

2012 / 2013

THE AD VENTURE STUDENT COMPETITION



# Public awareness campaign about the risks of **BINGE DRINKING**



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# INTRODUCTION

## Ad Venture 2013 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 and 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 Ad Venture competition challenges students to form a «virtual» agency and prepare a campaign in response to a specific brief. In 2012–2013, 79 student teams from 14 countries took part in the competition.

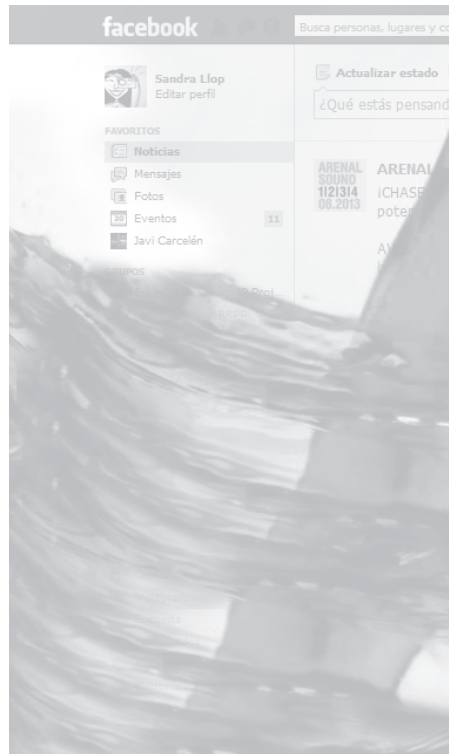
**THE CHALLENGE** The Ad Venture Competition challenge in 2012–2013 was to raise awareness about the risks of binge drinking (heavy drinking – 4 to 5 alcoholic drinks at a time) among people aged 18–25 years across Europe. The campaign had to be readily adaptable for use in the 27 Member States of the European Union. The focus was on the importance of making the target group aware that binge drinking has negative consequences on an individual's health and that drinking less is the key.

**THE TARGET** The target audience was represented by European people aged 18–25 years. Due to its pan-European character and the possibility of it running live, the campaign had to be:

- in English
- suitable to run in countries all over Europe

**CLIENT** The contest took place with the support of the European Alcohol Policy Alliance (EUROCARE), an alliance of non-governmental and public health and well-being organisations which advocates the prevention and reduction of alcohol related harm in Europe through effective and evidence-based alcohol policy.

**THE 2012/2013 AD VENTURE COMPETITION** was organised in the framework of the European Commission's Alcohol & Health Forum.



# INTERVIEWS

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Despina Spanou

Claude Riviere

Frances Illingworth

Dominic Lyle

John Delacruz

## Despina Spanou



EUROPEAN COMMISSION DIRECTOR FOR  
CONSUMER AFFAIRS, FORMER CHAIR OF THE  
EUROPEAN ALCOHOL & HEALTH FORUM



**WE HAVE A PROBLEM.** People, especially young people, are still dying today because of alcohol abuse. How is it possible at a time when, for young people, the sky is the limit? When young people have all possibilities, they are decision makers, opinion makers, they live in the age of the digital revolution?

We have a problem. The harmful use of alcohol is accountable for over 7% of all ill-health and early deaths in the EU. Young people are particularly at risk from the short term effects of drunkenness, including accidents and violence. «Binge drinking», which means drinking of 4–5 alcoholic drinks at a time, is becoming a trend. Almost one third of young Europeans admitted binge drinking at least once a week.

We have a problem and you can help. You are a representative of this generation so you know how they think, how they can be reached and what can change their behaviour. You can spread the word by sharing the great results of this year's Ad Venture Competition with your authorities and organisations.

On our side, the European Commission is working to address the problem through the EU Alcohol Strategy. Part of the Strategy is to generate action by everyone for all aspects of the problem. The European Alcohol and Health Forum brings together interested parties such as the alcohol industry, non-governmental organisations, medical professionals, retailers and academia to work on concrete actions across the EU. We currently have 256 commitments under the Forum<sup>1</sup>, of which more than 40% are related to young people. The commitments range from introducing health warnings on labels to ensuring that alcohol marketing communications are not designed to appeal to those under legal purchase age.

This year's Ad Venture Competition is a commitment to the action of the European Alcohol & Health Forum. It would be hard

to imagine a better win-win for young people and the Forum. The finalist team will spend a week in Cannes for the Cannes Lions International Advertising Festival and will be able to spread the message even further. Thank you to all those who contributed – only together will we achieve true solutions to the problem.

