

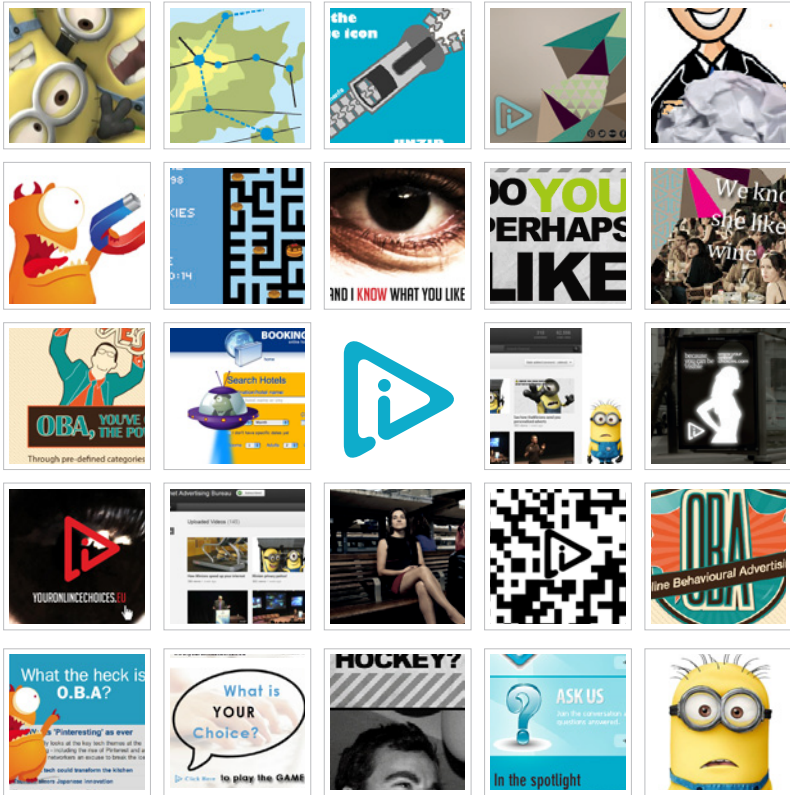
2011 / 2012

THE ADVENTURE STUDENT COMPETITION



Public awareness campaign about

Online Behavioural Advertising



Contents



Introduction	
AdVenture 2011/2012 competition brief	3
Interviews	
Robert Madelin, European Commission	4
Alain Heureau, IAB Europe President	5
Jon Chase, Chairman of the Jury	5
Dominic Lyle, EACA Director General	6
John Delacruz, edcom President	7
Jury	
Members of the Jury - Round 1	8
Members of the Jury - Round 2	10
Members of the Jury - Round 3	11
Winners	
Winning campaign	12
Finalist campaign 1	14
Finalist campaign 2	16
Runners Up	
Runners up: 1	18
Runners up: 2	19
Runners up: 3	20
Runners up: 4	21
Runners up: 5	22
Runners up: 6	23
Runners up: 7	24
AdVenture 2012/2013	25

Introduction

The AdVenture 2011/2012 competition brief

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

REAL-WORLD EXPERIENCE The purpose of edcom is to develop projects driven by agencies and academia to facilitate students' professional insertion. The pan-European AdVenture competition challenges students to form a "virtual" agency and prepare a campaign in response to a specific brief. In 2011/2012, 68 student teams from 12 countries took part in the competition.

This year, students were challenged to create a public awareness campaign about Online Behavioural Advertising (OBA). The campaign should increase transparency of OBA, explain the choices users have and show how users can exercise their choice over OBA.

THE CHALLENGE Online Behavioural Advertising (OBA) is an online advertising technique which consists of serving ads to users based on their previous browsing activities. OBA is a means to serve more relevant ads to internet users, based on their inferred interests, thus decreasing "waste" and irrelevant advertising. OBA also finances online services and content that otherwise might not be available or that users would have to pay for. Many internet users, however, have a

low level of awareness and understanding of OBA and the choice mechanism available to them. Explaining and showing how OBA works and how consumers can manage their online privacy in relation to OBA will educate internet users about online advertising and personal privacy, while strengthening user choice over OBA.

TARGET The target audience is European internet users in general, including those who have a lack of confidence in the internet and digital world.

