

Antwerp Erasmus  
Family

2009 | 2010

THE AD VENTURE  
STUDENT COMPETITION

Promoting Cities

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## REAL-WORLD EXPERIENCE

In 2007, the European Association of Communications Agencies (EACA) created the European Foundation for Commercial Communications (EFCCE) which now brings together just under 40 schools & universities with senior practitioners in the communications industry throughout Europe.

The purpose of the European Foundation for Commercial Communications Education (EFCCE) is to develop projects driven by agencies and academia and facilitate students' professional insertion. The pan-European Ad Venture competition challenges students to form a "virtual" agency and prepare a campaign in response to a specific brief. In 2009-2010, over 70 student teams took part in the competition



## THE CHALLENGE

This year, students were asked to promote the town or city in which their university or college is located. They had to demonstrate a real understanding of the brand essence of their city and to communicate this to their audience in a compelling, effective & credible way.

Cities are increasingly competing against each other and need to understand their brand essence, develop a clear identity and market themselves actively to a variety of audiences. This can range from cities competing to host international sports, music and drama events to trying to attract more government funding or more business, industry and tourism, or simply to make its inhabitants feel better about the city in which they live.



## TARGET

Students had the possibility to choose one or several target groups from:

- Locals to instill a sense of civic pride in their town/city,
- Businesses to encourage investment in the city,
- Those outside the city to encourage tourist footfall.

## CLIENTS

Students were asked to promote the city in which their university is located.



**Laurent Thieule**  
Director

EUROPEAN UNION



**Committee of the Regions**

**Committee of the Regions**  
Directorate for Communication, Press and  
Protocol

The Committee of the Regions was delighted to participate in and contribute to the 2010 Ad Venture student competition on the challenge to promote the city in which their university is located.

In an increasingly globalised world, competition between cities is intensifying. With the current world economic crisis, regions and cities need to compete globally; place promotion is becoming increasingly important. It helps the city strengthen its competitive advantage as a centre for economic growth, a hub for the movement of people, a pole of innovative development, a cultural melting-pot and a repository of cultural heritage.

The Committee of the Regions supports and actively promotes innovative initiatives which contribute to the well-being of local communities and the development of human society. Cities bring major benefits to people and businesses, not only as economic powerhouses but also by promoting individual freedoms and as centres of creativity, research and excellence.

The various projects presented by the students during the 2010 Ad Venture competition demonstrate that a city can be made an attractive place to live, capable of fulfilling everybody's aspirations.



**Nicola Vathauer**  
Communications Director



**EUROCITIES**

As a city network with a priority on European policies, EURO CITIES doesn't usually have a lot to do with advertising. But this year's theme of devising a marketing campaign for the students' home cities struck a chord with us.

EUROCITIES and its member cities have started working on city identity and vision, on what makes a city successful and liveable. Increasingly, local authorities recognise the need to have a comprehensive and strategic marketing plan for their city. So being part of the AdVenture final jury was a great experience at just the right time.

I was impressed by the creative concepts developed by the students:  
Antwerp – the winning campaign – was really convincing in their understanding of the target audience and use of appropriate tools.  
Leeds whose execution and technical skills were fantastic.  
Bournemouth with their down-to-earth environmental city campaign.

The competition allowed the students to showcase their understanding of marketing techniques and client interests. And we have been happy to support contacts with our members for these winning teams.



**Dominic Lyle**  
Director General



EUROPEAN ASSOCIATION OF  
COMMUNICATIONS AGENCIES

## European Association of Communications Agencies

I am delighted to see the Ad Venture competition going from strength to strength. This year, over 70 teams from 17 countries took on the challenge of creating a campaign promoting the city in which their university is located.

Students delivered dynamic, well thought out and varied communication strategies. It was a pleasure to discover European cities through students' eyes: friendly Antwerp, irreplaceable Leeds, environmental-friendly Bournemouth, revolutionary Bucharest, cosy Breda, adventurous Warsaw, dynamic Mannheim, ghostly Prague, bright Lisbon and many others.

Working in partnership with the Committee of the Regions and Eurocities has proved a fruitful experience, as both of them face the difficult challenge of promoting cities and learned a lot from the students' creativity and the way in which they approached the campaigns.



