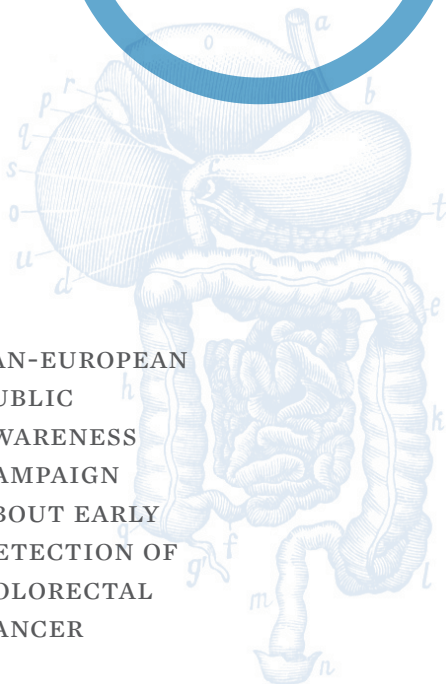




AD VENTURE

2010 | 2011

STUDENT COMPETITION



PAN-EUROPEAN
PUBLIC
AWARENESS
CAMPAIGN
ABOUT EARLY
DETECTION OF
COLORECTAL
CANCER



2010 | 2011

THE AD VENTURE STUDENT COMPETITION

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AD VENTURE 2010 | 2011

COMPETITION BRIEF

In 2007, the European Association of Communications Agencies (EACA) created the European Foundation 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 the European Foundation for Commercial Communications Education (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 2010 | 2011, 66 student teams from 17 countries took part in the competition.

This year, students were challenged to create a pan-European public awareness campaign about early detection of colorectal cancer. The campaign should aim to increase awareness of colorectal cancer and persuade the target audience to get screened.

THE CHALLENGE

Colorectal cancer is the second biggest cancer killer in men and women in the EU. Every year nearly 150.000 EU citizens die of colon cancer and more than 333.000 are newly diagnosed.

Many people are not aware that colorectal cancer is the second most common newly diagnosed cancer and the second most common cause of cancer death in the EU. There is also insufficient awareness that many of these deaths could be avoided through early detection, by carrying out effective screening followed by appropriate treatment. Indeed, due to its unique disease characteristics, colorectal cancer offers great possibilities for early detection, saving lives which would also result in a significant reduction of the costs of treatment for advanced disease.

TARGET

50 – 74 year olds and those presenting colorectal cancer high risk symptoms

BRIEF DEVELOPED WITH THE INPUT OF European Commission (DG Health & Consumers) & Lynn's Bowel Cancer Campaign

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AD VENTURE

2010 | 2011

INTERVIEWS



LYNN FAULDS WOOD

FOUNDER Lynn's Bowel Cancer Campaign, UK

"Don't make excuses" is a clever campaign dreamed up by three Austrian students who will surely have a great career in advertising in Europe.

Barbara, Kathrin and Philippa took a difficult subject – getting people motivated to be screened for colon cancer – and got straight to the heart of why many people don't take part in this life-saving screening programme, now available in most European countries.

Their campaign stressed the high risk of developing this common cancer, the simplicity of the hidden blood screening test and highlighted the excuses people use – "maybe", "later", "someday" – words which we all recognise if we are involved in the official screening programmes in our countries.

Their key visual – Mr Excuse – should become the flag bearer for promoting screening across Europe. He could save many lives!



JOLA GORE-BOOTH

FOUNDING CEO europacoln, UK

europacoln were delighted to be invited to take part in the European Association of Communications Agencies 4th Annual Student Advertising competition which this year focused on the need for early detection of colorectal cancer.

The standard of the entrants' submissions was extraordinarily high. Colorectal Cancer – the second biggest cancer killer in Europe – is not the easiest subject to promote. However the submissions tackled the subject matter with great imagination, creativity and flair.

europacoln would like to congratulate the winners from Austria for their innovative and impactful 'Mr Excuse' campaign. We look forward to sharing 'Mr Excuse' and the supporting campaign with our Affiliate and Associate groups across Europe.