1 <http://ec.europa.eu/eahf/index.jsp>



## Claude Riviere



EUROCARE MEMBER OF THE BOARD [WWW.EUROCARE.ORG](http://WWW.EUROCARE.ORG)  
ANPAA HEAD OF INTERNATIONAL AFFAIRS

**EUROPE IS THE HEAVIEST DRINKING REGION** in the world, with alarmingly 25% of the 15–24 year olds binge drinking once a week. Commercial communications and promotions of alcohol – when seductive, attractive and appealing to young people – increase the likelihood that young people will start drinking and, for those who are already drinking, incite them to drink more.

We are therefore delighted that the subject was received with such a great interest by students. We observed with great curiosity the approach students took, their understanding of binge drinking and the messages they proposed to deliver. In fact the exercise was not easy, neither for the students nor for us as a member of the jury, since many campaigns were really interesting.

We especially appreciated the entries that used positive messages, a fun framing, «having an even better time with less alcohol» and showing the negative social image of binge drinking, rather than the impact on young people's health, to which young people do not really relate.

We hope that as this year's participants will pursue their careers as advertisers, they will remember this experience and in the future work deliver responsible marketing practices.

# INTERVIEWS

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Despina Spanou

Claude Riviere

**Frances Illingworth**

Dominic Lyle

John Delacruz



## Frances Illingworth

WPP GLOBAL RECRUITMENT DIRECTOR

I WAS TRULY IMPRESSED BY THE QUALITY of the work in this year's Ad Venture competition. I would like to congratulate personally the 79 teams from the 14 participating countries for the high standard of their work and to express my admiration for those lecturers involved in coaching and motivating them. The finalist teams – Antennas from Bulgaria, Madness from Romania and Empty Whale from Spain – delivered impressive presentations which showed the immense amount of work that went into their campaigns. The jury had a tough job in selecting the winning campaign. The winner, team Antennas from New Bulgarian University, showed both a strong insight and a convincing strategy by choosing to change young people's perception and turning binge drinking into unacceptable social behaviour which has negative consequences on their social health status. This, together with their excellent creative execution, ensured their victory in this year's competition.





## Dominic Lyle

EACA DIRECTOR GENERAL

**IT IS BOTH INSPIRING AND HUMBLING** to see the amount of thought and effort that goes into creating these campaigns. This year's challenge – to create awareness of the dangers of binge drinking – was a hard one, but the students have risen to the occasion and produced some truly professional and impactful presentations.

I am really delighted that so many teams are willing to commit their time and energy to Ad Venture and it is a shame that there has to be just one winner as so much of the work deserves praise. In many ways, the value of Ad Venture is to participate and produce your best work, so to talk of winners and runners-up is rather meaningless. I hope that the feedback from the juries will be a useful benchmark for all the participants going forward.

I would also like to thank the jury members who have given freely of their time and knowledge to read, assess and comment on the entries and, of course, to the professors and teachers who have guided their students through the process.

Finally, I would like to express my gratitude to Eurocare for taking a step into the unknown and agreeing to partner us in this year's competition – I really hope that they will help us to make the winning campaign a reality.



## John Delacruz

EDCOM PRESIDENT

**A BRIEF THAT WARNS YOUNG PEOPLE** about the dangers of binge drinking sounds like an easy brief. It most certainly isn't. This year's Ad Venture brief was possibly the toughest yet. Convincing a Europe-wide target, taking into account cultural differences and attitudes, were all challenges our student entrants had to contend with. But, as ever, our students rose to the challenge and presented some excellent ideas. There always needs to be a final three and this makes judging a serious and difficult endeavor.

All student entrants should be really proud of their ideas, and it would appear that our industry is in safe hands for the future.

I would like to extend our thanks to all involved – from the initial brief, through the hard work that went on at our member colleges and the various selection stages, all the way to the final presentations. Here's to next year's challenge, I, personally, cannot wait.

# THE JURY

Jury Round 1

Jury Round 2

Jury Round 3

## Round 1

The Ad Venture 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  
2013 AD VENTURE COMPETITION  
**FRANCES ILLINGWORTH**  
WPP Global Recruitment Director