**Peter John Mahrenholz**  
Chief Executive Officer

# DRAFTFCB

## DRAFTFCB Germany

It was a pleasure to chair the 2010 Ad Venture Jury which was composed of people coming from very different worlds: communications agencies, EU institutions and associations as well as academia. This allowed the student campaigns to be scrutinized from all angles.

Selecting a winner among the three finalist campaigns was a difficult task as they dealt with very different issues: Antwerp was promoted as an Erasmus destination, Bournemouth through a call for environmental respect & care and Leeds through a campaign on the inexplicable essence of people's attachment to the city. It also proved difficult to find a consensus as we all focused on different aspects of the campaigns: the clarity of the message, the quality of the creative work, the research, the feasibility...

We were all very impressed by the quality of Bournemouth's insights and by the creative work produced by Leeds. Antwerp was ultimately rewarded for clarity of message and a well thought out strategy. Congratulations to a worthy winner!



**Micky Denehy**  
President EFCCE



## European Foundation for Commercial Communications Education

The Ad Venture competition equates to the Cannes Advertising Festival and Euro Effies all rolled into one for the student teams brave enough to enter the competition. Having spoken personally to all three finalist teams in Berlin before and after their presentations, I discovered they all went through the usual pre-pitch nerves about presenting to a large, unknown audience and the post-pitch euphoria of a job well done. And I personally have enjoyed following the exploits of the winning Antwerp team at Cannes, they clearly had a fantastic experience being there for the “real thing”.

The brief to promote their university home city proved an inspiring one for our teams; cities are increasingly pitching for events, investment, tourism or just civic pride and I have encouraged all three teams to meet their local town councils to present their ideas as I think they produced valuable and usable ideas for their home cities and I would be thrilled to see some of them used by their local councils.

I love the energy, enthusiasm and fresh thinking that students bring to our industry and I would encourage even more teams to have a try next year. This competition gives students the chance to show the communications industry just how good they are and it is the perfect springboard for a career in the industry!



## Jury Members

## Round 1



**Peter John Mahrenholz**

Chief Executive Officer, Drafftcb, Germany



**Chairman of the Jury**



**Stefan Alexandru Chiritescu**

Head of Strategy, Graffiti BBDO, Romania



**Jan Binar**

CEO, McCann-Erickson Prague, Czech Republic



**Jesús Blanco**

General Manager, Zaragoza Global, Spain



**Bettina Borchardt**

Marketing Communication Professor,  
design akademie berlin, Germany



**John Delacruz**

Senior Lecturer, Staffordshire University, UK



**Ivan Doroghy**

Designer, Croatia



**Johnathan Fraser**

Senior Strategist, Naked Communications, UK



**Paulina Georgieva**

Managing Director, Taurus Consultants,  
Bulgaria



**Monique Gerritsen**

Senior Lecturer, Haute Ecole EPHEC, Belgium



**Jiri Janousek**

Director, Czech Association of Communications  
Agencies, Czech Republic



**Christopher Jones**

Press Officer and Web Editor,  
Committee of the Regions, Belgium



**Michael Kapfer-Guiliani**

Managing Director, COO Lowe GGK, Austria



**Yvonne Koert**

co-creator ABC, Avans Hogescholen, Netherlands

**Corinne Le Deaut**

Marketing Director, City of Lyon, France

**Konrad Maric**

Vice President of the Professional Association for Advertising and Market Communication Industry, Austria

**Amanda Mc Donald**

Client Services Director, Yes Agency, UK

**Jiri Mikes**

Senior Lecturer, University of Economics of Prague, Czech Republic

**Jacques Moisse**

Inspector General, Public Service of Wallonia, Belgium

**Sinead Mullins**

Communications Executive, Eurocities, Belgium

**Laszlo Palincsar**

Chief Operational Director, Initiative Media Hungary &amp; Managing Director, Magna Global, Hungary

