



EACA Monthly Newsletter - January 2011

EU & National News

▶ Advertising

▶ EU



European Commission releases a study on efficiency of audiovisual media services regulatory bodies for the purpose of enforcing the AVMS

On 31 of January 2011, the European Commission organised a public workshop to present and discuss the preliminary final report on the Study on the "Indicators for independence and efficient functioning of audiovisual media services regulatory bodies for the purpose of enforcing the rules in the AVMS Directive" conducted by various universities and research centers on behalf of the European

Commission.

The three general objectives of the study are

- a detailed legal description and analysis of the audiovisual media services regulatory bodies in the Member States, in candidate and potential candidate countries to the European Union and in the European Free Trade Association countries as well as four non-European countries,
- an analysis of the effective implementation of the legal framework in these countries
- the identification of key characteristics constituting an "independent regulatory body" in the light of the AVMS Directive.

For more information, click [here](#)

Source: *European Commission*

▶ Data protection

▶ EU



Fifth European Data protection day

The rapid increase in information flows around the world is a big challenge for individuals' rights to personal data privacy. Data protection issues, including their cross-border dimension, affect people every day. On 28 January 2011, on the Data Protection Day, the Council of Europe and the European Commission joined forces to promote the fundamental right to data protection.

The annual Data Protection Day aims to give people the chance to understand what personal data is collected and processed about them and why, and what their rights are with respect to this processing.

The EU's data protection rules are more than 15 years old. They have stood the test of time, but now they need to be modernized to reflect the new technological landscape. The European Commission will propose changes to the 1995 Data Protection Directive.

"Effective data protection is vital for our democracies and underpins other fundamental rights and freedoms" said European Commission Vice-President Viviane Reding responsible for Justice, Fundamental Rights and Citizenship. "We need a balance privacy concerns with the free flow of information, which helps create economic opportunities."

For more information, click [here](#)

Source: *European Commission*

▶ Obesity

▶ Global



WHO calls for the reduction of marketing of unhealthy foods to children

The WHO estimates that "Television advertising is responsible for a large share of the marketing of unhealthy foods and, according to systematic review of evidence, advertisements influence children's food preferences, purchase requests and consumption patterns."

In May 2010, WHO Member States already endorsed a new set of recommendations on the marketing of foods and non-alcoholic beverages to children.

"Non communicable diseases, such as cardiovascular diseases, cancers and diabetes, today represent a leading threat to human health and socioeconomic development" says Dr Ala Alwan, WHO's Assistant Director-General for Non communicable Diseases and Mental Health. "Implementing these recommendations should be part of broad efforts to prevent unhealthy diets – a key risk factor for several non communicable diseases."

Preparations are ongoing for the first United Nations General Assembly High-level Meeting on the Prevention and Control of NCDs, which will be held on 19-20 September 2011 in New York.

For more information, click [here](#)

Source: *World Health Organisation*

▶ EU

European Commission still not sure over nutrient profiles issue

On 21 January 2011, the European Commission is still unable to say when the controversial nutrient profiling model in the EU health claims regulation will be finalized - two years after food manufacturers were told it would be published.

For more information, click [here](#)

Source: *FoodNavigator.com*

EACA and Members News



▶ EACA



EACA Euro Effies call for entries 2011

Entries to the EACA Euro Effies 2011 are now open. Entry deadline is 15th April 2011. Alexander Schlaubitz, Director of Marketing Strategy at Intel EMEA, will chair the Jury for this year's Awards.

The EACA Euro Effies are the Gold Standard in Commercial Communications Effectiveness and recognise excellence in commercial communications for campaigns that have run and can prove effectiveness in at least two European countries. 2011 will see a new look for the Euro Effies in a change to the global corporate identity, which will apply to the Awards logo, the website and the winners' trophies.

Register and enter online on www.euro-effie.com

Intel Director of Marketing Strategy to Chair EACA EURO EFFIES 2011 Jury

In addition to his regional responsibilities, Schlaubitz is a member of Intel's Global Creative Council and of the Global Brand Strategy Team.

He previously worked as Managing Director of Change (the former Frankfurt-based LOWE office), where he ran a multitude of accounts and also served as strategic planning head.