**LAURI BEEKMANN**

Director,  
Estonian Temperance Union



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President & CEO, Quadrante



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Sup de Pub



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Central Europe Zagreb



**MATT DE GRUCHY**

CEO, Ogilvy Healthworld UK



**CLAIRE DOBBS**

Managing Director Europe,  
H4B London



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ALMERICH, PHD.**

Lecturer,  
Universidad Cardenal Herrera



**NILS GARNES**

Policy Advisor, Actis – Eurocare



**MONIQUE GERRITSEN**

Senior Lecturer,  
EPHEC



**MALCOLM HARBOUR CBE**

Member of the European  
Parliament, UK



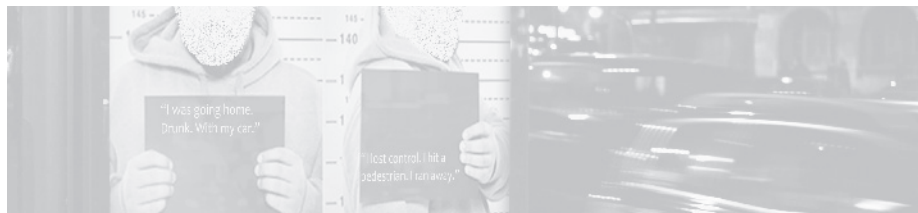
**PETER HENSHAW**

Executive Creative Director,  
Sudler & Hennessey London

The  
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Student  
Competition  
2012/13










 **BARBARA HERTWIG**

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Global Business Director,  
JWT London

 **NICOLAS LAMBER**  
Strategy Director,  
Darwin/BBDO Worldwide

 **PATRICK LARIMONT**  
Regional Director EMEA,  
DDB Europe


 **JOSE MARTINEZ SAEZ**  
Vice Dean Advertising,  
Universidad Cardenal Herrera


 **EMMA MCCLARKIN**  
Member of the European  
Parliament, **UK**


 **RICARDO MIRANDA**  
Brand Concept Creator, Brandia  
Lecturer, IADE – Creative  
University


 **GATIS MŪRNIĒKS**  
Managing Director,  
McCann Worldgroup Riga

 **BRIGITTE NEETENS**  
Lector, Hogeschool Gent


 **JOHAN OHLSON**  
Executive Creative Director,  
Saatchi Romania


 **ALEKA PAPADIA**  
Head of Creative Services,  
DDB Athens


 **SHAHEED PEERA**  
Creative Director,  
Publicis Life Brands Resolute

 **JAN PELOZA**  
President,  
Alcohol Policy Youth Network

 **SIRPA PIETIKÄINEN**  
Member of the European  
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 **BARBARA POSCH**  
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Werbe Akademie Vienna

 **SORIN PSATTA**  
Integrated Communication,  
Director BBDO Romania  
Lecturer, Bucharest University


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EUROCARE Member of  
the Board [www.eurocare.org](http://www.eurocare.org)  
ANPAA Head of  
International Affairs


 **PAUL RUEBIG**  
Member of the European  
Parliament, Austria

 **DACIANA OCTAVIA SARBU**  
Member of the European  
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 **RICHARD SCULLION**  
Media School, Senior Lecturer  
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European Officer, IOGT-NTO

 **DANIEL TAYLOR**  
Worldwide Account Director,  
McCann Worldgroup


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Manager/Lecturer,  
Central Copy Clearance Ireland

 **HERVE VAN DE WEYER**  
Director of BA Communication  
Management, Xios Hogeschool

 **BERT VAN MAELE**  
Senior Communication  
Strategist, European  
Commission

 **CLIFF VAN WYK**  
Senior Lecturer, Advertising &  
Marketing Communications,  
Bournemouth University

 **ARNOUD VERSLUIS**  
Lecturer, NHTV University  
of Applied Sciences

 **JOHN WRIGHT**  
Director of Strategic Business  
Development EMEA,  
McCann Worldgroup

# THE JURY

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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.

1



2



3



4



5



6



1

### MIKE LONGHURST

Senior Vice President,  
McCann-Erickson EMEA, UK

4

### JEAN-CLAUDE HAMILIUS

Professor, Mannheim University  
of Applied Sciences, Germany

2

### ANDRÉ DARMON

President, Strategik & Numerik  
France, Indigenus Network

5

### YVONNE KOERT

Avans Hogeschool,  
Netherlands

3

### NILS GARNES

Policy Advisor,  
Actis – Eurocare, Norway

6

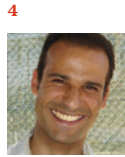
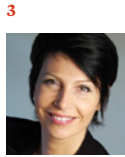
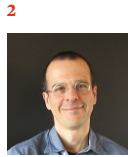
### BERT VAN MAELE

Senior Communication Strategist,  
European Commission



## 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.



1  
**PATRICK HANSON-LOWE**  
CMO, Publicis, UK

2  
**LEANDRO ALVAREZ**  
President and Chief Creative  
Officer, TBWA\|Lisbon, Portugal

3  
**CHRISTINE MELOUS**  
CEO and Managing Director,  
Groupe ESP, France

4  
**ALEXANDRE DUARTE**  
Communication and  
Advertising Teacher, IADE –  
Creative University, Portugal

