

Team "Worth the Wait" from Fontys University Wins 2024–25 Ad Venture Student Competition

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The European Institute for Commercial Communications Education (edcom) and the European Association of Communications Agencies (EACA) are delighted to announce that **Team "Worth the Wait" from Fontys University of Applied Sciences, the Netherlands, has won the 2024–25 Ad Venture Student Competition.** This year's competition was conducted in partnership with **Taylors of Harrogate**, the renowned British tea and coffee brand.

Over 85 student teams from across Europe participated in this year's competition, responding to a comprehensive brief that challenged them to conduct market research, identify a target consumer group, position the brand accordingly, and develop a creative execution and media plan for a communications campaign.

As reported by *Marketing Beat*, the competition saw next-generation agency talent pitch "fast and punchy" campaign ideas to Taylors of Harrogate, showcasing the creative prowess of students from universities across Europe.

The final round took place in The Hague, the Netherlands, where three finalist teams presented their campaigns live to a jury comprising academic and industry professionals, including representatives from Taylors of Harrogate.

Beccie Hannaway, Senior Brand and Activation Manager – International at Taylors of Harrogate, shared:

"It has been a pleasure and a privilege to take part in this year's Ad Venture competition. We feared we were asking for too much—but we were absolutely blown away by the responses. The strategic thought and creative energy poured into the submissions were unbelievable. Some of the insights uncovered were above and beyond anything we could have ever anticipated of a student competition."

Jo Booth, Co-Founder of The Reckoning and Chair of the Jury, commented on the quality of submissions:

"Participating in the final in-person round is always a delight. All three teams delivered with unique flair and presence. They challenged the brief with thoughtful, well-argued ideas—reminding us once again of the remarkable innovation and talent possessed by the next generation of storytellers."

The runners-up in this year's competition were:

- 2nd place: **Team "Obviously British", ESP University, France**
- 3rd place: **Team "We Have Wine, You Have Tea", Panthéon-Assas University, France**

A special acknowledgment goes to Richard Robinson, whose behind-the-scenes efforts were crucial in facilitating the partnership with Taylors of Harrogate.

The success of this year's Ad Venture competition underscores edcom's mission to promote excellence in commercial communications education and foster meaningful collaboration between academia and the industry across Europe.

Charley Stoney, CEO of EACA, said:

"What an absolute joy to witness the energy, creativity and sheer brilliance of the students who took part in this year's Ad Venture competition! These students didn't just answer a brief: they challenged it, reimaged it, and reminded us all why giving young people space, relevance and trust in our industry is so vital. At EACA, I feel very privileged that through edcom, we have a connection with the brightest and best future talent across Europe. Together with edcom and the EACA Young Board, we are building a community where young talent is seen, heard and celebrated. To all the participants: Keep going. We need you!"

About Ad Venture Student Competition

Organized by the European Institute for Commercial Communications Education (edcom) and the European Association of Communications Agencies (EACA), Ad Venture is the first pan-European competition that offers students the opportunity to experience the advertising world firsthand by working on real client briefs.

About edcom

edcom is committed to promoting excellence in commercial communications education and research. Established in 2007 by EACA and its academic partners, edcom works to connect

academia and industry, facilitate cross-border education and employment opportunities, and support the development of young talent in the communications field.

About EACA

The European Association of Communications Agencies (EACA) represents over 2,500 agencies and associations across nearly 30 European countries. EACA advocates for responsible and creative advertising and supports the commercial communications industry through education, policy engagement, and cross-sector collaboration.

Media Contact

Francesco Bottegal, Project Officer
Email: francesco.bottegal@eaca.eu
Website: www.edcom.eu

