

A European Campaign Against Binge Drinking

AdVenture Competition 2012/2013



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About AdVenture

- ➔ First edition in 2007, when EACA founded the European Commercial Communications Education Institute **edcom** (40 members from 16 countries)
- ➔ Challenges students from all over Europe to work on a pan-European campaign
- ➔ Campaigns are assessed in three rounds by jury including academics (1/3), agency professionals (1/3), and policy makers (1/3).
 - First round – 45 judges
 - Second Round – 15 Judges
 - Third Round – 6 Judges

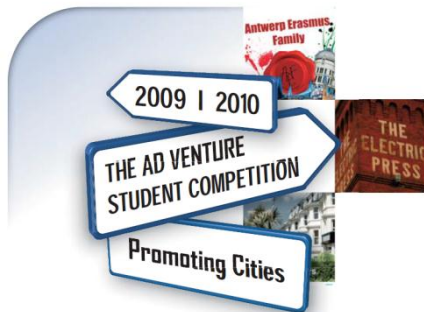
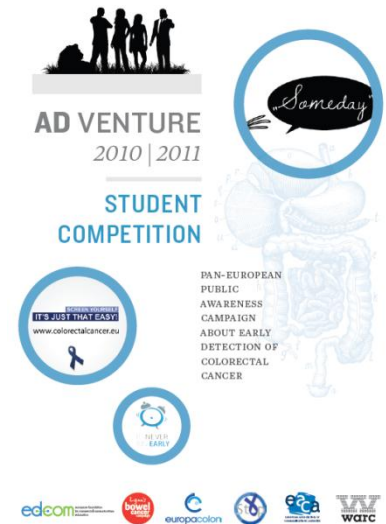
IT'S MORE THAN A GAME. IT'S YOUR GATEWAY INTO ADVERTISING



Previous editions

2011/2012: Raise awareness about and increase transparency of OBA; in cooperation with IAB Europe

2010/2011 Create a pan-European public awareness campaign about early detection of colorectal cancer; in cooperation with Europa Colon.



2009/2010 Promote the city or town in which the students' University or college is located, in cooperation with EuroCities and Committee of the Regions.

2008/2009 Encourage European consumers to consider environmental performance as a key factor in car selection & purchase; in cooperation with ACEA.

2007/2008 Common Goals, Common Feelings: communicating the EU to citizens.

Winners 2011/2012



Sean Bone



Paul Martin



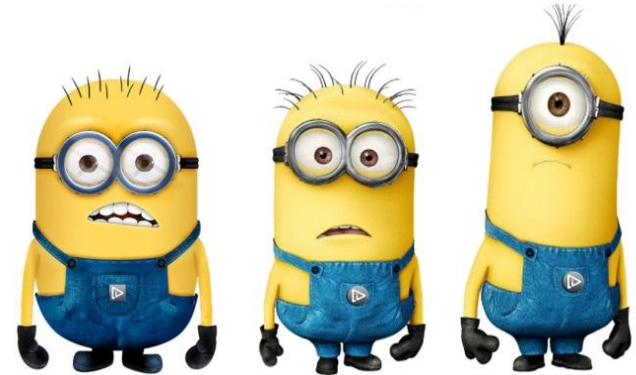
Ben Gardiner



Rosa Greenslade

- 68 teams from 12 countries
- Brief: raising awareness about OBA

- Idea of borrowing the identity of “Minions” from Despicable Me movie to show what goes on “behind” the internet.
- Discussions with Universal to run the campaign for real



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The Brief 2011/2013

Challenge

Raise awareness about the risks of binge drinking (heavy drinking 4-5 alcoholic drinks at a time) among people aged 16 – 25 years across Europe.

Desired position

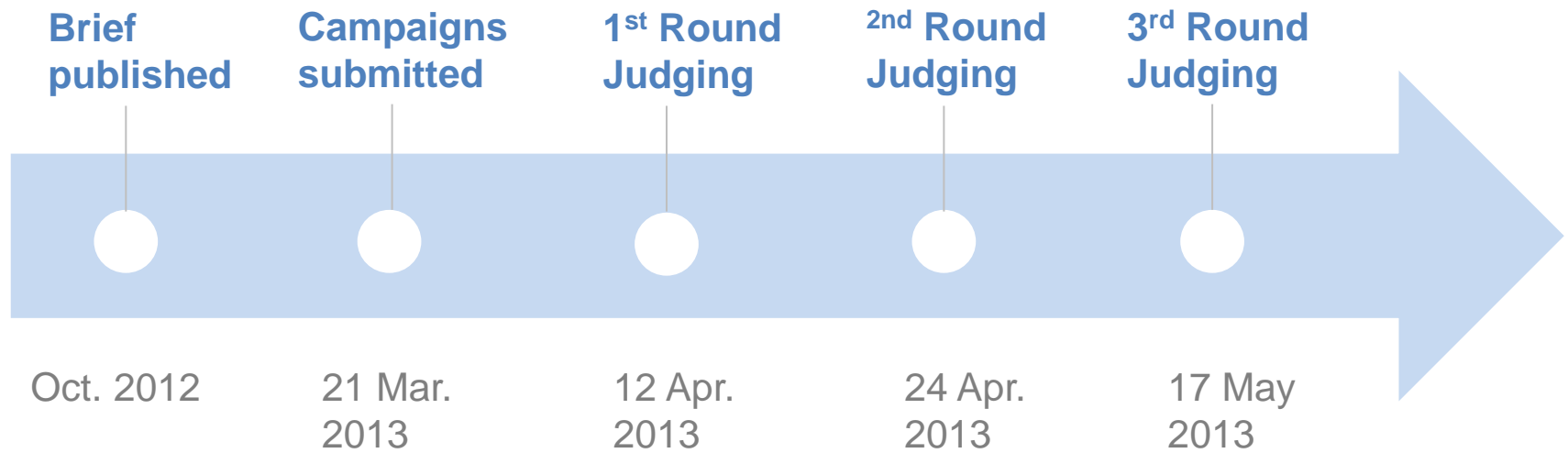
Make people aged 16 – 25 aware of the problem of binge drinking and inform them about the harm it causes to health. This includes explaining the risks and serious consequences of excessive alcohol consumption for the health of young people as well as for their social well-being.

Aim

The aim is to make known risks to life and health and promote less alcohol consumption.



Key dates



www.adventure-competition.eu



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