

The Team *The 04* wins the 2023–2024 Ad Venture Student Competition!

Brussels, 30 April 2024: The European Institute for Commercial Communications Education (edcom) and the European Association of Communications Agencies (EACA) are delighted to announce “**The City Coolers**” by **The 04 team from Sup de Pub, Paris**, as the winner of the 16th annual advertising student competition, Ad Venture, in collaboration with **Lipton® ICE TEA**.

“What a rollercoaster this experience has been! We’re beyond thrilled to have gone this far, and on top of that, with the best team that made the whole journey extra fun!” – expressed the **winning team**, who was awarded with **tickets to attend the Cannes Lions Festival** to network with top figures in the industry and learn from the best examples of advertising.

The members of *The 04*, together with the other finalist teams **The Sunrays** and **The Moonrisers** from the **New Bulgarian University**, met on Friday, 26th April in London to pitch their proposals to Lipton representatives and to the jury, chaired by Joanne Booth, strategy director at Dentsu Creative and including academic and industry professionals.

“The quality of the papers this year was incredible, each finalist team pushing the boundaries of the brief in very different ways, from compelling insights to AI. Our winner stood out to all the jurors because of its unprecedented depth of craft in creative execution as well as media placement. The 04 with “The City Cooler” inspired us all, a compelling and unique idea that single-mindedly spoke to the Lipton Iced Tea brand and their audience.” - commented Joanne Booth, Strategy Director, Dentsu Creative London.

Lipton® ICE TEA, the brand that presented a real-business case to more than 400 comms students from universities all over Europe in this edition, challenged the participants to use their insights and creativity to appeal to Gen Z by creating a standout, trendy, relevant brand image through a fashionable Swag programme.

“It was an absolute pleasure to partner and be on the jury of European Institute for Commercial Communications Education’s (edcom) AD Venture. Loved hearing from a brilliant pool of young talent and many congratulations to The 04 team.” - commented Nipa Shah, Head of Global Marketing, Pepsi Lipton.

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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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