CLIENTS Students were asked to create a campaign for the Interactive Advertising Bureau (IAB Europe), acting with a range of industry stakeholders, representing advertisers, media & agencies and for the European Commission, DG Information Society, both as the convener of EU-level multi-stakeholder debate on OBA and other online issues and as the lead for European digital innovation.



Interviews

Robert Madelin

Alain Heureux

Jon Chase

Dominic Lyle

John Delacruz

Robert Madelin

Director General, Information Society and Media DG,
European Commission

I AM DELIGHTED TO HAVE BEEN offered the opportunity by EACA to play a small part in introducing this publication on what has been an exciting competition.

These sorts of prize challenges are great, both for bringing out new thinking across the advertising community and for showing the newest minds in a crucial profession how they can help to “sell” social good as well as promoting other desirable goods and services.

Advertising is a powerful tool and never more so than in our digital, 24-hour global information society. It is therefore very welcome to see the advertising profession has focused this year’s AdVenture on how to keep citizens fully empowered online.

Society rightly acknowledges the power and creativity of advertising: in this competition, we see the power of advertising deployed creatively to guide society towards better use of new tools: tools that themselves are powerful and that are yet too little understood by too many fellow citizens.

So this is a great adventure and both the winners and the rest of us can be thankful that the sector devotes its efforts in this way to promoting citizen empowerment: a crucial digital public good.



Alain Heureux

President & CEO, IAB Europe

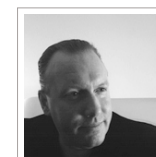


IAB EUROPE WAS ONE OF THE MAIN PARTNERS in this year’s AdVenture competition. A year after IAB Europe published the “European Framework for Online Behavioural Advertising” – providing increased transparency and control towards consumers for Online Behavioural Advertising – the AdVenture 2012/2013 competition challenged students to find creative solutions for a pan-European campaign explaining the choices citizens have over OBA practices. The finalists’ campaigns were highly professional and the students demonstrated a thorough understanding of the brief. IAB Europe and its industry partners will now look into ways the winning project can be used for a real campaign to promote greater awareness of OBA and its Icon.

Jon Chase

CEO, Velvet Rock Communications, UK

THIS YEAR WE HAD A RELATIVELY COMPLEX SUBJECT – Online Behavioural Advertising – an important topic for many different stakeholders across Europe. It was a tough challenge for Universities and their students to consider the best way



of approaching. With that in mind, we still had a fantastic number of high quality entries. We had three strong finalists – from Romania, Belgium and the UK. Ultimately, the Jury decided that the winning campaign emanated from the UK team called Brutha (campaign entitled “Despicable Me”). They proposed an excellent BIG CAMPAIGN IDEA grounded on a deep understanding of the challenge/brief and strong consumer insights. This competition demonstrated that the future of our industry is clearly in good hands.

Interviews

Robert Madelin

Alain Heureux

Jon Chase

Dominic Lyle

John Delacruz

Dominic Lyle

Director General, European Association
of Communications Agencies

ANOTHER YEAR... ANOTHER DIFFICULT

CHALLENGE! I am constantly surprised and delighted at the creativity and professionalism of the students who contribute to our AdVenture competition. This year saw almost 300 students from 12 countries addressing the issue of creating awareness among internet users about their choices for managing online behavioural advertising.



The best thing about the students' work is that they come up with refreshing approaches and don't fall into the usual pitfalls of public information campaigns, which often end up being over-institutional and ineffective.

We are indebted to our 'clients' this year, DG INFSO and the digital advertising industry grouped under the umbrella of IAB Europe – with their help we can look forward to the possibility of making the winning campaign a reality.

Our thanks also go to the many industry professionals, academics and EU representatives who gave their time to judge the entries. Their expertise and dedication brings an essential credibility to the AdVenture competition. It means that the students can be sure that their work has been professionally scrutinized and that to win the competition – indeed, to reach the final 10 campaigns – is a real achievement and something to be proud of.

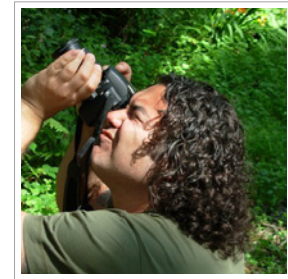
John Delacruz

edcom President, European Institute
for Commercial Communications Education

THE ADVENTURE STUDENT

BRIEF THIS YEAR was a real toughie. Developing awareness of consumers' online choices through primarily digital means. Breaking through the clutter, especially via online banners, was not an easy problem to solve. But, credit where it's due, every solution I saw on my judging stage cut to the chase and delivered the message well. Some, of course, did this better than others, and those are represented in the Final Three. From campaigns helpfully guiding the consumer through the minefield that is OBA, through to reassurance that Big Brother isn't in control, you as the consumer are empowered too.