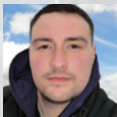
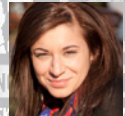
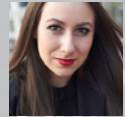
5  
**CLAUDE RIVIERE**  
EUROCARE Member of  
the Board [www.eurocare.org](http://www.eurocare.org)  
ANPAA Head of  
International Affairs

6  
**MARCIN SOLTYS**  
Assistant to Director  
for Consumer Affairs,  
European Commission

# WINNER

## ANTENNAS

Aleksandra Stoimenova  
 Ivan Hristov  
 Elitsa Radeva  
 Iviana Gicheva



139	139	140	141
136	136	136	137
100	101	102	103
108	107	108	109
109	109	109	120
110	110	110	121
114	114	114	117
110	111	111	112

138	139	140	141
134	136	136	137
100	101	102	103
108	107	108	109
109	109	109	120
110	110	110	121
114	114	114	117
110	111	111	112

The  
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 2012/13

# Antennas

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NEW BULGARIAN UNIVERSITY, BULGARIA

## *Like Your Reflection?*

### QUOTES FROM THE JURY

🗨 Professionally and attractively presented project and well researched. 🗨 Clear and consistent throughout. 🗨 The consistent use of mirror images and augmented reality to put the target audience into the picture is really strong. The apps and story board concepts are excellent. 🗨 Altogether a strong entry.

**OBJECTIVE** Achieve 40% awareness about emotional damages among target group / Overturn perception that binge drinking is cool / Lower consumption levels of alcohol by at least 30%

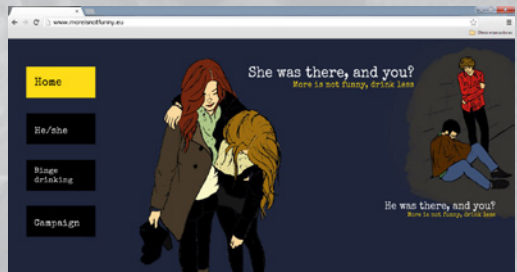
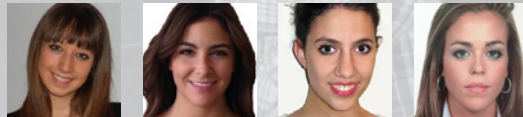
**TARGET** Alcohol consumers aged 18–25

**DESCRIPTION** This campaign aims to change young people's perception and turn binge drinking into an unacceptable social behaviour by showing the negative consequences it has on their social health status. Accomplishment is viewed by setting a new trend in motion (opposite to what is now believed - that alcohol is certainly necessary to have fun), making the target group believe that only the reasonable alcohol consumption can improve their image.

# FINALIST

## EMPTY WHALE

Milena Irrera  
Adriana del Toro  
Nerea Martinez  
Itziar Fernandez



The  
AdVenture  
Student  
Competition  
2012/13

# Empty Whale

UNIVERSITY OF NAVARRA, SPAIN

## *The Nanny Friend*

### QUOTES FROM THE JURY

🗨 The creative here has a friendly tone, which is a hard thing to do. So congratulations on that. 🗨 The positive approach and the focus on friendship seem very relevant. 🗨 Excellent behavioural insights of the target audience. The Creative materials were effective, with a clear and simple message that would resonate with young people.

**OBJECTIVE** Get young people to drink less / Create sense of responsibility by appealing to friendship

**TARGET** European youngsters, aged between 16 and 22 years old.

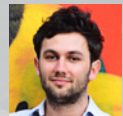
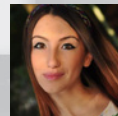
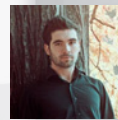
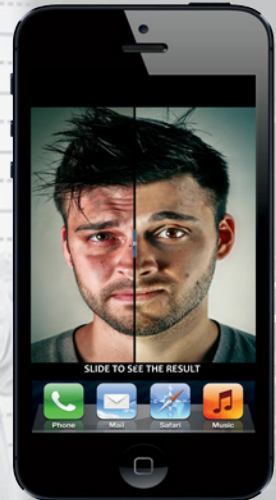
**DESCRIPTION** The nanny friend is that boy or girl of your group of friends who always takes care of you when you are drunk. He/she is the one who doesn't enjoy the night because of your irresponsible attitude. The one you bother when he/she is meeting someone special, the one who has to carry you home because you are drunk...