LUC COLEMONT

GASTROENTEROLOGIST Sint-Vincentius Hospital Antwerpen, Belgium
FOUNDER OF WWW.STOPDARMKANKER.BE

One year ago, I was very pleased that the EACA accepted our proposal to dedicate their annual Ad Venture student competition to the problem of colon cancer.

At first sight a rather unusual topic, at second sight an excellent choice. Colon cancer is a worldwide problem. One out of every 20 people will develop this malignant disease. Most commonly it affects patients older than 50. If detected in an early stage it has a 90% survival rate. Early detection of colon cancer is possible and feasible and this disease meets all WHO-criteria for screening. That's the good news. The bad news is that there are still large differences in the screening programmes in Europe.

Creating awareness about colon cancer remains an important issue. I am convinced that participation to future screening programs largely depends on the level of information and education of the target population.

I was impressed by the enthusiasm of the three finalists and the jury had a very difficult task to determine the winning campaign.

Mr. Excuse is now ready to walk into Europe. I am sure he will save a lot of lives!

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AD VENTURE

2010 | 2011

INTERVIEWS

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AD VENTURE 2010 | 2011

INTERVIEWS



DOMINIC LYLE

DIRECTOR GENERAL European Association of Communications Agencies

The 2011 Ad Venture student competition presented our students with a difficult challenge – to create a campaign to promote awareness of colorectal cancer! However deserving the cause, the subject was hardly top of mind with the student community. We were astonished and delighted by the response – the competition attracted 66 teams from 17 countries: Austria, Australia, Belgium, Bulgaria, Croatia, Czech Republic, France, Germany, Germany, Ireland, Netherlands, Portugal, Romania, Slovenia, Spain, Turkey & UK – but more than that, the students rose to the challenge, producing intelligent, well-researched, thoughtful and highly creative campaigns.

I had the honour of presenting the winning campaign, “What’s Your Excuse?”, to an international conference of colorectal cancer experts and NGOs in Barcelona shortly after the Austrian team had been chosen winners and the response from the audience was overwhelmingly positive – testament to the hard work and application of Kathrin Janata, Barbara Koder and Philippa Baminger, the members of “the Social Path” team. Congratulations to them and their school, the Werbe Akademie Wien.

The Ad Venture competition is now in its 4th year and I am delighted to see it going from strength to strength, in terms of student entries, the quality of the campaigns and the support of the academic community.



HERVÉ BRUNETTE

PRESIDENT EUROPE TBWA\WorldHealth, France

I personally very much enjoyed chairing the Ad Venture Jury with a mix of great professionals from various disciplines: academia, caregivers, EU institutions, NGOs, communication. The students’ campaigns could thus be judged in a “real life context”, which is rather unique for an advertising competition.

The brief to create a public health awareness campaign to promote detection of colorectal cancer was not an easy one: the subject is highly sensitive, still not explored in communications, and not a big concern for students of this age. Nevertheless, the works submitted by most of the teams and presented by the three finalists were amazingly professional, well thought out and innovative. Selecting a winner between the “Sheer” team from Lessius Mechelen University College and the “Social Path” team from the Austrian Werbe Akademie Wien triggered passionate debates as the jury was impressed by the quality of the insights, the creative work and the social media approaches of both.

The team from the Werbe Akademie Wien was ultimately rewarded for the creativity of their “big idea”, its multi-channel execution, and ability to connect with all Europeans. Congratulations to the winners.

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AD VENTURE 2010 | 2011

INTERVIEWS

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AD VENTURE
2010 | 2011

INTERVIEWS



JOHN DELACRUZ

PRESIDENT edcom,
European Foundation for Commercial Communications Education

The Ad Venture Student Competition has grown in stature and exposure since its inception in 2007. Every year we have seen an increasing number of entries determined to beat even bigger, challenging and demanding briefs. The opportunity for the winning team to join the student programme at Cannes and network with the cream of the advertising industry is a wonderful personal and career-enhancing experience.