**Sorin Psatta**

Integrated Communication Director, BBDO, Romania

**Roberto Rabanal Ramírez**

Lecturer and Copywriter, Y&amp;R, Spain

**Juan Manuel Revuelta Pérez**

Director General of the Valencian Regional Office, Brussels, Belgium

**Waltraud Rumpfle**

Head of the Information Services, City of Vienna, Austria

**Gerald Schuba**

Lecturer Werbe Akademie Wien, Austria

**Grazyna Sharzynska**

Managing Director, Albert Lumberjacker, Poland

**Ljubomir Stoimenoff**

Executive Creative Director, Publicis Frankfurt, Germany

**Helga Van Den Bulck**

Lecturer, Intercultural Communication and Advertising, Belgium

**Piet Wulleman**

co-founder and partner-owner of ad agency Germaine (BBDO), Belgium





**Jordi Botey**

Professor, Ramón Lull University Barcelona, Spain



**Barbara Hertwig**

Managing Director, design akademie berlin,  
Germany



**Frances Illingworth**

Global Recruitment Director, WPP Group plc, UK



**Nicola Vathauer**

Communications Director, Eurocities, Belgium



**Lambrini Yalamboukidou**

Deputy Director Communications,  
Committee of the Regions, Belgium



**Harald Zulauf**

CEO, Media Consulta, Berlin  
Germany





Winning Team

# ANTWERP ERASMUS FAMILY

**ADDITION**

Belgium\_ Plantijnhogeschool Antwerpen

Sharon Kuijpers, Julie Oostvogels, Laura Van Avondt, Bart Van de Maele

## Quotes from the Jury

**“Excellent project based on true stories and word of mouth”**

**“Simple but effective measures to reach that audience”**

**“Good insight resulting in the credible use of testimonials motivating the target group with the experience of their peers”**

## Target Group

20-24 year old Erasmus students – ‘The Brothers’

Foreign students who are likely to go on Erasmus, who love adventure, expanding their international connections and meeting new people

25-55 year old academic co-ordinators – ‘The Mommies’

Antwerp students – ‘The Homies’

## Objective

Convince more international students to choose Antwerp for their study year abroad

## Description

“The communication of the campaign is a pull-push strategy based on word of mouth which is divided into three phases. The ‘Antwerp

Erasmus Family’ concept relies on the idea that going to Antwerp in an Erasmus exchange is like entering a new family.

- 1) Information: we provide an online communication platform where the students can find everything they want to know about life in Antwerp throughout testimonials. We inform co-ordinators and international students throughout direct email.
- 2) Online marketing to help students find the website.
- 3) Alongside the mommies and the ‘homies’, the ‘brothers’ will become ambassadors of Antwerp and will spread the vibe.”



**Finalist Team**

**BAMN**

**I GUESS IT'S JUST A LEEDS THING**

**UK\_University of Leeds**

**Ben Culpin, Annabelle Manus,  
Nikolay Mihaylov, Michael Wessel**

## Quotes from the Jury

**“A nice and consistent piece of communication. Convincing strategy and really touching and funny executions. Makes you wanna go and visit Leeds. Good!”**

**“To build a strategy on the inexplicable, on emotions and atmosphere is a kind of virtue!”**

**“The creative material is mature and rich”**

## Target Group

18-30 year olds

## Objective

Build the awareness of those outside the city of Leeds, while reinforcing the feeling of pride that local people have for the city.

## Description

“The campaign is built on the combination of a viral and an ATL campaign. It is through the use of an emotional approach that the campaign illustrates the inexplicable essence of people’s attachment to Leeds as a city ‘I guess it’s just a Leeds thing’. The campaign is executed as TV and radio to illustrate the strength of peoples’ attachment to Leeds through stories that demonstrate how people try to avoid having to leave Leeds. The characters in the

stories become the icons of the campaign online and guide the user through the website. They also become the faces of the Missing Poster ambient execution which reaffirms the idea that people have stayed in Leeds and avoided leaving to go home.”