The nanny friend is always there to care about you. Now it's your turn to let your nanny friend enjoy the night and **TO TAKE RESPONSIBILITY BY DRINKING LESS.**

# FINALIST

## MADNESS

Andrei-Iulian Gindac  
 Alexandra Jitariuc  
 Alexandru-Gabriel Dracea  
 Adelina Maritiu



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# Madness

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UNIVERSITY OF BUCHAREST, ROMANIA

## *I'm Sorry*

### QUOTES FROM THE JURY

«Drink less, regret less» is a strong idea that is well executed, well presented and well thought through. I really like the way it uses the Drunk's Nightmare to hover like a threat of humiliation over the target audience. Well done! Good insight and strategy into making better choices, appropriate for the audience.

**OBJECTIVE** The campaign aims to reduce heavy alcohol consumption by making the target group aware of the mistakes they make when they drink too much. We have all heard the expression: «I'll probably regret this tomorrow but ...» followed by people drinking large amounts of alcohol disregarding the later consequences. This is where team Madness comes in.

**TARGET** Young drinkers and decision-makers aged 18–25.

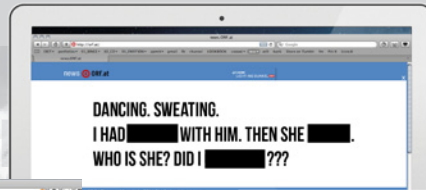
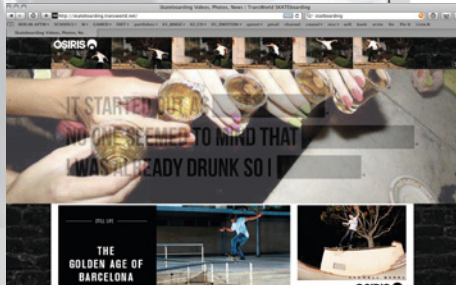
**DESCRIPTION** The campaign comprises three stages: first, it highlights a specific effect of binge drinking – the regrets caused by mistakes – while refraining from criticising, scaring, or preventing the target from drinking at all.

In the second phase, the audience is engaged with the campaign and is encouraged to think, instead of «I have to get drunk in order to have fun» rather «I can drink less and still feel good». The main focus is to efficiently communicate to the target that they could have fun, relax and socialize also by drinking a reasonable amount of alcohol, therefore drinking less.

The third phase key word is «ACT». The target is informed and aware, engaged and motivated to drink less. Now, they have to act. There is a gap between wanting or planning to drink less and really doing it, therefore the campaign will re-run after a period of time, taking into account the results of the running period.

# RUNNERS UP

news ORF.at



Flaggenstreit in Belfast: Verletzte bei Protest vor Rathaus  
Comeback von Beamten in russischen Staatsbetrieben?

## A.T.O.B.

WERBE AKADEMIE VIENNA, AUSTRIA

Felix Reismann, Tanja Weber, Dingcheng Yu, Simone Salomon

## *Don't black out alcohol*

### OBJECTIVE

The aim of this campaign is to prevent the target group from binge drinking, while promoting health and social life.

### TARGET

18–25 years old. Students. Extroverts. Independents. Crowd Leaders. Team-Captains. Outsiders. Prom-Queens. Wallflowers.

### DESCRIPTION

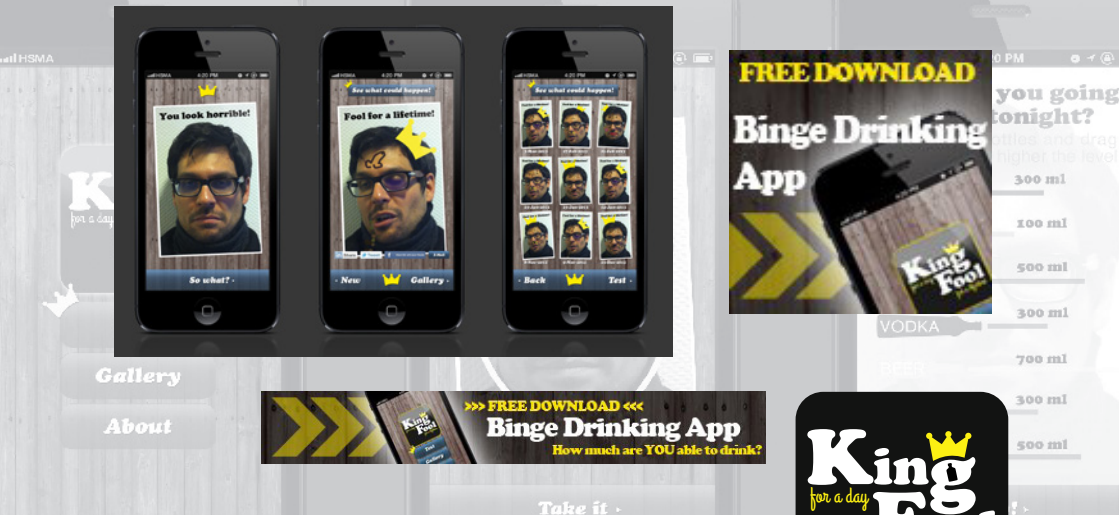
The target group remembers very well those few times when they had so much to drink, that it made them feel gross, empty and dreadful from inside. They told themselves that they would never touch a drop of alcohol again.

