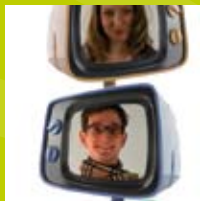


2008 | 2009

THE AD VENTURE STUDENT COMPETITION

Encouraging consumers
to purchase low emission cars



CONTENTS

INTRODUCTION

Ad Venture / 2009 competition brief 3

INTERVIEWS

Dominic Lyle, Director General EACA 4

Barbara Posch, President EFCCE 5

Michael Kapfer-Guiliani, Lowe GGK & Chairman of the Jury 5

Philip Owen, Head of Unit DG Environment 6

Ivan Hodac, Secretary General ACEA 7

THE JURY

THE CAMPAIGNS

Winning team 10

Finalist teams 12

3

THE AD VENTURE STUDENT COMPETITION

In 2007, the European Association of Communications Agencies (EACA) created the European Foundation for Commercial Communications (EFCCE) which now has over 30 academic members.

REAL-WORLD EXPERIENCE

The purpose of the European Foundation for Commercial Communications Education (EFCCE) is to develop projects driven by agencies and academia and facilitate students' professional insertion. The pan-European Ad Venture competition challenges students to form a "virtual" agency and prepare a campaign in response to a specific brief. In 2008-2009 over 60 student teams took part in the competition.

This year, students were asked to encourage European consumers to consider environmental performance as a key factor in car selection & purchase alongside traditional purchase factors such as price, size, reliability, safety, comfort and performance.

THE CHALLENGE

Europeans say they intend to buy environmentally-friendly products: 75% of EU citizens have indicated they were ready to buy environmentally-friendly products, even if they were more expensive. But, in reality, only 17% actually did so¹. Why don't EU consumers consider environmental performance as a key factor? Many Europeans aren't sufficiently informed or in denial over environmental issues; they believe that

"green marketing" often rhymes with luxury; or – in the case of cars, fear that the performance of the product would be affected.

'SHOP YOUR TALK'

This year students were asked to create an integrated campaign to:

- influence European consumers' traditional car buying patterns
- drive European consumers to 'shop their talk'
- raise awareness on how consumers can help reduce CO₂ emissions

Students could choose as their target audience either families or young people.

CLIENTS

Students were asked to develop a campaign for a joint client: the European Commission's Environment Directorate-General and the European Automobile Manufacturers Association (ACEA).

1. Study on the effectiveness of Directive 1999/94/EC relating to the availability of consumer information on fuel economy and CO₂ emissions in respect of the marketing of new passenger cars. Commissioned by the European Commission, Directorate-General for Environment http://ec.europa.eu/environment/air/transport/co2/report/final_report.pdf



4

EUROPEAN ASSOCIATION OF COMMUNICATIONS AGENCIES (EACA)



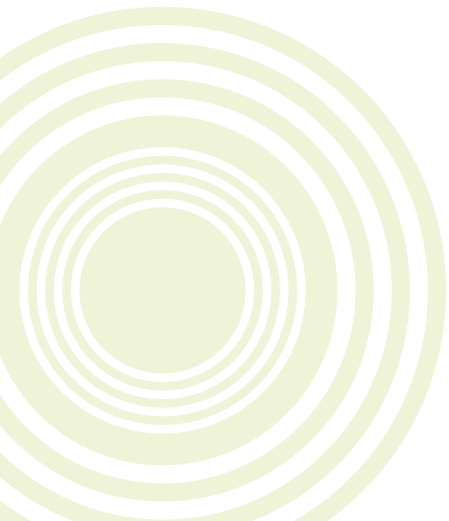
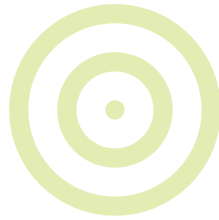
DOMINIC LYLE
Director General – EACA

The 2009 Ad Venture student competition has been a great success. Around 250 students from 12 countries took part in the competition and demonstrated that the schools and universities teaching commercial communications throughout Europe are doing a good job and are creating fresh blood for agencies.