We have seen ideas that cross cultural and language barriers and I think that on the strength of these campaigns we can imagine a European communications industry developing that becomes truly global in outlook and approach. The talent emerging through our member Institutions is testament to this. As I said in last year's brochure, the quality of response to the AdVenture brief gets better every year.



The Jury

Jury Round 1

Jury Round 2

Jury Round 3

Round 1











The AdVenture Student Competition is judged in three rounds. The first round is conducted purely online and aims to select the 10 best campaigns overall.



CHAIRMAN OF THE
2011/2012 ADVENTURE COMPETITION

Jon Chase

CEO, Velvet Rock Communications, UK

- [Alexander Alvaro](#) Member of the European Parliament 
- [Alexander Duarte](#) Lecturer, IADE Creative University 
- [Anneke Van der Kruk](#) Lecturer, NHTV University of Applied Sciences 
- [Anse Kjersem](#) Lecturer, Westerdals School of Communication 
- [Anthony Gibson](#) President, Publicis / Leo Burnett / Arc Portugal 
- [Carlos Rubio](#) Director General, Spanish Assn of Comm Agencies 
- [Catalin Sorin Ivan](#) Member of the European Parliament 
- [Chris Beaumont](#) International Business Director, Universal Mccann 
- [Chris Sherwood](#) Director, Public Policy, Yahoo! 
- [Christine Melous](#) CEO & Managing Director, Ecole Supérieure de Publicité 
- [Cliff Van Wyk](#) Lecturer, Bournemouth University 
- [David Ringrose](#) Head of Communications, DG INFOSO 
- [Deirdre McGlashan](#) WW Head of Digital, Aegis Media 
- [Delphine Binsse](#) Educational Director, ESP 
- [Dietmar Dahmen](#) Lecturer, Werbe Akademie Wien 

- [Elin Nielsen](#) Head of EU Affairs, France Telecom 
- [Els Raemdonck](#) Lecturer, Erasmus University College Brussels 
- [Francisco Perez-Latre](#) Lecturer, Universidad de Navarra 
- [Franco Bondi](#) Contract Professor, Bologna University 
- [Frederic Savioz](#) Art Director, Y&R Brands 
- [Giovanni Lunghi](#) Lecturer, University of Udine 
- [Hugh Kellett](#) Founder and Director, Cambridge Comms 
- [Ionel Naftanaila](#) Training Manager, IAB Europe 
- [Jiri Janousek](#) Director, Czech Republic Assn of Comm Agencies 
- [Lucile Barjot](#) PA Manager, IAB Europe 
- [Malcom Harbour](#) Member of the European Parliament 
- [Martin Karemaker](#) Lecturer, Hogeschool Utrecht 
- [Martina Lacey](#) Deputy editor, C Squared 
- [Mike Longhurst](#) Senior Vice President, McCann 
- [Nadja Hirsch](#) Member of the European Parliament 
- [Nick Stringer](#) Director, IAB UK 
- [Paul Kirkley](#) Joint Head of Account Management, JWT 
- [Paul Rübzig](#) Member of the European Parliament 
- [Richard Robinson](#) Regional Business Leader EMEA, Publicis 
- [Robert Madelin](#) Director-General for Information Society and Media, European Commission 
- [Rolandas Ragaliauskas](#) Managing Director, Media House/MEC 
- [Ryan Heath](#) European Commission Spokesperson 
- [Sorin Psatta](#) Integrated Communication Director, BBDO Romania 
- [Tom Bazeley](#) Managing Partner, Lean Mean Fighting Machine 
- [Tom Kwisle](#) Dean & CEO, Westerdals University College 
- [Ventsislav Kostov](#) Co-founder and Online Advertising Expert, httpool 
- [Will Nicholson](#) Publishing Director, C Squared 
- [William Blomefield](#) Regulatory Affairs Manager, Advertising Association, London 
- [Zuzanna Gierlinska](#) Director Scale Display, Microsoft, London 

2011 / 2012

THE ADVENTURE
STUDENT COMPETITION

The Jury

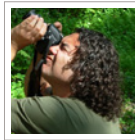
Jury Round 1

Jury Round 2

Jury Round 3

Round 2

The second round jury members select the three finalist teams from the ten remaining campaigns.