From campaigns encouraging citizens to vote in the European elections, through promotions of their University cities to last year's campaign for early detection of colorectal cancer, our students have tackled varied and increasingly serious and important issues in their stride. Having been a member of the juries every year I can honestly say that the standards are getting better, and that the discussions in the jury room after the finalists have pitched can get heated and passionate.

Reaching the final is tough, getting to Cannes is tougher still, but our young people constantly demonstrate a hunger to succeed, and an innovative and creative streak that will serve them well in their future careers.



CHAIRMAN
OF THE 2011 AD VENTURE
COMPETITION

HERVÉ BRUNETTE

PRESIDENT EUROPE
TBWA\WorldHealth 

AGNES HOOS	DIRECTOR McCann Erickson 
ANDY JONES	DEPUTY CREATIVE DIRECTOR Ogilvy Healthworld 
BARBARA HERTWIG	MANAGING DIRECTOR design akademie berlin 
BARNEY CALMAN	HEALTH EDITOR Mail on Sunday 
BORIS BELAK	CREATIVE DIRECTOR Luminus Creative, Senior Lecturer, Agora 
CATHERINE DE MIJOLLA	PROFESSOR Ecole Supérieure de Publicité 
CHARLOTTE GILLY	DIRECTOR OF STUDIES Ecole Supérieure de Publicité 
CHRISTINE MELOUS	CEO AND MANAGING DIRECTOR Ecole Supérieure de Publicité 
DAVID HULL	PRINCIPAL SCIENTIST IN RESEARCH & DEVELOPMENT PROCTER & GAMBLE Health Sciences Institute 
DENITSA SACHEVA	CEO IntelDay Solutions 
DIETMAR DAHMEN	LECTURER Werbe Akademie Wien 
DORA CONSTANDINIDES	CRC PATIENT – AWARENESS MANAGER Association of Cancer Patients 
ELIZABETH DESMOND	HEAD OF RESEARCH & DEVELOPMENT Procter & Gamble 
FRIEDA BREPOELS	MEMBER OF THE EUROPEAN PARLIAMENT Greens/EFA 
HALUK SICIMOĞLU	CHIEF STRATEGY OFFICER BBDO 
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JORGE DEL RIO	LECTURER University of Navarra 
JULIA KENNEDY	OPERATIONS DIRECTOR europacolon 
MAJA SOTLA	FOUNDER europacolon 
MARTIN KAREMAKER	SENIOR LECTURER Hogeschool Utrecht 
MONIQUE GERRITSEN	SENIOR LECTURER Haute Ecole EPHEC 
PAVEL POC	MEMBER OF THE EUROPEAN PARLIAMENT S&D 
PEDRO GRANJO VENTURA	MANAGER europacolon 
PEGGY MAGUIRE	DIRECTOR GENERAL The European Institute of Women's Health 
PETER COMBER	CHIEF CREATIVE OFFICER EUROPE GSW Worldwide 
RICHARD SCULLION	MEDIA SCHOOL Bournemouth University 
SANDRA FEMENÍA ALMERICH	LECTURER Universidad Cardenal Herrera CEU 
SORIN PSATTA	INTEGRATED COMMUNICATION DIRECTOR BBDO 
YVONNE KOERT	CO-CREATOR ABC, Avans Hogescholen 

The Jury

AD VENTURE
2010 | 2011

ROUND ONE

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AD VENTURE

2010 | 2011

THE JURY ROUND 2

The second round jury members select the 3 finalist teams among the 10 remaining campaigns.



ANDRÉ DARMON 

OWNER
Strategik & Numerik



DIANE SLADE 

DIRECTOR
International & Industry Partnerships,
Edith Cowan University,
School of Communications & Arts



