France, was composed of Jean-Paul Brunier, President Director General of Leo Burnett; Micky Denehey, Principal of EACA International School of Advertising & Communications; Monique Gerritsen, Senior Lecturer at Haute Ecole EPHEC; John Hudson, Senior lecturer at Staffordshire University; Ninja Menning, Head of the ESTEC Communication Unit at the European Space Agency; and Genevieve Porter, Multimedia Production Assistant at ESTEC Communication Unit at the European Space Agency.

Ninja Menning, who represented ESA, was very impressed by the Ad Venture Competition. She commented that "participating in the Ad Venture Competition was a fantastic experience for the European Space Agency. Engaging the young generation in space activities is something that is very close to our heart. The campaigns the students have created show how important space is to our daily lives. Congratulations to all of them, very well done!"



“This year’s successful edition has proven, once again, that it offers students a great opportunity to experience the advertising industry from a unique and creative perspective. The jury was very impressed with the top three final campaigns, which indicates that Ad Venture truly serves its purpose to discover, develop and drive young talents in the advertising industry. All three teams should be very proud of what they have achieved, and we are very happy to reward the winning team with the opportunity to attend Cannes Festival in recognition of their success”, said Dominic Lyle, Director General of EACA.

After being announced as winners of the 2015 competition, Because. proudly stated: “The edcom Ad venture competition has been a unique opportunity for us to present our work and interact with professionals from all over Europe. We feel very lucky to have won such an important competition not to mention the incredible chance we have to attend the Cannes Lions festival! After all this hard work, we can't wait to go!”

More details about the Ad Venture Student Competition can be found in the [2015 brochure](#).

-ends -

For further information, please contact:

Claudia Ortiz-Reyero  
European Education and Training Manager  
EACA

Tamara Daltroff  
Director of EU Affairs  
EACA

+32 2 740 07 16  
[claudia.ortiz-reyero@eaca.eu](mailto:claudia.ortiz-reyero@eaca.eu)

+32 2 740 07 15  
[tamara.daltroff@eaca.eu](mailto:tamara.daltroff@eaca.eu)

**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 of 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.

**European Space Agency (ESA)** is an international organisation with 22 Member States and Europe's gateway to space. Its mission is to shape the development of Europe's space capability and ensure that investment in space continues to deliver benefits to the citizens of Europe and the world. ESA's programmes are designed to find out more about Earth, its immediate space environment, our Solar System and the Universe, as well as to develop satellite-based technologies and services, and to promote European industries.

#### **About Ad Venture Student Competition**

Ad Venture is the first pan-European competition which gives students the chance to experience what it is like to work in an advertising agency. This international competition is open to students from the edcom academic members, as well as from other non-edcom members that teach communications studies. More information can be found at [www.adventure-competition.eu](http://www.adventure-competition.eu).

**European Institute for Commercial Communications Education (edcom)** c/o EACA, 152 Bd. Brand Whitlock, B-1200 Brussels, Belgium Tel : +32 2 740 07 10, [www.eacaeducation.eu](http://www.eacaeducation.eu)