←
John Delacruz
Lecturer,
Staffordshire University



←
Tom Denford
Founding Partner,
Id Comms Ltd

→
Marc Drillech
General Director,
Ionis Education Group



←
Oliver Gray
Director-General, European
Advertising Standards Alliance



←
Malte Lohan
Director of
Public Affairs, WFA

→
Paul Maraviglia
Director,
Open Digital



→
Stephan Noller

Ceo Nugg,Ad & Chairman of Policy
Committee IAB Europe



←
Justin Weiss
Senior Director,
Yahoo!, USA

→
Kimon Zorbas
Vice President
IAB Europe



Round 3

The three finalists are invited to compete against each other and present their campaign during the annual edcom Conference. The round three jury members judge the campaigns based on the proposed strategy, the key creative insight and the creative execution.



←
Rosa Barcelo
DG INFSO,
Policy Co-ordinator

→
Chris Beaumont
Group Account Director,
Universal Mccann



←
Hugh Kellet
Founder And Director
Cambridge Comms



←
Alain Heureux
President & CEO,
IAB Europe

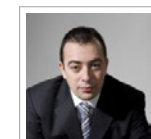


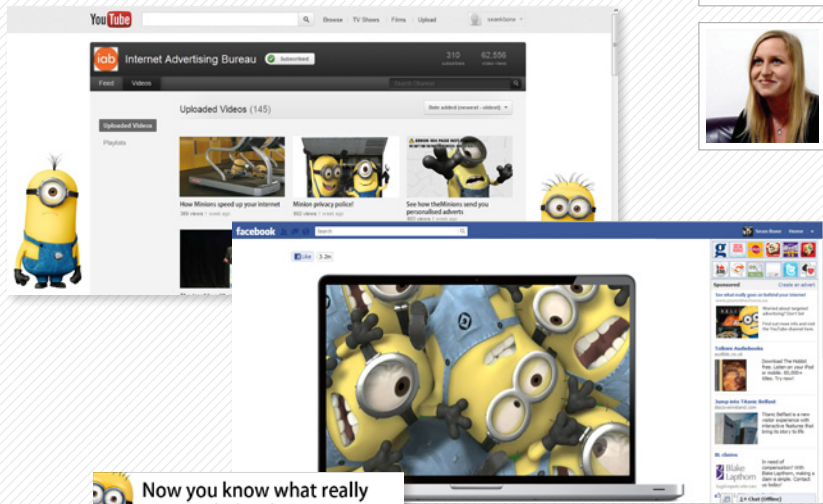
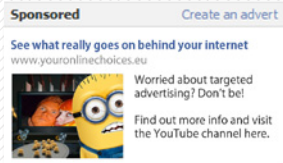
←
Angela Mills Wade
Executive Director of The European Publishers'
Council & Chair of the OBA Steering Group

