

The Top 3 Finalists of the 2023–2024 Ad Venture Student Competition have been announced!

Brussels, 14 April 2024: The European Institute for Commercial Communications Education (edcom) and the European Association of Communications Agencies (EACA) are excited to announce the finalists of the 16th annual advertising student competition, Ad Venture, in collaboration with **Lipton® ICE TEA**.

The top 3 finalists who will be travelling to London to present live in front of the client on the 26th of April are as follows:

- Team Moonrisers, New Bulgarian University, Bulgaria
- The 04, SupdePub Paris, France
- Team Sunrays, New Bulgarian University, Bulgaria

“The depth, breadth and quality of research and insight in this year’s submissions was outstanding! As was the craft applied to the creative ideas - some fantastic, well-articulated responses. An absolute joy to be championing the future stars of our Industry” – shared Joanne Booth, the 2024 Jury Chair, Strategic Director at Dentsu Creative.

“What an honour it has been to be part of the journey of future talent. The standard of entries has been incredibly high as teams brought some truly unmissable strategic and creative thinking to our brief. We can’t wait to see the shortlisted winners bring their ideas to life in the live judging.” – commented Jacqueline Koutoumas, Global Brand Manager Digital, Pepsi Lipton at the end of the judging session.

Lipton® ICE TEA has been Rooted in Sir Thomas Lipton’s vision for accessible, quality beverages since the late 19th century. In a digital society where the new generation is spending increased time engaging on social media platforms, Lipton® ICED TEA challenged the students to use their insights and creativity to appeal to Gen-Z by creating a standout, trendy, relevant brand image through a fashionable Swag programme.

Ad Venture is the first Pan-European competition that offers the opportunity to more than 300 comms students from universities all over Europe, and beyond, to work on real-life cases provided by real clients. Each year the winning team is presented with tickets to attend the Cannes Lions Festival where they can network with top figures in the industry and learn from the best examples of advertising and communications.

Our expert consisting of academic and industry professionals had a very difficult decision choosing the top three finalists, the jury included:

Jury Chair:

Joanne Booth, Strategy Director, Dentsu Creative

Jurors:

Jacqueline Koutoumas, Global Brand Manager Digital, Pepsi Lipton

Maya Jabrallah, Junior Motion & Graphic Designer, Consultant, Pepsi Lipton

Jordan Mc Dowell, Digital Strategy Director, McCann Manchester

Bianca Novaes, Planning Director, Ogilvy UK

Joep Peeters, Fontys Hogeschool Tilburg, The Netherlands

Madalina Moraru, University of Bucharest, Romania

Dr Jackie Raphael-Luu, University of the Arts London, UK

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For more information, please contact Francesco Bottegal, Project Officer at Francesco.bottegal@eaca.eu.

Notes to Editors

About Ad Venture Student Competition

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.

About edcom

edcom is the European Institute for Commercial Communications Education. It strives to promote excellence in commercial communications education and research and to further exchanges between the European commercial communications sector and academic partners. Edcom was founded by EACA together with the founding academic partners in 2007. Find us on [Twitter](#), [Facebook](#) and [LinkedIn](#).

About EACA

The European Association of Communications Agencies (EACA) represents more than 2 500 communications agencies and agency associations from nearly 30 European countries that directly employ more than 120 000 people. EACA members include advertising, media, digital, branding and PR agencies. EACA works closely with EU institutions to ensure freedom to advertise responsibly and creatively. For more information, visit www.eaca.eu. Connect with us on [Twitter](#), [Facebook](#) & [LinkedIn](#).

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