

Team "Heinz Doesn't Judge - The Oven" from Thomas More University of Applied Sciences, Belgium Wins the 2025–26 Ad Venture Student Competition organised in partnership with Kraft Heinz

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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 "Heinz Doesn't Judge - The Oven" from Thomas More University of Applied Sciences, Belgium, has won the 2025–26 Ad Venture Student Competition.** This year's competition was conducted in partnership with **Kraft Heinz**, one of the world's leading food and beverage companies.

Following collaborations with leading brands such as Lipton, Coca-Cola and LEGO, this year's competition challenged over 80 student teams from across Europe to respond to a comprehensive brief from Kraft Heinz. The teams conducted market research, identified target consumer groups, positioned the brand, and developed creative executions along with media plans for a full communications campaign.

The final round took place in Lisbon, Portugal, where three finalist teams presented their campaigns live to a jury comprising representatives from Kraft Heinz, academic and industry professionals.

Julie Veryser, Senior Director Brand Building EPDM, Kraft Heinz, shared:

"We loved every second of working with edcom. The students were courageous, offering a raw and authentic lens on advertising that you just can't replicate. They've helped us bridge the gap between our heritage and the next generation, proving that the future of Heinz is in very capable, very creative hands."

Mafalda Quintela, Independent Creative Director at Mafalda&Francisco and Chair of the Jury, commented on the quality of submissions:

"This was a very good experience, and the most interesting part was seeing the level of the students. They are creating truly amazing work, and it's very promising for the industry to know that these young people will be joining it"

in the next few years. They bring very distinctive ideas, sharp and impactful insights, and strong, well-structured work to support them."

The winning team "Heinz Doesn't Judge - The Oven", from Thomas More University of Applied Sciences, added:

"When we first joined the group, we already saw ourselves as the winning team. One of the first things we said was, 'We're going to win this and go all the way.' We stuck to that mindset, and we made it all the way, just like we wanted."

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

- 2nd place: **Team 13, ESP - Ecole Supérieure de Publicité, Communication et Marketing, France**
- 3rd place: **Team "Every Chaos Needs a Starting Point, Pantheon-Assas University, France**

A special acknowledgment goes to Richard Robinson, Executive Director at Ingenuity+, whose behind-the-scenes efforts were crucial in facilitating the partnership with Kraft Heinz.

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.

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.

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