→
Barbara Posch
Director, Werbe Akademie
Vienna, Austria



→
Paul Springer
Head of Research,
Bucks New University, UK





Brutha

Bournemouth University, UK

PAUL MARTIN, ROSA GREENSLADE,
SEAN BONE, BEN GARDINER

Nothing Despicable About me

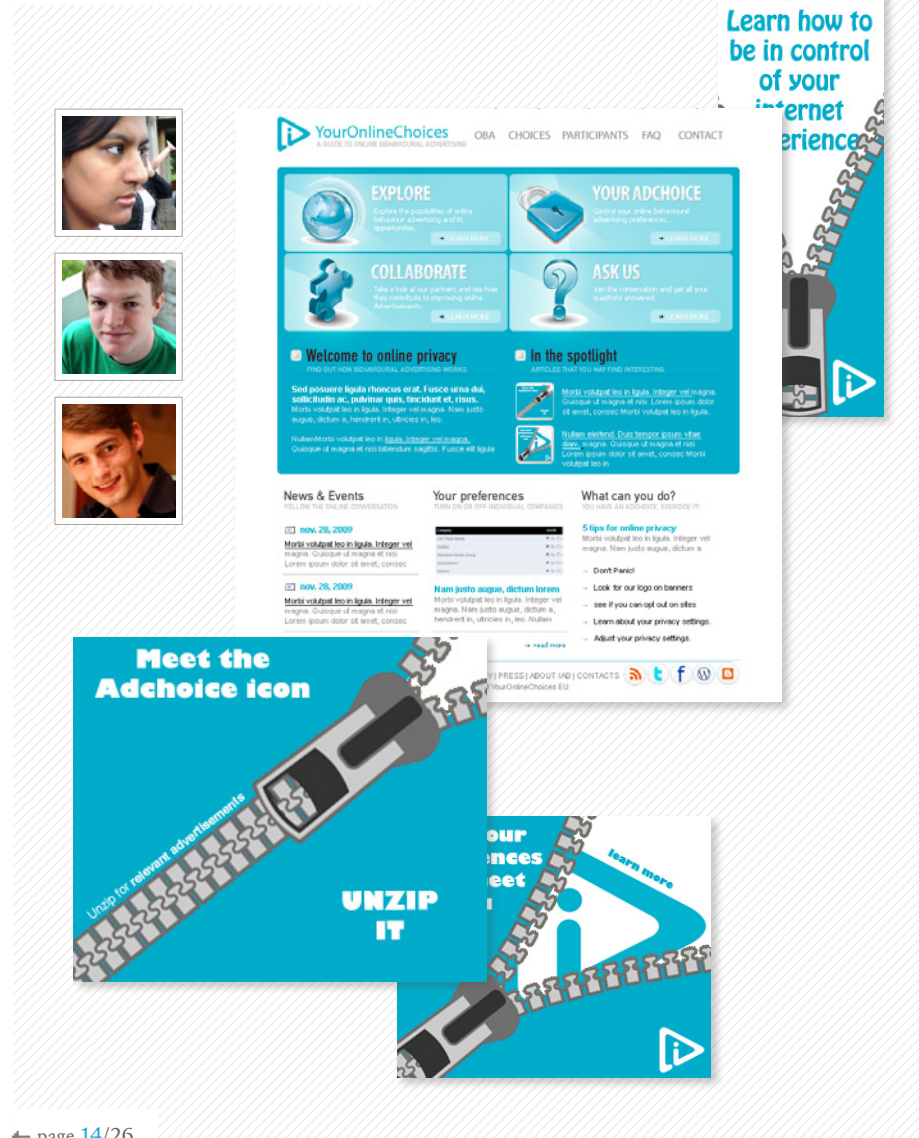
Quotes from the Jury

Excellent solution. Clear and engaging strategy. Fun.
Very good understanding of the problem OBA faces. The insight is good and the creation, even if the way has been used by others brands (symbolic characters) is a good way to fight against the dramatization. Felt like a real agency proposal with full media plan delivered. I really like this concept, especially because it's captured an intuitive way to show the 'inner workings' of technology and educate in a fun way.

OBJECTIVE Raise awareness of how OBA operates and foster the perception that behavioural targeting is beneficial and not to be feared.

TARGET Internet users around 20–30 years old.

DESCRIPTION 'Despicable Me' has a wide appeal as an international success and is a massive hit with the target audience. In the film itself the characters, although perceived as a negative, become the heroes of the story displaying altruism and courage. In essence, this is what has happened with OBA. It is working towards creating a better internet experience for consumers and a more profitable space for companies. By introducing these characters, one can create a friendly and harmless perception, instead of OBA being a 'personified tracker' with the intentions of doing wrong.



FOUR + ONE

KHLeuven, Belgium

KORNEEL LABEUR, LODE LAUWERS,
RANJNI MAHABIR

Zip it

Quotes from the Jury

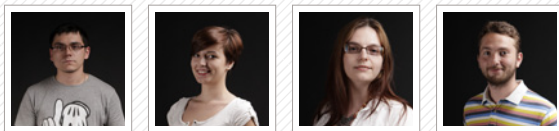
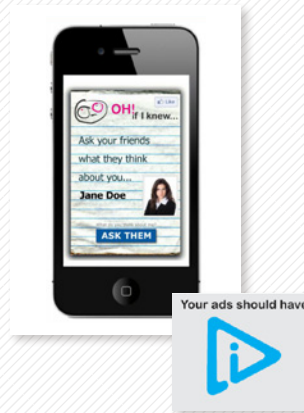
Simple, engaging and effective. Zip it can be easily understood. Great strategy. The sampling idea in major cities was a good idea and the zipper creative was both easily recognisable and something that would work well in this context. Clear, simple, engaging execution. Right mix and balance in media plan. Right tone of voice.