JOLA GORE-BOOTH 

FUNDING CEO
europacolon



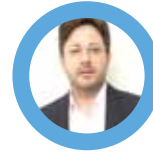
KATIE THAYER 

POLICY OFFICER
Directorate General Health & Consumers,
European Commission



PAUL KIRKLEY 

JOINT HEAD OF ACCOUNT MANAGEMENT
JWT London



CARSTEN FREDERIK BUCHERT 

DIRECTOR MARKETING & COMMUNICATION
Felix Burda Foundation



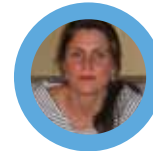
HELGA VAN DEN BULCK 

LECTURER
Intercultural Communication and Advertising



JOHN DELACRUZ 

PRESIDENT edcom
LECTURER Staffordshire University



JULIA KENNEDY 

OPERATIONS DIRECTOR
europacolon



LUC COLEMONT 

GASTROENTEROLOGIST
Sint-Vincentius Hospital Antwerpen



MARCUS BROWN 

CEO, EXECUTIVE VICE PRESIDENT
Y&R EMEA

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AD VENTURE

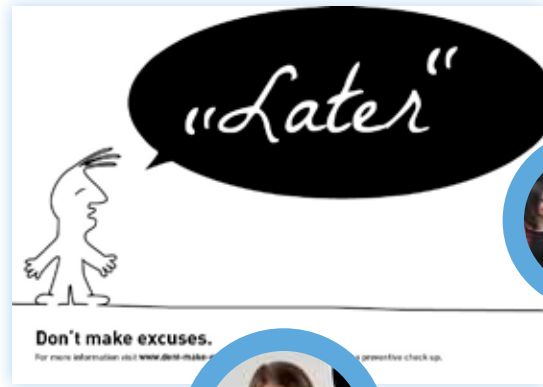
2010 | 2011

THE JURY ROUND 3

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AD VENTURE
2010 | 2011

WINNING
CAMPAIGN



Don't make excuses.



The Social Path

WERBE AKADEMIE WIEN 

BARBARA KODER | KATHRIN JANATA | PHILIPPA BAMINGER

WINNING CAMPAIGN DON'T MAKE EXCUSES

QUOTES FROM THE JURY — "The visual aid "Mr Excuse" is quite memorable" — "Well thought through plans and very executable" — "This works and has legs. It appeals to all test procrastinators of which there are many for this preventative disease."

TARGET GROUP 50-74 year olds unaware of risks

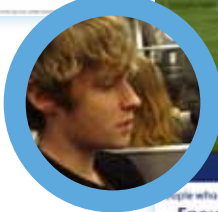
OBJECTIVE Educate Europeans of the risks of avoiding preventive tests, enforcing the idea that excuses are not justified, while taking away the fear associated with a FOBT test

DESCRIPTION The campaign is based on the insight that even though people know that they should take tests, they often invent excuses for themselves not to do so. They act like this because they are afraid of the possible test result. To lower this fear of taking tests, a key visual was created, "Mr. Excuse." The character is a simple drawing of a human being who makes excuses all the time. Drawings instead of photos were used so that people can better identify with his excuses as their own.

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AD VENTURE
2010 | 2011

FINALIST TEAM



Sheer

LESSIUS MECHELEN UNIVERSITY COLLEGE 

AMY VAN DER PLAS | JACOB BERNAERTS
SAMIRA TAÂRABTI | THOMAS WAEGEMANS

FINALIST TEAM SMALL EFFORT, BIG BONUS

QUOTES FROM THE JURY — “Inviting a very popular yoghurt brand to the campaign is a brilliant idea.” — “They’ve given a credible ‘voice’ to the campaign” — “They created a strategic idea with a sense of humor and understanding of life’s opportunities and limitations. The purpose is clear, and they’ve conveyed a campaign about what this idea offers people”

TARGET GROUP 50 – 64 year olds

OBJECTIVE Increase awareness of colorectal cancer, persuade people to get checked, reduce barriers to screening, and address misconceptions about the disease

DESCRIPTION Given the large taboo surrounding the colorectal problem, Team Sheer thinks it is necessary to make the FOBT test easy and readily available. This campaign doesn’t view the target audience as “old”, but instead as independent and active now that children are out of the house. Screening for cancer prolongs their dynamic lives allowing them to enjoy the coming years.

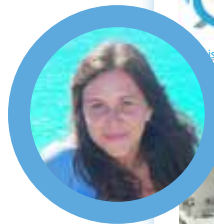
The campaign asks famous soap opera doctors “What would you do with more time in your life?” The target audience will recognize the celebrities and admire their openness and professionalism on the subject matter.