The campaign makes use of this feeling and takes the example of an unwanted consequence of heavy drinking that, statistically, most members of the target group know and dislike: the danger of contacting a sexually transmissible disease through unintended and unprotected sex, which could be the effect of having unknown substances thrown in one's drink. In one word, blackouts.

### QUOTES FROM THE JURY

🗨️ Comprehensible strategy, good typographic solution 🗨️ The consumer insight [...] is a really powerful one, particularly with this target audience. 🗨️ Good strategy, simple and clear.

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## Booze Buddies

MANNHEIM UNIVERSITY OF APPLIED SCIENCES, GERMANY  
 Raphael Geyer, Michael Müller, Romina Vinzenz

# *King for a day fool for a lifetime!*

### OBJECTIVE

The campaign aims to inspire self-awareness and a reasonable handling of alcohol. The growing acceptance of binge drinking is questioned and actively counteracted.

### QUOTES FROM THE JURY

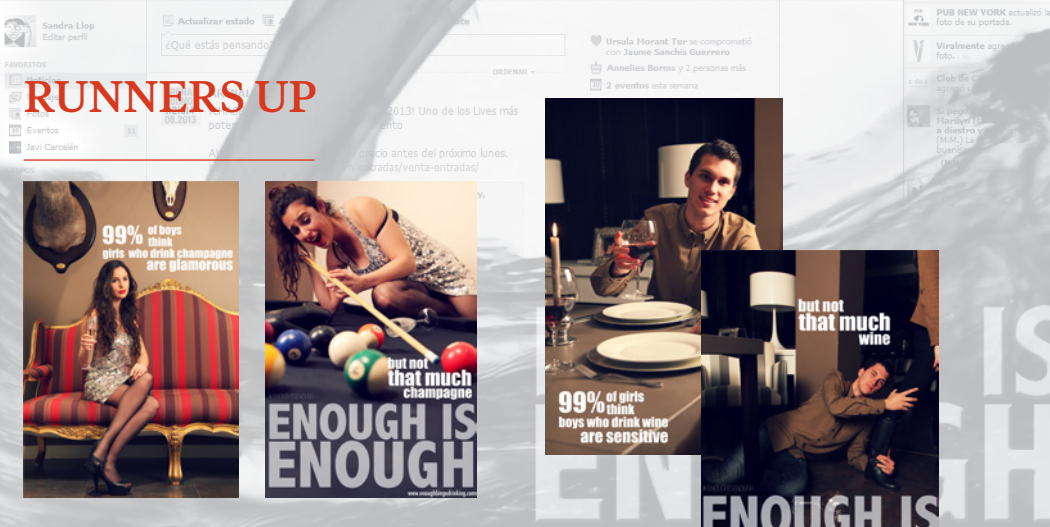
☞ Clear message that a lack of responsibility with alcohol will have long term negative consequences. ☞ Extremely well thought out creative features ☞ Good recognition and use of the power of vanity.

### TARGET

Socially instable group between 18–25 years old that uses the internet on a daily basis.

### DESCRIPTION

The most important message is that a person who lacks responsibility in dealing with alcohol will have to face negative effects in the long run. These effects will affect them as well as others. The campaign aims to make the target group more aware of their actions and develop a sense of responsibility. This process of learning socially relevant behaviour takes years and doesn't really ever end. A supposedly fun evening with alcohol can bring lifelong negative consequences for health and social life. The campaign highlights these consequences before it's too late. The warning is: King for a Day, Fool for a Lifetime!



## Dotted Line

UNIVERSIDAD CARDENAL HERRERA, SPAIN

Maria G. Dómine Chust, Sandra Llop Puchades, Marta Gil Fusté, África Tamarit Quejigo

# ENOUGH IS ENOUGH

### OBJECTIVE

Increase awareness about the risks of binge drinking to life and health, to promote less alcohol consumption / Make the target realise how ridiculous they look when they drink too much / Make people realise that binge drinking is a social problem / Educate youth about responsible drinking.