OBJECTIVE Raise the awareness around OBA. It is important to clarify what OBA really stands for and that people link it to the AdChoices Logo.

TARGET European Internet users in general, including those who have a lack of confidence in the Internet and digital world.

DESCRIPTION The campaign uses a zipper in the colours of the AdChoices icon as the key visual, as a symbol for privacy. Consumers can either close or open the zipper. The AdChoices icon is constantly used, while the target group discovers the logo and information about OBA. Banners are used to draw attention and intrigue, so that consumers will make the effort to visit the new OBA website.

Finalist



Me Gusta

Bucharest University, Romania

ADRIAN MUTESCU, ALINA VOINEA,
RAZVAN NEPOTELU, SANDRA SARBU

Oh! If I knew ...

Quotes from the Jury

☒ I really was quite impressed with this. Me gusta indeed. It is young and fresh but also smart and sophisticated. Very extensive and well thought-through and worked out strategy. ☒ The campaign is multi-faceted, the use of the icon is nice and the Facebook app taps into people's natural curiosity about themselves. ☒ Well thought out mix of strategy and tactics. ☒ Nice idea to work with some viral concepts and the layered approach to raise awareness.

OBJECTIVE For the target group to recognize the ads with the triangle as great opportunities that otherwise will be missed.

TARGET Every European citizen that uses internet – about 330 million people (66% of all Europeans).

DESCRIPTION The campaign is composed of two stages: in the first, the objective is to make people aware of OBA. The target group is made aware of the blue triangle and associates it with targeted advertising. The second phase aims to change users' perception from thinking "I am being followed" to "I was missing out – Oh, If I Knew." The "Map of great opportunities" concept shows them what they'll miss without targeted ads. Both phases include a "call for choice" component, encouraging users to go to "youronlinechoices.eu" where they can use the opt out tool or just get more information on the subject.

Runners Up

in alphabetical order



Get your own online butler!
OBA
Online Butler Agency
You surf. We serve.

Your wish is my command! -Your Online Butler.



Ad-Server

Staffordshire University, UK

PIA ROSENSTINGL, THOMAS GRISOLD,
LEOPOLD KRECZY, RAPHAEL REMHOF

Online Behavioural Advertising

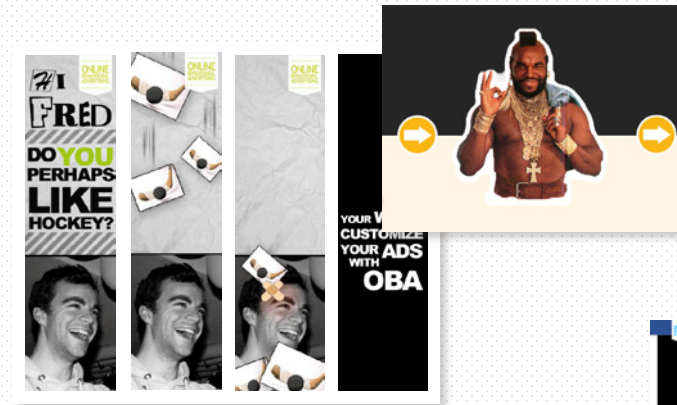
TARGET The target audience includes all Internet users, which means a wide range of ages and levels of Internet knowledge.

OBJECTIVE The campaign will make Internet users aware that OBA is taking place and that they as individuals have control over it. It is important that the campaign does not only concentrate on increasing awareness but that it clarifies how OBA works.

DESCRIPTION To help the recipient understand and reduce the complexity of Online Behavioural Advertising the team decided to use a testimonial: The Butler. A butler will bring the ideal requirements to represent OBA. Online Behavioural Advertising will transform to being the 'Online Butler Agency'. This way the image of OBA can adopt butler's features. A butler is globally known for integrity, reliability and personal caring. He will – just as in real life – learn about the consumer's individual preferences and their usage of the Internet. With this knowledge he will be able to start suggesting really relevant content to the user.

Quotes from the Jury

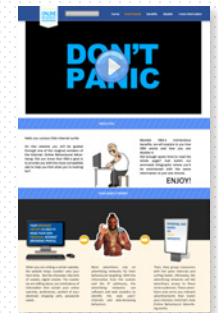
- Good consumer insight and understanding of the challenge.
- Excellent creative ideas, put very convincingly into place, with a strong execution.
- Well laid out background and context.