**Finalist Team**

# BUBBLEWRAP

**YOUR BOURNEMOUTH**

UK\_ Bournemouth University

Vicky Kidby, Claire Milton, Adam Thompson, Becki Willmore



## Quotes from the Jury

**“Excellent job, simple, logical, effective!”**

**“Good translation of the desired outcome!”**

**“The strategy and media ideas for working the idea out are very well elaborated”**

## Target Group

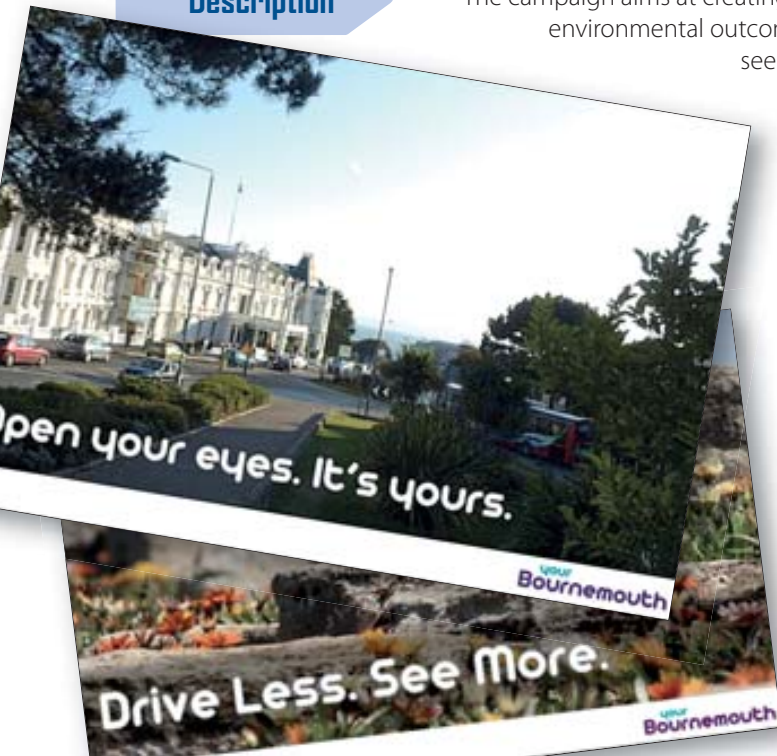
Parents in a household with kids – 25-40 year olds

## Objective

Increase the locals' affection for their town and in turn convince them to use their cars less, resulting in a reduction in road congestion.

## Description

“The campaign aims at creating an emotional attachment to produce an environmental outcome: environment, tranquility, soul: ‘Drive less, see more’. We offer a three-stage approach. The first stage aims at raising locals’ awareness of the beauty of Bournemouth, the second stage is to get the locals to drive less. And the final stage will be giving feedbacks to the audience allowing them to realise for themselves how the town has changed for the better since the campaign began. The campaign will create an emotional attachment between the locals and Bournemouth; they will therefore take care of it not because they are being told to be environmentally friendly but because they genuinely care about where they live.”



Top 10 teams

# THE ZOOMERS

## THE ALTERNATIVE REVOLUTION

Romania\_ University of Bucharest



18

Quotes  
from the Jury

**“Really fresh approach and would work well to attract and retain young Europeans”**

**“The visual treatment was well developed and has a youthful feel”**

**“Very modern tools and approach!”**

Target Group

Young Europeans between 18 and 30

Objective

Position Bucharest as an “alternative city” in young Europeans’ minds.

Description

“Our campaign aims at positioning Bucharest as an alternative city to attract visitors. The campaign promises ‘an uncommon experience’ to the target, who is more interested in the experience of feeling the essence of the city than the destination itself. An identity is created ACT – the Alternative City Tourism. The purpose is to transform a passive activity (classical tourism) into an interactive attitude. Interesting tools would be provided to discover the city: a Puzzle-Map, an Interactive User Map, a Fun-o-Meter. The campaign would be launched by a Festival called “The Alternative Revolution” – a revolution of art and alternative choices of change.”

**Iona Bitin, Raluca Furtuna, Nicoleta Ivascu,  
Adrian Mutescu**

# NOAH'S ARK

## WELCOME HOME BREDA

Netherlands\_ NHTV University of Applied Sciences



### Quotes from the Jury

**“Nice thought! Positive and differentiating!”**

**“Clear and exemplary concept of a fine working integrated campaign!”**

**“Technique used to develop the creative idea is original and very diverse!”**

### Target Group

High school and university students: 17-30 year olds

### Objective

Attract students to come to the city, instill a sense of civic pride in current residents in order to invoke a welcoming attitude towards newcomers and create a platform where present and future inhabitants of Breda can interact in a warm and positive way.