### QUOTES FROM THE JURY

- 🗨 An insightful proposal that capitalises on a realistic perspective of the central issue.
- 🗨 Love the Infographics approach. Very in vogue at present. 🗨 Strong and differentiating creative approach.

### TARGET

18 to 25 years old, their life revolving around being social. They don't like to be told what to do and refuse serious messages with a parent-like tone.

### DESCRIPTION

How to inform youngsters about the consequences of binge drinking at an age when they get tattoos of Carpe Diem and YOLO («You only live once»)?

Numerous campaigns have previously failed to alert this target audience about the problems arising from binge drinking because they were not talking to the audience. This campaign focuses on the insight that the target is not worried about alcohol consumption problems or the future. They just want to have fun and drink to be socially included. The key is to talk about what concerns the audience: social life. If they drink to be funnier, they are shown that binge drinking is not that much fun.

The  
AdVenture  
Student  
Competition  
2012/13



## Electric Cranberries

UNIVERSITY OF BUCHAREST, ROMANIA

Iulia Damaroiu, Ioana Maria Cozma, Alexandra Costrachevici, Ionut-Adrian Iordache

# Take Control

### OBJECTIVE

The aim of this campaign is to make the target audience reduce the amount of alcohol they consume, therefore to diminish the harm associated with drinking to intoxication / Raise awareness about the chances that each and one of them might be the next one experiencing negative outcomes if they continue their current drinking habit / Deliver relevant information to encourage, motivate and support the target group to assess their own drinking behavior and make changes where necessary / Elicit an emotional response from the target audience, as they will become aware of the social consequences binge-drinking might prompt (embarrassment, rejection, snubbing).

### TARGET

Young adults aged 18 to 26 who do not believe that their current drinking styles pose a long-term health and well-being risk.

### DESCRIPTION

Seeing as the target audience drinks with the main purpose of socialising, the campaign points out the fact that the gregarious effect of alcohol is only relevant if they take into account the amount consumed. As a result, after a certain high point (maximum acceptable extroversion) is reached, if drinking continues, interaction with peers can only go downhill. DRINKING MAKES YOU FUN ONLY UP UNTIL A CERTAIN POINT!

### QUOTES FROM THE JURY

🗨 Clear insight (drink to socialise) and strategy (support people in knowing where the line is and how much to drink before social impact becomes negative). 🗨 A strong creative execution. 🗨 Good solid research and insight; Interesting creative idea. 🗨 A very cool idea.

# RUNNERS UP



## Kreyatif

DESIGN AKADEMIE BERLIN, GERMANY

Florian Schaal, Christin Chmielorz, Lisa Janzen, Nicolas Fux

# Superheroes Out Of Control

### OBJECTIVE

Attracting attention for the campaign and reaching popularity among the target audience / Building a positive image for the campaign among the target audience to support an examination of the problem of binge drinking and encourage dispersion / Informing and educating about the consequences of binge drinking.

### TARGET

The extremely heterogeneous target group is represented by young European adults aged 18 to 25.

Men are more likely to have heavy drinking habits. Furthermore, binge drinking is more common among less educated and unemployed groups as well as manual workers and people who recently got their first job. Singles and extroverted individuals tend to drink more as well.

### DESCRIPTION

The campaign «Superheroes Out Of Control» portrays famous superheroes in atypical situations caused by extensive alcohol consumption, illustrated in a comic book cover design. It runs for six months and implements six series of five motives at a time. They are promoted via online and outdoor marketing, ambient media and direct marketing.

### QUOTES FROM THE JURY

- They don't have a key message or slogan, but still the message is very clear. Very clever!
- Beautifully put together and executed!
- I love this campaign!



Wednesday May 26 2010 | thetimes.co.uk | No 69957



## Parachute PR Communications

BUCKS NEW UNIVERSITY, UK

Sylwia Skarupinska, Charlotte Flitney, Tomasz Fraczak, Millie Hendy, Jack Fitzsimons

## *Project YOLO*

**OBJECTIVE** Make it personal / Educate audience / «Less is better» / Interactive

**TARGET** Parachute PR recommends a target audience of young Europeans aged 15–29 years old.

**DESCRIPTION** The campaign places a male character in the centre, based on the insight that the audience will take a male in danger more seriously than a female. The male will be stereotypical to each country (no country is the same, it's impossible to translate directly between countries). Sessions will last approximately 1–2 hours.

### QUOTES FROM THE JURY

🗨 Fundamental thinking about strategy and very consistent implementation into original idea. 🗨 Good, relevant insights starting from what did not work and what really triggers the target audience. 🗨 Very interesting observations and insights as well as set objectives.