Fource

Plantijnhogeschool Antwerpen, Belgium

MATTEO VAN MOL, CHLOÉ VAN STRYDONCK,
DJUNA DELEYN DJUNA, TOM FRANTZIS



What do you love?

TARGET Teenagers between 16 and 24 years old

OBJECTIVE The main objective of this campaign is to give web users more information about the concept of OBA:

- What OBA stands for
- What its misconceptions are
- What its benefits are
- That OBA can be disabled

DESCRIPTION Since Internet nowadays stands for interactivity, this team chose to do something interactive as well – they associated interactivity with social network sites such as YouTube, Facebook and Twitter. A YouTube clip with a call to action to Facebook and Twitter has been created. OBA Baracus asks "What do YOU love?"; and the Internet users will respond via Facebook and Twitter.

Quotes from the Jury

- Key creative insight convinced with a good campaign idea.
- The concept, the data collection, the strategy makes sense, is structured well and gives a good overview about the campaign.
- Good story boards and supporting creative materials.

Runners Up

in alphabetical order



INCT

Avans Hogeschool AvM,
the Netherlands

BAHA AKTURK, FABIOLA DE GRAAF,
EVELINE ROSSOU, ZEKIYE KARAOOLUK,
ROOS MULDER, SEBASTIAAN DIELEN

Do YOU want to be invisible ... or not?

TARGET Young educated consumers aged 20–38

OBJECTIVE Inform target group and promote youronlinechoices.com, while making a tune for the campaign what will be repeated so the crowd will recognize and link the tune to our campaign.

DESCRIPTION The campaign is divided into three phases: the pre-launch, launch and post-launch. Each phase is differentiated in online and offline stages and you will hear the tune in every phase, to be recognizable. The campaign is centered on the theme invisibility, the reason behind it being that this theme does not contain any value judgment.

Quotes from the Jury

- Execution and creative is clear, with strong line and call to actions.
- A very intelligent and clever engagement with the project.
- A good analysis and globally a good understanding of the question.
- Good to base the idea around choice as this is central to the client's agenda.



La Tête

NHTV University of
Applied Sciences, the Netherlands

DANNY ANGENENT, MICHÈLE BROMMONT,
CHRISTOPH HEMKENDREIS, LUISE MUND

Open your eyes!

TARGET

The strategies and tactics presented in this plan are based on research of a condensed target group, consisting of males and females between 25 and 35 years old.

OBJECTIVE

The general goal of the campaign is to make people aware of OBA and make it clear that they have a choice about the display of online advertising. However, research into the target group has shown that Internet users are annoyed by advertising and feel watched when they recognize OBA but are still not interested in doing something about it.

DESCRIPTION

The campaign is targeted at the broadest reachable audience. Since the campaign is expected to use online banners as a marketing channel, people who use ad blocks cannot be reached. However, for those people it is already clear that they have a choice about advertising. Furthermore, offline advertising and online PR is used. Consequently, these people can be reached, nevertheless. The influence of the campaign ends when the audience reaches the website of youronlinechoices.eu.

Quotes from the Jury

- Really engaging concepts.
- Very well presented pitch which was both pleasing to the eye and something that you could imagine the client going with.

Runners Up

in alphabetical order



Online Behavioural Advertising

PropaGhandi

IADE, Escola Superior de design,
marketing e publicidade, Portugal

MARISA MOREIRA, SILVIA MAIO,
PEDRO ALMEIDA

OBA, You've got the Power.

TARGET

Internet users, especially European internet users (2010 data shows that there are around 475 million users), focused on consumers between 15 and 29 years old.

OBJECTIVE

Create awareness about OBA by communicating in a simple and direct form that OBA exists, what the main function of OBA is and that there is an icon where one can click to know more (youronlinechoices.eu).