### Description

“The aim of our campaign ‘Welcome Home!’ is to create a unique destination identity for the city of Breda. The key insight is that Breda is cosy and personal, but still a student city full of opportunities in comparison to big cities that are often very impersonal. With the three day ‘Welcome Home’ event that would be organised in the city centre and in the park, visitors would be welcomed on sofas with music and drinks. Every visitor would be given a pair of slippers to enjoy the living room atmosphere.”

**Adam Daroszewski, Maria Gloeckner,  
Maria Pepelanova, Nicola Sangs**

Top 10 teams

# MADE – MANNHEIM DESIGN

## READY FOR HIGHER POTENTIAL

Germany\_ Mannheim University of Applied Sciences



### Quotes from the Jury

**“Strong solution, well executed and designed to suit the target audience!”**

**“Nice idea – a red carpet to get high potentials to Mannheim!”**

### Target Group

Students and young professionals – 18-30 year olds

### Objective

Attract and recruit future and current 'high potential' youngsters.

### Description

“Our campaign shows that high potential youngsters are really wanted and that Mannheim welcomes them as stars. They are stars, the stars of Mannheim's future. The target group should be convinced that the city appreciates and supports them. The red carpet, symbol for fame and success in life and the slogan ‘Mannheim welcomes you.’ Start your career in a modern, uprising and creative city’ emphasizes the high potential of the target group and also the potential of Mannheim, where the carpets lead to.”

**Daniel Clarens, Markus Königer,  
Peter von Freyhold**

# MANNHEIM MASTERS

## FREE YOUR POTENTIAL!

Germany\_ Mannheim University of Applied Sciences



### Quotes from the Jury

**“Very well planned strategy, simple, clear and well focused!”**

**“Very clever creative approach for promoting a city which has the reputation of being nothing else but industrial and ugly!”**

### Target Group

Students and young professionals: 18-35 year olds

### Objective

Communicate Mannheim’s advantages compared to other cities, point out educational and career opportunities.

### Description

“The key message of our campaign is that Mannheim is looking for young ambitious people and allows them to develop their potential. The central part of the campaign: visuals showing ambitious people being unable to perform their profession because they are caged in way too small boxes.”

Falk Brockmann, Rosanna Motz,  
Yannick Wegner

Top 10 teams

# GHOSTBUSTERS

## GHOST IN PRAGUE, GUEST IN PRAGUE

Czech Republic\_University of Economics Prague



22

Quotes  
from the Jury

**“An original and innovative well designed proposal!”**

**“In depth idea analysis of reasons to visit the city, good choice of target group and smart consumer insight”**

**“Very attractive for young people who like travelling”**

Target Group

People who are (or feel) young, bored with traditional sightseeing, interested in unusual experiences.

Objective

Encourage repeated visits to Prague & extend the average time of stay.

Description

“The time of traditional tourism is over. Sightseeing is no longer trendy; tourists expect more and want to experience something extraordinary. The idea here is to promote ‘experience tourism’ around the theme of ghost tourism. The campaign includes a calendar of ghost events & features ghost tours & other ‘scary’ attractions in Prague.”

**Jan Hruška, Jana Karasová,  
Tereza Poláková, Hana Vincencová**

# NO MORE BORING IDEAS

## LISBOA LIGHT'S LIGHT

Portugal\_ Instituto de Arte

### Quotes from the Jury

**“Creativity raised and developed very efficiently!”**

**“What a funny idea to catch Lisboa’s light and put it into a bulb!”**

### Target Group

Locals, businesses, outsiders

### Objective

Encourage people to get to know & visit Lisbon.

### Description

“It is almost common knowledge that Lisbon is the city in Europe with the most hours of sunlight. Lisbon is considered to be ‘special’ because of its brightness. The idea of the campaign is to turn this ‘almost common knowledge’ into ‘its common knowledge’. The entire concept is materialized into a lamp that represents the brightness of the city. It will be placed in the ‘Lisboa Light’s Light Box’ kit, which includes a lamp and a city guide featuring the best city spots to enjoy the light.”



**Pedro Almeida, Joana Bruno, Ana Gama, Jorge Mandeiro**

## Top 10 teams

# KOMM-ON!

## GUESS WHERE I AM?

Austria\_ University of Applied Sciences of WKW



24

### Quotes from the Jury

**“A very good idea and relevant reasons for the proposed strategy”**

**“Very good communications tools both participative & sustainable”**

### Target Group

Young adults – 18-30 year olds

### Objective

Get Viennese young adults to appreciate their city and explore its true potential.

