

Press Release July 2011

EACA Summer School “challenges and inspires” international students

July 2011 - During the week of 11 to 15 July 2011, marketing & communications students and young professionals from 17 countries took part in the second EACA International Summer School at the IESE Business School in Barcelona, Spain.

The 68 students, from Austria, Belgium, Cyprus, Czech Republic, Denmark, France, Ireland, Italy, Lithuania, Portugal, Romania, Spain, Slovakia, The Netherlands, Turkey, Serbia and Switzerland, found the week “challenging and inspiring”, particularly enjoyed working in a multicultural environment and loved the “intense and exhausting courses”.

Students were divided into two groups according to their level of experience, a foundation group aimed at 1st and 2nd year students and an advanced group for 3rd year & Masters degree students and young professionals with one or two years work experience.

In addition to the week’s study programme, the EACA Summer School worked in partnership with Henkel who provided a client brief which was presented to all the students on the first day. During the week the students worked hard between lessons in teams to develop an integrated campaign for Neutrex laundry additive – and the clients were very impressed by the students’ innovative ideas.



1 – Foundation group winning team

“Blindly trusted” was the slogan of the winning concept of the foundation group, referring to a blind person whose life is very challenging but who can blindly trust Neutrex since everybody cares about clean and colourful clothes. The main idea was to position Neutrex as a CSR product to contrast with its competitors. Consumers contribute to a charity for blind people by buying a pack of Neutrex.



2- Advanced group winning team

The winning team in the advanced group proposed the idea that it is okay to make yourself dirty. It’s something that we do every day by being clumsy and it is just part of life. With this message, Neutrex ‘allows’ consumers to be themselves, to continue having fun in life without “stressing about getting dirty”. Neutrex will take care of that dirtiness. Since everyone has a clumsy friend (or relative), the campaign enables people to send a funny postcard to their clumsy friend which is also a promotion to get a free box of Neutrex.

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"Our objective was to see different approaches to our current Neutrex campaign from younger profiles," said Nuria Ribe, Marketing Director at Henkel Spain. "The excellent team presentations based on a very challenging brief more than met our objectives. It was a really interesting exercise and there is clearly a lot of potential among these students, well done to all of them!"

The students attended workshops such as "The business background behind marketing", "Building effective communications plans", "Brilliant strategic planning, research & Developing Consumer Insights", "Learning to present yourself and your ideas brilliantly", "New business and pitching Skills", "Generating great creative Ideas", "Social media and brand strategy" given by leading advertising practitioners which enabled them to learn how the different disciplines fit together to create a complete advertising campaign.

Xavier Oliver, senior lecturer at the IESE & a former EACA and edcom President gave a masterclass on brands to the students as part of the school week. He commented: "The Summer School is like a dream come true for those who worked at the EACA and for the future of advertising in Europe".

Micky Denehy, Principal EACA International School of Advertising and Communications added: "The second EACA Summer School was acknowledged by both participants and organisers to be a great success. The delegates worked and pitched together in international teams and hugely impressed the clients with their strategic and creative proposals. They also attended a series of inspiring workshops from senior industry practitioners to help develop both commercial craft and personal life skills. The energy, enthusiasm and passion shown by the next generation of advertising industry were terrific and suggest the future of the industry is in good hands. It was clear that the ideas and creativity were also inspired by the sights, sounds and nightlife of Barcelona! I look forward to the EACA Summer School 2012'.

The 2012 Summer School will take place at the Berlin School of Creative Leadership in Germany.

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EACA International School of Advertising and Communications, was launched in 2009 by the European Association of Communication Agencies. Its purpose is to help raise professional standards across the communications industry by training and developing the skills and talents of its practitioners.

edcom, The European Foundation for Commercial Communications Education, was founded to promote excellence in commercial communications education and research, enhance communication and co-operation between the European commercial communication sector and academic partners, to facilitate cross-border education, employment and exchange of commercial communications students and to promote knowledge and understanding of innovative advertising and communication techniques and new use of media and other public platforms.

EACA, the European Association of Communications Agencies, brings together the advertising, media and sales promotions agencies across Europe, enabling international experience and issues to be shared and dealt with on a pan-European basis. It provides an important link between agencies, advertisers and the advertising media in Europe and around the world and participates closely in the setting of standards in many aspects of the business across Europe.

Pictures:

1. Foundation group winning team (l to r): *Aurelie Ceuppens, Irina Haritonovici, Tamara Ramach, Arthur Van Alphen, Annelotte Tolboom*
2. Advanced group winning team (l to r): *Alexander Holzhammer, Matthieu Guilhem, Lavinia Cinca, Laura Van Avondt, Lotte van Breemen*