VISUAL: SCREENSHOT OF THE AD VENTURE FINALS SCREEN

ADD SOME QUOTES?

The Winner of the Ad Venture Student Competitions 2019-20 has been selected!

This year’s first virtual edition of the Ad Venture Student competition was a great success despite the challenging times! We are really happy to announce the winner: Team BEYOND, LÖSS, SQUARE. From Ecole Superieur de Publicité Lyon- France, Hogeschool Utrech, Ecole Superieur de Publicité Lyon-France! The team has convinced the third round jury with their campaign entitled “Nothins is Lost Everything is Transformed, The Red Collect, Collect to Connect”. With this campaign, this team aims to X.

Team **BEYOND** with the campaign name –**Nothing is Lost Everything is transformed**–  proposed to change the image of Coca-Cola by turning them into pro-active actors for ecology. To achieve this, a collaboration between Coca-Cola and Adidas is being suggested to create an exclusive collection of recycled clothing and shoes. They are going to make the citizens of Prague and Bratislava actors of this action as well by encouraging them to bring plastic bottles back to Adidas stores. The bottles will be collected and turned into a collection of clothes and shoes for the consumer to buy.

Team**LOSS**named their campaign**– Collect to Coonect-**they propose a collaboration with NGOs, influencers and Coca-Cola employees, all participants will clean- up the river Vltava from plastic pollution. This action is the starting point for the campaign: This “raw content” created will be used for a documentary about the river. The documentary not only portrays the river and its culture but also the river’s plastic pollution created by people. Coca-Cola’s role in this is being the initiator of the clean-up. The brand acts as a saviour of meaningful Czech places and inspires to a more conscious behaviour.

Team **SQUARE**named their campaign – **The Red Collect**– their idea is about setting up special collection bins for plastic bottles in the city centre of Bratislava. The material collected will then be transformed into a bike path.Ideally, this solution should be replicated in other cities in Slovakia and then in other European countries with low recycling rates.

All this combined with a great presentation, had the jury impressed.

The winning team, represented by X, X, X and X competed against 58 other teams from 12 countries answering a brief developed in collaboration with the client, Coca Cola Czech Republic & Slovakia. Coca Cola offers more than 500 brands and 4,300 products worldwide. While many brands have come and gone during the past 133 years, Coca Cola’s success is based in part on their history of investing in the success and sustainability of the communities they call home, from their hometown of Atlanta to more than 200 countries and territories where you can find their product today.

For this years’ edition, students in the field of commercial communications were challenged to create a communications campaign to increase the corporate reputation of Coca-Cola Czech Republic and Slovakia on the topic of zero waste. Their task was to find innovative solutions to create local behaviour change with the goal to bring about positive environmental impact and position Coca-Cola as a pro-active leader of the waste problem solution.

LOSS-Annika Gruss, Maartje Mestrini, Emiel Heuver, Paul Vista and Aline Knobloch

-SQUARE- Sarah O’ Hayon, Pierre Cauchois, Corentin Hernandez, Elodie Muguet and Ouijdane Chahdi

-BEYOND- Gianna Machina, Nina Bautaoui, Marine Briec, Manon Barrier

The three finalists – Team BEYOND ( Ecole Superieur de Publicité Lyon- France), Team LÖSS (Hogeschool Utrecht) and Team SQUARE.(Ecole Superieur de Publicité Lyon-France)– were selected during two initial judging rounds and were given complete creative freedom to present their campaign to the final jury and the Edcom members online via Zoom.

The final jury, chaired by Richard Robinson (Managing Director of Xeim Advise, Econsultancy), is composed of Robin de Wouters (Communication Coordinator at European Interactive Digital Advertising Alliance), Jan Binar (CEO McCann Prague), Mathilde Gollety (Professor of Management and Marketing- University of Paris 2 Pantheon Assas), Jo de Bruin (Digital Marketing Professor and Coach- University of Gent) and client representatives Martin Binder (Business and Commercial Strategy Manager CZ/SK at The Coca-Cola Company) and Petra Sabova (Marketing Manager CZ/SK at The Coca-Cola Company).

The students from the winning team, will be rewarded for their hard work with travel, accommodation and tickets to the prestigious Cannes Lions International Festival of Creativity which will take place in June 2021.

Registrations for the next Ad Venture Student Competition will open in autumn 2020.

Organised by European Institute for Commercial Communications Education (edcom) and The European Association of Communications Agencies (EACA), Ad Venture is the first Pan-European competition which gives students the opportunity to experience what it is like to work in advertising by creating their own campaign in response to a brief from a real client.

For further information, please contact inspire@eaca.eu or visit the [*webpage*](https://www.eaca-inspire.eu/students/ad-venture/) of the competition.