### Description

“Our campaign is a fake tourism campaign with images from a seemingly unknown country posing the question “Guess where I am?” on billboards, posters and radio adverts. In reality all the pictures depict Vienna. Small QR-codes on billboards will lead the audience to our website, allowing them to participate in a competition to locate the places where the images of the campaign were taken and upload their own images to the online platform.

The second part of the campaign reveals the locations, focuses on the online platform and establishes a dialogue with the audience. Users will be able to vote online for their favorite places, upload new ones, create custom tours through the city and share them with their friends over social networks.”

**Aleksandra Chojnacka, Barbara Feliga,  
Katarzyna Lason, Malgorzata Piotrowska**



# BRIEFOFFRESHAIR

## BE UNIQUE

Poland\_ Akademia Komunikacji Marketingowej

### Quotes from the Jury

**“Brilliant idea as it removes  
negative thoughts & turns  
them into an extra positive image!”**

**“Solid approach, interesting insight!”**

### Target Group

Scandinavians: 18-30 year olds

### Objective

Encourage young people to include Warsaw in their short-listed travel plans.

### Description

“Interesting does not always mean easy. We based our strategy on the insight “It’s exciting to travel off the beaten track”. We created a clear brand image for Warsaw: “breath of fresh air”. The teasing shows that to discover Warsaw, a little effort is needed but it’s exciting and makes you feel unique. You don’t just follow the standard tourist tracks. The brand promises that discovering Warsaw is an adventure.”

**Aleksandra Chojnacka,  
Barbara Feliga, Katarzyna Lason,  
Malgorzata Piotrowska**

## Top 10 teams

# ZG4US

## SEVENT NIGHTS STAND\*

Croatia\_ Visoka Skola Trzisnih Komunikacija Agora



### Quotes from the Jury

**“The strategic approach is extremely well put together and very thoughtful!”**

**“I like the cheeky ideas in this campaign!”**

**“The concept and media choices are well developed, and the messages that are only visible at night are a superb idea.”**

### Target Group

25-35 year old couples

### Objective

Zagreb should become the number one love destination in Europe.

### Description

“The campaign’s starting point is that Zagreb is a quiet & fairly small city characterized by an easygoing atmosphere and people. It’s a city full of intimate little restaurants & cosy coffee places. The campaign targets couples and offers them the possibility to spend some time alone without any interruptions and to enjoy an “I don’t care about tomorrow” feeling.

The messages designed for the target audience appear as a teaser during the day and are revealed at nighttime in a surprising way. An illustration of a couple appears on selected billboards together with the link to the website all printed in Mega Glow ink, which glows up 8 hours after being enlightened by natural light.”

**Filip Pomykalo, Dina Šavorić, Matea Torčić, Željka Vranješ**

# LEEDS CREATIVE

## LEEDS CITY LIVING

UK\_University of Leeds

### Quotes from the Jury

**“Good exposition and identification of objectives”**

**“Good and highly creative materials”**

**“A very clean, straight campaign for a clean city, addressed to tough young professionals”**

### Target Group

Young professionals: 21-35 year olds  
Businesses

### Objective

Increase the number of visits of young professionals and their consideration of starting a life in Leeds. Encourage the audience to engage with the city and enjoy it, not just live/visit which also aims at bringing investments of new businesses.

### Description

“We developed a new city brand upon Leeds’ most unique factor – its compactness.

With so much to do in such a small area and its proximity to the beautiful Yorkshire countryside, Leeds is the perfect place for young professionals to work and play.

In Leeds young professionals are able to enjoy all the delights of a busy city such as top quality shopping, business, nightlife and cultural experiences but can also take advantage of the very short journey to some Yorkshire greenery. The “One hour in Leeds” concept shows that Leeds is such a compact city, with a huge variety of things to do all within walking distance, just one hour is enough to experience its delight and ease.”

**Adam Atkinson,  
Hillary Goldsmith, Sarah Greene**

1:00PM  
DESK HARVEY NICHOLS  
CERAMIC HALL ART GALLERY INDOOR MARKET  
1:30PM  
DESK

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