Additionally, Team Sheer plans to utilize toilet paper and bathroom doors as a unique place to spread the word about the campaign. They also suggest a partnership with Activia yogurt to post facts on yogurt lids.

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AD VENTURE
2010 | 2011

FINALIST TEAM



IT'S NEVER TOO EARLY



High Four

ECOLE SUPÉRIEURE DE PUBLICITÉ 
AGATHE PATUREL | ALICE GILLE | ALICE PAOLI

FINALIST TEAM IT'S NEVER TOO EARLY

QUOTES FROM THE JURY — “Efficient and very simple. Good creative material. It will be easy to remember.” — “Very well proposed, organized, structured, clear presentation of a campaign that is capable of reaching the entire EU targeted population.” — “Good thorough creative insights with nice examples.”

TARGET GROUP 50 – 74 year olds, particularly ages 50 – 60 and those with high risk

OBJECTIVE Inform about FOBT through multimedia and social networks to increase screening and reduce associated stigmas

DESCRIPTION The High Four campaign involves a three phase approach: thinking, feeling, and acting. Emotion is used as the guiding thread of the campaign to suppress stigmas, postponement and fear, by showing that early FOBT screening is simple and beneficial.

The High Four campaign contrasts “it’s never too late” to start dancing, to get married etc. ... to “It’s never too early” to get screened. The campaign uses warm, informational and involving tones to attract audiences’ attention.

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AD VENTURE
2010 | 2011
RUNNER UP

The Invincibles

UNIVERSITY OF LJUBLJANA 

KAJA KUŠTRIN | MATEJ MOLEK
NIKA PAPIČ | TINA CAVNIK

JOIN THE LIFE SEEKERS

QUOTES FROM THE JURY — “Very good idea to make colon cancer a wanted criminal throughout Europe, an image that could be transnational and recognized in all countries.” —

“Particularly like the potential of creating a community of people who are battling the issue together - before they have cancer.” — “Positive, involving message!”



TARGET GROUP

50 – 74 year olds interested in health

OBJECTIVE

Raise knowledge about colorectal cancer, awareness of the importance of timely screening and increase the number of people who get screened

DESCRIPTION

The campaign is divided into two phases. The first phase is an arrest warrant on colorectal cancer, in order to attract people’s attention, create a buzz and initiate conversations about colorectal cancer among people. The launching of a European movement “Join the life seekers” will announce the beginning of the second phase. People will be invited to join a movement, a community of people who value their life and will do whatever it takes to prolong it. Our aim is to make this movement’s membership so appealing that an individual will feel the need to be part of it.

MAAD

UNIVERSITY OF LEEDS 

CARMEN RODRIGUES | FRANCES KEHINDE
HAYLEY MICHELLE STRANG | JOASIA STASZEK

INVISIBLE BLOOD

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AD VENTURE
2010 | 2011
RUNNER UP

QUOTES FROM THE JURY — “The phasing strategy is very sensible and true to the realities of today’s marketing environment.” — “Very creative campaign as it’s really a different approach.” — “The Red dot idea has potential to become a universally recognised symbol that provides information without fear and make the issue more acceptable/less fearful.”

TARGET GROUP

Europeans

OBJECTIVE

Have Europeans recall that “early detection could save your life”

DESCRIPTION

The campaign reminds Europeans that the first symptom of colorectal cancer is occult blood; meaning a screening is necessary for early detection. Through various media platforms, such as Facebook, mail, and outdoor advertising, the campaign aims to reach all ages and classes of Europeans. The main visual for the campaign is centered on an intriguing tiny red dot that will be posted in cities, encouraging people to spot the dot and become engaged with the campaign. The simplicity of the imagery will make the campaign memorable and adaptable to various countries.



Reasonable

WERBE AKADEMIE WIEN LINDA REYES | MICHAEL WITTMANN | PIA ROSENSTINGL
RAPHAEL REMHOF | THOMAS GRISOLD

DON'T LET CANCER BE THE REASON

QUOTES FROM THE JURY — “Really strong and emotional insight” — “Powerful and different” — “The key message is powerful and emotive, the artwork fresh and clear, and photography is almost of publishable quality.”