Of course these campaigns have been produced by students in their early twenties and are not highly finalised but they provide great insights into how to get youngsters & families to buy more eco-friendly cars.

It was a challenge to work with DG Environment and ACEA on this year's brief and great to see that the three finalist campaigns managed to seduce both organisations. This is the good thing about students; they come up with refreshing approaches and don't fall into the usual pitfalls relevant to public information campaigns which often end up being over-institutional and ineffective.

The 3 finalist teams developed concepts full of fun and energy. I personally loved the Austrian team's analogy between picking the right partner and buying a car, the Romanians' FIT concept and the Germans' car wash event but I will now leave it to you to discover the campaigns in more detail!



5

JURY CHAIRMAN



MICHAEL KAPFER-GUILIANI
Managing Director
Lowe G&K – Austria

It was an honour to chair the Ad Venture Jury and very interesting to see the students' campaigns and the reactions they gave rise to. The jury was composed of an interesting mix of people coming from very different worlds: advertising, academia, automobile industry, European institutions and NGOs.

The three finalists also used very distinct ways to reach out to their target - an analogy with love stories for the Austrians, references to the animal kingdom for the Romanians and to the trash culture for the Germans - so it turned out to be a difficult exercise to pick the winner!

However we managed to find some consensus and decided that the Austrian campaign wasn't only lovable at first sight but well thought out and potentially effective.

EUROPEAN FOUNDATION FOR COMMERCIAL COMMUNICATIONS EDUCATION



BARBARA POSCH
President EFCEE & Director
Werbe Akademie – Austria

The Ad Venture competition is a great experience for students. It is an opportunity to work in teams, put into practice what they are being taught and get prepared for the agency world.

The students found this year's brief very inspirational which helped to get their motivation levels high and to undertake all the necessary research work on the chosen target, car buying patterns, European environmental policies...

This preliminary step represented a huge amount of work but then allowed them to make use of their creative skills to develop catchy campaigns and send a clear message to their target. I believe a lot of the campaigns submitted by students achieved this goal and could help DG Environment and ACEA to find the right tone to address European citizens and consumers.

And unsurprisingly...I am particularly proud that a team from my school won!



EUROPEAN COMMISSION DIRECTORATE-GENERAL FOR THE ENVIRONMENT



PHILIP OWEN
Head of Unit
Clean Air and Transport

Engaging with apprentice communications professionals is a new experience for DG Environment. We helped to draft the Ad Venture brief, provided resources for the students to research the environmental issues surrounding cars and took part in the two judging rounds.

The objective of DG Environment is to protect, preserve and improve the environment for present and future generations. Climate change is our major priority.

Encouraging consumers to consider environmental aspects when buying a car is challenging, yet hugely important for achieving our goal to fight climate change. Buyers making more informed choices will help to drive further improvements in fuel efficiency and reduce emissions from road transport. It was good to see that the young generation can be a source of inspiration to find ways of reaching out to young citizens and families.

The great variety of approaches and the originality of students' ideas demonstrate that marketing and communication have a role to play to raise awareness levels and help reduce CO₂ emissions.

EUROPEAN AUTOMOBILE MANUFACTURERS ASSOCIATION



ACEA

IVAN HODAC
Secretary General

Creating consumer awareness is instrumental in the transition to a low-carbon economy, and that is why ACEA fully supported this year's ambitious advertising challenge for communications students across the EU. It is essential that drivers are aware of the many options they have to reduce their carbon footprint and best meet their mobility needs – from fuel-efficient technologies to the type of fuel used, the driving style applied and a careful travel planning.

In 2008, 16% of newly registered cars – or 2 million – emitted less than 120 grammes of CO₂ per kilometre. That is quite an achievement, knowing that these cars only started to reach market about 8 years ago. Over 40% of all new cars sold in Europe now emit less than 140 grammes of CO₂. Most of this result comes to the credit of new technologies developed by the European automobile manufacturers. They are world leading in environmental technologies, and CO₂ emission reduction continues to be at the heart of all manufacturers' strategies.