The audience will make a series of decisions on the character's behalf on a night out such as: should he walk home or call a taxi and should he drink before going to the club. The decision will be tailored to each country's alcohol culture. The audience will believe that the video footage will be a live camera feed. The audience is thus given the sense of experiencing a night out gone wrong but from a safe distance.

# RUNNERS UP



## PUNCH

MECHELEN UNIVERSITY COLLEGE, BELGIUM

Julie Van Aken, Carmen Van Buggenhout, Pieter Buedts, David Aerts

# *Are you wespensible?*

### OBJECTIVE

Raise awareness about the consequences of binge drinking within the target group by 30% / Decrease the number of young adults that are actively binge drinking by 7%.

### TARGET

Group at a tipping point in their lives. Young European adults, risk-explorers aged 18–20 years old.

### DESCRIPTION

The target group is asked: «Are You Wespensible?»; «Do you know the limits of your own as well as those of your best friend?» The idea behind is that, if they knew this, then they could prevent their friends from drinking too much and limit the negative and dangerous effects of drinking habits.

Different scenarios recognisable for the target audience are created: when they are drunk, they feel strong and self-confident but, in reality, they possess poor assessment skills, are aggressive and do things they normally wouldn't – they feel invincible, but in fact they're not.

### QUOTES FROM THE JURY

Great, emotional appeal to responsibility with humor and amplification of shocking facts. The campaign will raise the interest and reach the objectives. This is great. Empowering, challenging and creatively well executed.





## Robocopy & Art

FONTYS HOGESCHOOL, NETHERLANDS

Sanne van de Ven, Daniëlle van Doornmalen, KJ van Gorkom, Anouk Schuurmans

# Bag for Attention

### OBJECTIVE

Showing the target group that getting into a drunken stupor will only draw negative attention towards them / Provide the target group with a tool that helps them experience how binge drinking affects them / Make the target think twice before having one drink too many / Convince the target group that binge drinking affects their social well-being as well as that of others.

### TARGET

Young adults / Aged 18–25 / Social, outgoing, fun / Interested in social media and online / Focused on appearance and acceptance by the group / Concerned by their image / Living in «here and now».

### DESCRIPTION

Binge drinkers lose sight of their surroundings while drawing more attention to themselves. The campaign shows the effects of binge drinkers' actions.

A brown paper bag is the central focus of the campaign. By pulling it over the binge drinker's head, it confronts them with their behaviour and it shows the effects they have on others by not caring about them.

At the same time, bystanders' attention will be captured. Some will laugh, some will whisper or point and stare. Both target groups are confronted with the effects of binge drinking.

### QUOTES FROM THE JURY

Great insight. Good strategy. Very good presentation. Very well told. Appealing on image conservation within target group. Good insights into the target audience and their priorities. A solid creative idea.

# RUNNERS UP



## The Socials

KH LEUVEN, BELGIUM

David Aerts, Pieter Buedts, Carmen Van Buggenhout, Julie Van Aken

## The Social Bubble

### OBJECTIVE

Create awareness around binge drinking among students, in order to change their drinking behaviour.

### TARGET

500,000 views on YouTube / Reach 10,500 students on-campus / 10% downloads of the «social-overlay» app / 5% down-

loads of the Instagram frame / Get published in 50 papers / 10% of our target group access the «on-campus» campaign

### DESCRIPTION

Students are not lonely drinkers; for them, binge drinking is a social activity. For this reason, it is important to sensitise the entire group, rather than just individuals. The best way to do so is by using popular social media (Facebook and Twitter), where students constantly communicate with each other. Moreover, with social network websites one can reach more than 60% of all European students daily. Another way to approach student groups is by advertising on campuses. Students are daily on campus. This campaign aims to reach students on a daily basis and to be a top-of-mind subject for them. This will result in word-of-mouth publicity around the campaign and around binge drinking.

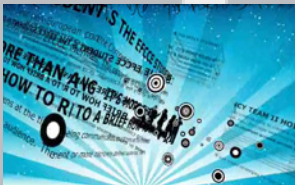
### QUOTES FROM THE JURY

🗨 An impressive proposal. Information and research is intelligently analysed. 🗨 A very thoughtful approach to tackling the problem of getting drunk. 🗨 Characterised by simplicity, this strategy addresses both behavioural patterns and campaign objectives to articulate a suitable insight.

# AD VENTURE 2013/14

In 2014, the Ad Venture competition will launch a new challenge for students across Europe! The brief will be published by the end of September 2013 on [www.adventure-competition.eu](http://www.adventure-competition.eu).

Next year's winner will be selected during the edcom Conference 2014.



# Ad Venture



Visit [www.adventure-competition.eu](http://www.adventure-competition.eu) to see more

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