TARGET GROUP 50 – 74 year olds who use print, radio and new media

OBJECTIVE Inform about FOBT through multimedia and social networks to increase screening and reduce associated stigmas

DESCRIPTION The campaign reaches its audience through a highly sensitive and fragile approach. The ads show people spending time with beloveds with captions such as “We have never been so close.” It then becomes evident that one of the pictured person is a cancer patient when the text “Don’t let cancer be the reason.” appears. By showing the consequences of not getting tested, the campaign aims to make people realize how much easier it is to make an appointment, rather than struggle for months or years with cancer.



The Blacks

UNIVERSITY OF ECONOMICS PRAGUE IRENA KARASOVA | JAN CERNY
KRISTYNA HORANKOVA | ONDREJ CERNY

LIFE IS TOO BEAUTIFUL TO MISS IT

QUOTES FROM THE JURY — “The TV ad is in many ways quite simple and beautiful” — “Highly engaging and persuasive approach” — “The right tone is used, very personal”

TARGET GROUP 50 – 74 year olds with unhealthy lifestyles

OBJECTIVE Create a universal campaign that portrays the beauty of life and what people could miss if they fail to get screened

DESCRIPTION The campaign centers around a TV spot showing video clips of beautiful moments from an elder man's life. The spot then states that the man was diagnosed with cancer at the age of 50. He would not have experienced the shown moments in his life if he had not been checked for colorectal cancer.



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AD VENTURE
2010 | 2011
RUNNER UP

dabophiles

DESIGN AKADEMIE BERLIN 

JOHANNA JOERISSEN | KATHARINA SAUER
MANUEL KLEIN | RONJA BRINKMANN

PURSUE THE NEW! GET SCREENED.

QUOTES FROM THE JURY — “Great strategic planning analysis leading to a really powerful insight” — “This campaign consistently celebrates the beauty of this age and definitely takes the high ground.” — “Full of vigor, intelligence and creativity”

TARGET GROUP 50 – 59 year olds in Germany

OBJECTIVE Push the target market to get screened so that they can pursue new things cancer-free.
– Conveying a positive approach towards life for 50 – 59 year olds
– Generating awareness and buzz for the “get screened” initiative
– Participation in the campaign, resulting in gaining knowledge and screening

DESCRIPTION The campaign underlines the 50 – 59 year olds’ urge for independency and – by the omnipresent “get screened!” logo – links this urge to the necessity of health, turning screening into something desirable. By knowing that they are healthy, the target group makes sure that they can keep pursuing their lives as they want to. The certitude of being colon cancer free enables them to make their own decision and do whatever they want, be it adventurous, new and exciting.



The Chipmunks

MANNHEIM UNIVERISTY OF APPLIED SCIENCES 

DOMINKA ZAGORSKI | FRIEDERIKE NELSON
MARKUS LAUKENMANN | PHILIPP UNTERREINER
XIANXIA KONG-AXTMANN

YOU DON'T HAVE TO BE A HERO TO MISS IT

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AD VENTURE
2010 | 2011
RUNNER UP

QUOTES FROM THE JURY —

“Stays in one’s mind” —
“Very good mix of emotional and educational strategy” —
“Rational is based on research and a good insight into the issue”

TARGET GROUP Primary target group:
50 – 60 year olds in Germany (at risk age of colon cancer)
Second target group:
60 – 70 years of age (bare possibility of prevention, yet still existent) /
30 – 50 years of age (at-risk group of tomorrow, communication bridge to parental generation)

OBJECTIVE Assert through proper tone, trust, and respect that there is no shame in getting screened

DESCRIPTION The advertisement posters use superheroes like Spiderman and Catwoman, stating “you don’t have to be a hero” to endure a colonoscopy; thus portraying the screening as a normal procedure that one should not be reluctant of. The poster leads viewers to an internationally-capable website where one can learn more about the campaign, disease and country-specific health care information. Finally, the word of the campaign will be further spread through giveaways such as buttons and information sheets.