However, current and future significant CO₂ reductions cannot be realised without an increasingly responsive consumer. The Eurobarometer polls from the European

Commission show that EU citizens are hesitant to bear the cost of reducing the environmental impact of personal transport.

This poses the challenge to car manufacturers to continue investing large sums in research & development, while keeping their automobiles affordable to a broad consumer base. It also calls on policy makers to help create a market for CO₂ efficiency, for example through fiscal incentives. Finally, consumers must be able to make a well-informed choice.

The advertising students' competition has helped to push that process further. It turned out to be a real challenge indeed, and we have seen some very inspiring results. I would like to thank all student teams involved in the competition for their efforts and creativity, and the organisers for setting such a topical task.





CHAIRMAN



MICHAEL KAPFER-GIULIANI Managing Director – Lowe GGK

JURY MEMBERS ROUND 1

	EVA BERNREITER	Managing Director – BBDO
	JAN BINAR	CEO – McCann-Erickson
	DUDLEY CURTIS	Communications Manager – EU Federation for Transport and Environment
	PHIL EDMONDS	Account Director – Publicis London
	FABIO DALAN	Policy Officer – DG Environment
	PAUL FLEMMING	Senior Lecturer – Staffordshire University
	MONICA FRASSONI	MEP – The Greens
	MONIQUE GERRITSEN	Senior Lecturer – EPHEC
	COLIN HENSLEY	General Manager Corporate Affairs and Planning – Toyota Motor Europe
	BARBARA HERTWIG	Managing Director – design akademie berlin
	FRANCISCO J. PÉREZ-LATRE	Professor – University of Navarra
	GIOVANNI LUNGHU	Lecturer – University of Udine
	CARLOS MARTÍNEZ- CABRERA	President – Contrapunto
	ANDREAS MENGELE	Managing Director – Heimat
	DAVID MÉNOCHET	Head of Marketing & Communications Department – Renault SAS
	SOLANGE MONTILLAUD-JOYEL	Communications Officer – UNEP
	TOBIAS NICKEL	Marketing & Communications Director – BMW
	MILAN POSTLER	Senior Lecturer – Prague University of Economics
	SORIN PSATTA	Communication Director – BBDO
	GERDA REICHL-SCHEBESTA	Creative Director – TBWA Vienna
	GUIDO SACCONI	MEP – European Socialist Party Group
	GRAZYNA SHARZYNSKA	Managing Director – Albert Lumberjacker
	ANNEKE VAN DER VOORT-KRUK	Lecturer – NHTV
	ANDRIAAN WAGEMANS	Media Director – ZenithOptimedia

THE JURY

9

The jury for the 2009 AD VENTURE Student Competition

JURY MEMBERS ROUND 2



JOHN DELACRUZ
Senior Lecturer – Staffordshire University



PETER DRÖSSLER
President – Austrian Agencies Association



MALGORZATA GOLEBIEWSKA
Policy Officer – DG Environment



JEAN-CLAUDE HAMILIUS
Senior Lecturer – Hochschule Mannheim



FRANCES ILLINGWORTH
Global Recruitment Director – WPP Group



KARINE SCHAFFER
Advertising Manager – Renault



DIANE SLADE
Partnerships Director – Edith Cowan University



GUILLAUME VAN DER STIGHELEN
Copywriter & Creative Partner – Duval Guillaume



WINNING TEAM

AD HOC**NOT ON EVERY BACKSEAT
NICHT IN JEDE KISTE****AD HOC**

Austria_Werbe Akademie Wien

MARLIES AUCHET
KATHRIN HAHNEKAMP
KERSTIN HOLZER
PIA PEMMER

QUOTES FROM THE JURY

“Excellent strategy and creative brief, spot on to reach and motivate the target”

“Positive approach is refreshing”

“Creative material very nicely done, well executed”

TARGET GROUP

17-25 YEAR OLDS

“We chose to target young people because they tend to be open-minded and don’t have fixed ideas.”