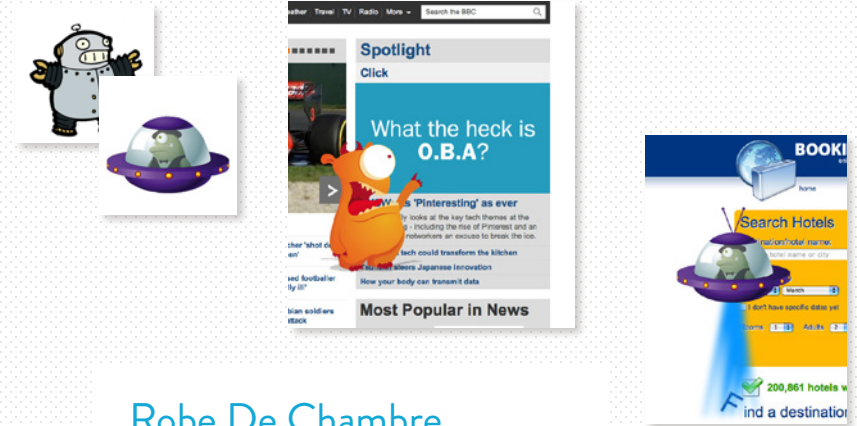
DESCRIPTION

To communicate our message we want to transport consumers to another universe, a fantasy universe, where superheroes exist, with superpowers but also an evil force. In our story, consumers are the superheroes who gain a new superpower with OBA.

This is precisely what OBA is: a superpower that consumers can use whenever they feel invaded by aggressive advertising that does not meet their interests. To represent this power and this universe, a symbol was created – a badge that delivers the main message – OBA “You’ve got the power”. The badge is unique, easy to recognize with simple format and bright colors that are intuitively connected with the world of superheroes.

Quotes from the Jury

Graphic implementation is outstanding and very creative. Delivered a comprehensive target audience, explained in a convincing manner the ideas behind and also produced great creative material.



Robe De Chambre

Istanbul Bilgi University, Turkey

CAN ATESLER, DANNY TOMAYAN,
ALARA SIRACI, DENIZ DENIZ

What the heck is OBA?

TARGET

Pan-European consumers, between 25 and 35 years old, economically independent, who spend a minimum 2–3 hours on the Internet daily.

OBJECTIVE

Raise the awareness of OBA and introduce the AdChoices icon to Internet users. The Internet users will be informed about Online Behavioral Advertising, their online choices and the icon. In order to reach the target, we plan to create engagement by making people curious and by directing them to the site we will make users aware.

DESCRIPTION

In order to achieve its goal, the campaign is built around funny abbreviations of OBA, such as Obsessive Bieber Alliance, Oxygen Breathing Apparatus, Ottoman Big Army, Orange Beach Alabama, Organic Butchery Association.

In this humorous way, the team aimed to inspire curiosity about OBA. By using absurd and humorous OBA abbreviations, the campaign aims to engage and direct consumers to the main website. The slogan of the campaign is “What the heck is OBA?”

Quotes from the Jury

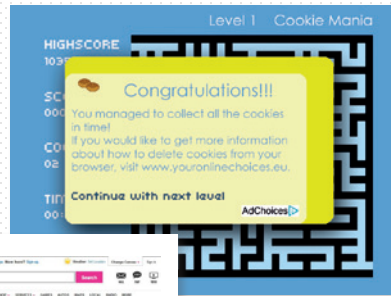
Very good use of rich / creative media to drive curiosity, attention and engagement. I think this campaign would work well virally and be highly effective. Extremely convincing creative insights and amazing creative execution!

2011 / 2012

THE ADVENTURE
STUDENT COMPETITION

Runners Up

in alphabetical order



Sabrina

NHTV University of Applied Sciences, the Netherlands

SINA KUHNKE, MARLIEKE VAN SCHAIK,
INA MATTHIAS, SABRINA HERTEN

OBA Awareness campaign

TARGET 25–40 year old European internet users

- OBJECTIVE**
- Raise awareness of the meaning of OBA
 - Raise awareness of the choices the consumer has with OBA
 - Raise awareness of the icon

DESCRIPTION Use Your Voice And Make A Choice! This is the red line and slogan of this campaign. The campaign is focused on the choices concerning OBA. The fundament of the campaign is based on internet banners that link the users to the website youonlinechoices.eu. Via the banner it is also possible to play an online game. During the game the player has to collect items that are connected to OBA and online privacy issues. The purpose of the game is to educate internet users in an entertaining way.

Quotes from the Jury

- Very well laid out and excellent presentation.
- The submission was visually arresting and well structured, presented and argued.
- I liked the game as a way of incentivising further engagement.

AdVenture 2012/2013

In 2013, the AdVenture student competition will focus on an alcohol-related topic. The brief will be about binge drinking among adolescents and young people 18 to 25 years old.

The brief will be published in October 2012 on www.adventure-competition.eu



edcom

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www.warc.com



AdVenture

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to see more