Adloop

INSTANBUL BILGI UNIVERSITY MERVE ERTAN | TUVANA DENIZCI
CANSU YILDIRIM | SULEYMAN UYSAL

LUCKILY WE HAVE COLONOSCOPY

QUOTES FROM THE JURY — “Tastefully executed shock images” — “Creative execution is simple, impactful and funny” — “A real creative campaign”

TARGET GROUP Active, healthy-minded
45 – 65 year olds;
People already presenting
colorectal cancer symptoms

OBJECTIVE Use a humorous appeal to persuade people that colonoscopies can make our life safer

DESCRIPTION To dismiss the idea that a colonoscopy is embarrassing, the campaign created a more shameful situation. The ads show a moment of panic one might experience when a symptom appears, and the person feels the need to look at their anus to understand what is occurring. This situation would be accompanied with a different sense of shame and fear of having colorectal cancer. To avoid this dilemma, the campaign expects more Europeans to seek information and get screened. Additionally, the campaign will use guerrilla marketing tactics to post posters in bathroom stalls and print facts on rolls of toilet paper.



Ion

WERBE AKADEMIE WIEN MATHIAS TAGWERKER | KARIN WELPONER
CATHRIN HASLINGER | KATHARINA MALY

CHANCE TO CONTINUE

QUOTES FROM THE JURY — “Beautiful, relevant and professional logo” — “Good creative insight, nice creative execution and graphic style” — “The sticker is an excellent idea”

TARGET GROUP 50 – 60 year olds in the mid to upper class, interested in the future

OBJECTIVE Use an understanding, non-threatening approach to persuade the target market to take care of themselves

DESCRIPTION This campaign is based on the principle if people take time to do the things they love, they should take the time to get a check-up. Getting screened is presented as a chance to continue leading a full, normal and active lifestyle. The circular logo reads “Chance to Continue” and will be stickered to magazine ads of cooperating companies that support a healthy lifestyle such as Dove. The sticker will raise more awareness and attention than a traditional print advertisement.



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AD VENTURE
2010 | 2011
RUNNER UP

Dr. L.J.N.P. Avery

HOGESCHOOL UTRECHT 

NADIRAH DE LING | JOUKJE DE BEER
LAURA DAMEN | PAULINE LANDA

GOLD TOGETHER

QUOTES FROM THE JURY ____ *“Impressive and impactful campaign”* ____ *“Well researched presentation and convincing, comprehensive strategy”* ____ *“Creative materials look professional”*

TARGET GROUP 50 – 74 year olds

OBJECTIVE Encourage preventative care for colorectal cancer through the depiction of “golden moments”

DESCRIPTION This campaign celebrates moments in one’s life that are significant and should not be missed. The commercial shows a woman unlocking a door to some of her own treasured memories. The ad reminds the audience that colon cancer is the second leading cause of cancer death in Europe, yet it is treatable if diagnosed early. The commercial concludes in saying that “Screening is the key to golden moments.” The campaign website integrates this idea as well offering an interactive opportunity for people to upload a photo of their own golden moments.



adRescue

UNIVERSITY OF ECONOMICS PRAGUE 

MONIKA HERMANKOVA | PETRA MENDLIKOVA
TEREZA HEJKALOVA

DON'T WASTE TIME!

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AD VENTURE
2010 | 2011
RUNNER UP

QUOTES FROM THE JURY ____ *“The progression from strategy to creative seems natural”* ____ *“Good solid strategy with strong media highlights”*

TARGET GROUP Czech Republic’s 50 – 74 year olds who see themselves as young, healthy and connected

OBJECTIVE Increase awareness and prevention of the disease through the use of a mascot and doctors

DESCRIPTION This campaign is represented by a simple blue mascot symbolizing colorectal cancer. In advertisements the mascot will be pictured as a replacing person within a group. The ads imply that if the unpictured person had undergone preventive measures, he or she would have been able to appear in the photo; instead the disease’s mascot has taken presence. The campaign also targets doctors to spread the word about screenings and additionally aims to gain awareness through a popular local soap opera in which one character would become diagnosed with the disease.



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to see more