DESCRIPTION

“We recommend the ‘good friend’ approach. We use authentic testimonials to create a relationship between our integrated campaign and our target audience. It’s a fact that you would rather listen to a good friend than to a stranger.

Our campaign is structured around 3 TV spots that showcase 3 young people in their mid-twenties who talk about their first car purchase. The spots create the impression that these youngsters are talking about their first love. Only the last sentence reveals that the stories are actually about their first car.”



FINALIST TEAM

ECO-FUN**HAPPY DRIVING****ECO-FUN**

Germany _design akademie berlin

FREDERIC GROSS
 JANA KERSTEN
 CÉLINE MARINA SCHMIDT
 JULIANE WEIS

QUOTES FROM THE JURY

“Very good,
 very emotional campaign”

“Telling youngsters
 that acting responsibly can
 make you sexy is quite smart!”

TARGET GROUP

18-24 YEAR OLDS

“Young people are attracted to novelty which means their buying habits and their attitudes to the environment are likely to change.”

DESCRIPTION

“Our campaign is split into two parts. The first one is ironic and trashy and aims to raise awareness through the depiction of an extremely exaggerated automotive lifestyle which symbolises the wrong kind of happy driving.

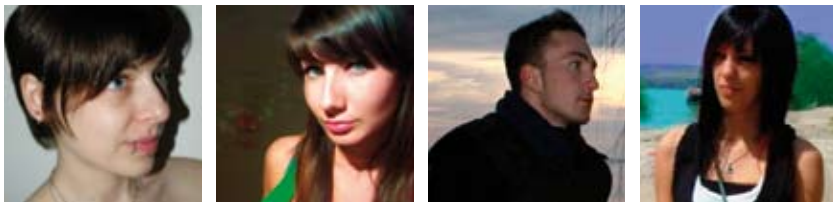
The second part of the campaign is informative and demonstrates that happy driving can be achieved in a positive way. The message here is also that acting responsibly can also be hip and sexy.”



FINALIST TEAM

SPOT LIGHT

FOLLOW THE INNOVATIVE TECHNOLOGIES



SPOT LIGHT
Romania_University of Bucharest

ELENA MARIN
ANDREEA MATEESCU
ADRIAN MUTESCU
RALUCA NICOLAE

15

QUOTES FROM THE JURY

“Unusual approach. Unagitated and clear. Innovations will be expected as state of the art and become relevant criteria when buying a car”

“This is an interesting creative idea comparing the evolution of animals to the evolution of the car”



TARGET GROUP

26-35 YEARS OLDS

“Our campaign is addressed to European young families. Here are their main characteristics: they are well-educated, have medium to high incomes, live in urban areas and have a cosmopolitan life style. They are aware of environmental issues and try to achieve a balance between their professional and personal life.”

DESCRIPTION

“We chose to promote eco-friendly cars through a new concept combining various technologies - such as improved aerodynamics, energy-recovering brakes and LED lights - called FIT (Follow the Innovative Technologies). In order to help our target audience understand why these technologies are beneficial to the environment we used a comparative approach. We chose four animals (elephant, camel, tiger, crab) and matched a technology with one of their characteristics. For example, elephants flap their ears to cool down their bodies, which is a form of efficient cooling and the camel can resist 10 days without drinking water which corresponds to impressive engine efficiency!”



EUROPEAN ASSOCIATION
OF COMMUNICATION AGENCIES

Boulevard Brand Whitlock 152

B-1200 Brussels

T +32 2 740 07 10

F +32 2 740 07 17

communication@eaca.be

www.eaca.be

EUROPEAN FOUNDATION FOR COMMERCIAL
COMMUNICATION EDUCATION

www.eacaeducation.eu

EUROPEAN AUTOMOBILE
MANUFACTURERS ASSOCIATION

Avenue des Nerviens 85

B-1400 Brussels

T +32 2 732 55 50

F +32 2 738 73 10

info@acea.be

www.acea.be

Visit **www.eacaeducation.eu/student_competition** to see more



ACEA

