



Ad Venture Competition 2016: Brief

The Client

The client for this year's challenge is the European Media Alliance consisting of the media industry in print, on TV and online across all platforms and devices. This includes the press, comprising newspapers and magazines, the commercial television companies and the digital industry. In common, they all rely on advertising to be able to provide free access to online content and services for consumers. More details of the European Media Alliance can be found in the annex.

The Challenge

One of the greatest benefits of the internet has been to allow free access to information for everyone who is connected – so much so that this has become accepted as an everyday right for society.

But this freedom is only possible because the online content is supported by digital advertising revenues – in the same way that offline newspapers, magazines and TV are funded by advertising.

The recent surge in usage of Ad Blocking technology has highlighted a fundamental issue for consumers and providers of digital content alike.

Remove the advertising and the people who provide the editorial content and the platforms that deliver it can no longer exist unless they start charging for their services, which undermines the principle of free access to information and creates a society in which some, who can afford to pay for information, have more rights than those who cannot.

Nearly all digital platforms and all online publications can only survive if they either allow advertising or charge subscription fees for all or part of their content – a choice which is not often understood or appreciated by consumers, who take free access to information for granted, particularly if they are digital natives.

The Task

To create a communication campaign to inform the public of the critical role played by advertising in funding the provision of free high quality, online content and services, using digital channels and including research, strategic approach, tactical measures and creative executions.

Desired Message

The internet has made possible an era of unprecedented free provision and a means for the sharing of information for all. From a free press to social media, this benefits society in many ways, but is only possible because advertising provides the funding.



The problem

Europe's media today is highly diverse with huge audiences online, but this diversity comes at a cost. Professional journalists need to be paid, trained, resourced and legally protected to defend freedom of expression. The fact is, professional journalistic and entertainment content is expensive to produce and technology is radically changing the advertising business, with profound consequences for both consumers and companies.

Independent journalism – that is independently funded and free from government funding or control - is the basis of a free press and the ability to hold governments to account, to investigate and expose corruption or bring you eye-witness accounts of everything from war-torn regions to your favourite football match. This costs money and the ability to earn advertising revenues has a direct impact on jobs and the number of articles, features, images and video that can be published online, or on your choice of TV programmes and channels.

Arguments that help to deliver the promise

Information is knowledge and knowledge is a key driver of societal progress and democratic debate. Free access to information impacts society in almost every aspect of modern life by, for example, creating or enhancing:

- greater transparency between governments and citizens
- access to education and learning
- understanding and acceptance of different cultures and customs
- social interaction between people
- the ability to conduct business more efficiently
- enriching people's lives by bringing art and music within easy reach

Everyone, everywhere should have the opportunity to participate and no one should be excluded from the benefits the Information Society offers.

Article 19 of the [Universal Declaration of Human Rights](#) states that everyone has the right to [freedom of opinion and expression](#); that this right includes freedom to hold opinions without interference and to seek, receive and impart information and ideas through any media and regardless of frontiers.

Advertising is the enabler of this process. Without the funding provided by advertising, the Information Society would not be able to function.



Target Audience

The target audience is European citizens in general who use the internet to access information, communicate with each other, conduct commercial transactions online, watch films and listen to music. In short, anyone whose consumption of free online content and services is made possible by advertising. Within this broad spread, you are free to be more selective about the target audience you choose as long as this is clearly identified in your proposal. You may choose, for example, to focus on young adults (18-25); in this case you must give your rationale for the selection and tailor your campaign to their needs.

Desired response

“I now understand the role that advertising plays in bringing me content and services that I like. I am prepared to accept advertising on the digital platforms I use because it enables me to access most of my favourite content for free.”

Tonality

Positive, informative, helpful, honest, confident

Presentation format

See entry form

Formats and Distribution

- Please focus on digital channels: web, multi-media, social networks, YouTube, interactive websites of newspapers/magazines promoting reader engagement and other relevant sites
- Communicate in English, but targeted local language and cultural adaptations are permitted



The Client

The European Media Alliance is an informal group that gathers Europe's top media industry associations such as

- **The European Publishers Council (EPC)** is a high level group of Chairmen and CEOs of leading European media corporations actively involved in multimedia markets spanning newspaper, magazine, book, journal, internet and online database publishers, and radio and TV broadcasting.
- **The Association of Commercial Television in Europe (ACT)** represents the interests of leading commercial broadcasters in 37 European countries. The ACT member companies finance, produce, promote and distribute content and services benefiting millions of Europeans across all platforms.
- **The Association of Television and Radio Sales Houses (egta)** is a non-profit trade association based in Brussels. egta's members are sales houses that commercialise the advertising space of both private and public TV and radio channels throughout Europe and beyond. egta's strength lies in the diversity of its members: they are independent sales houses or commercial departments within a broadcaster's structure. They include large companies in major markets and middle-sized companies in smaller markets.
- **The European Magazine Media Association (EMMA)** is a non-profit organization based in Brussels. Its mission is to promote and protect the interests of European magazine publishers vis-a-vis the Institutions of the European Union: the European Commission, the European Parliament and the Council. The main aim of EMMA is to ensure a long-term survival and prosperity of a plural, diverse and economically successful magazine publishing industry in the EU.
- **The Association representing Publishers of Newspapers and News Media in Europe (ENPA)** is an international non-profit organisation representing publishers of newspapers and news media on both print and digital platforms. ENPA represents over 5,200 national, regional and local newspaper titles, published in many EU Member States, plus Norway, Switzerland and Serbia. The association works on behalf of publishers as they invest in and develop business models to provide readers with exciting, new ways of accessing authoritative news media on all formats.
- **Interactive Advertising Bureau Europe (IAB Europe)** is the voice of digital business. Its mission is to protect, prove, promote and professionalise Europe's online advertising, media, research and analytics industries. Together with its members – companies and national trade associations – IAB Europe represents over 5,500 organisations.