Before that, he was deputy managing director at Leo Burnett Prague which, during his tenure, was rated 16th on the Global Gunn Report for creativity. Schlaubitz spent his early career in the US at DMBB, working on the M&M Mars and Coca-Cola Company accounts before moving to San Francisco, where he was Management Director of the local DDB office.

Schlaubitz will chair the Round 2 Euro Effies international jury of agency CEOs, client brand & marketing directors and senior agency planners, which will meet in Brussels on 16 June 2011 to select the winning campaigns from the 2011 finalists. The first round jury, which includes planners, researchers and marcoms managers is managed on-line via the official website www.euro-effie.com.

Winners will be announced on the evening of Wednesday 14 September 2011 at the Awards Gala in Brussels and on www.euro-effie.com on 15 September 2011.

Introduced in 1996 to reward advertising that builds brands across borders, the Euro Effies were the first pan-European advertising awards to be judged on the basis of effectiveness. The EFFIE award was created in 1968 by the New York AMA and is now celebrated in over 40 countries worldwide.

The EURO EFFIES are organised by EACA in partnership with Euronews and supported by WARC, TIME Fortune, SAPPI, The European Publishers' Council, Procter & Gamble, AdForum.com, Contagious Magazine, creativebrief & Viva Express Logistics.



EACA Care Awards CALL FOR ENTRIES!

The EACA Care Awards 2011 are open for entries until **1st April 2011**.

These Awards for European Social Marketing Campaigns recognise excellence in promoting care for people, resources and the environment. They are part of the EACA's overall commitment to promote Corporate Social Responsibility. The EACA Care Awards 2011 will be judged by a panel of Members of the European Parliament (MEPs) chaired by German MEP Thomas Mann (European Peoples' Party), together with representatives of media, agencies and stakeholders - so entering this award represents a unique opportunity to present your CSR work to an important political audience.

For more information, please visit our website: www.careawards.eu



13 May 2011: "Death by Facebook - can advertising survive social media?"

As the world emerges from recession, it's clear that one trend which has been unaffected is the growing importance of social media, which are now more popular & pervasive than ever.

What better time to focus on the impact of social media on traditional advertising and especially on that key differentiator for agencies, creativity. Are social media forcing the re-invention of creativity and the creative process? Do we need to re-define creativity in a world where everyone can be a creative?

Under the title **"Death by Facebook - can advertising survive social media?"** the 2011 EFCCE Conference will take place on May 13th in Antwerp, Belgium. It will examine the relationship between creativity and social media and explore where the most valuable ideas are going to come from in the future. Academics, researchers, marketing communications professionals and students are all invited to participate.

In the 5 years since its launch, The European Foundation for Commercial Communications Education has strengthened its role as an interface between agencies and academia throughout Europe, with almost 40 academic members from 15 European countries now actively supporting the Foundation.

The annual conference aims to help academia adjust to industry trends and facilitate industry's access to topical research papers.

To discover the programme, please click [here](#)

▶ AD VENTURE



New Ad Venture brief challenges students to create a pan-European public awareness campaign about early detection of colorectal cancer

The 2011 Ad Venture challenge students to create a pan-European public awareness campaign about early detection of colorectal cancer. The focus should be on the importance of the participation in screening and addressing people's fear and misperceptions. Colorectal cancer is the second biggest cancer killer in men and women in the EU. Every year nearly 150.000 EU citizens die of colon cancer

and more than 333.000 are newly diagnosed.

The competition is organised in collaboration with **DG Health & Consumers of the European Commission**, **Lynn's Bowel Cancer Campaign**, **Stop colon cancer action** and **Europacol**

The Ad Venture competition is an annual event within the European Foundation for Commercial Communications Education, EACA's academic education programme, which aims to enhance the relationship between the advertising industry and academia and now brings together nearly 40 Universities and schools.

Three finalist teams will be selected by a Jury including senior advertising professionals, academics & professors representing a variety of communication and marketing disciplines from each country, physicians, policy makers, communication executives and representatives of patient organisations.

The finalist teams will have the opportunity to present their campaign during the EFCCE Annual Conference in Antwerp in 13 May 2011 and the winning team will spend a week on the student programme at the Cannes Lions' International Advertising Festival and will attend the 2011 Euro Effies ceremony.

The Ad Venture competition website (www.eacaeducation.eu/student_competition/) includes the new brief and details of previous years' competitions.

Because of the importance of this year's theme, the EFCCE will do everything it can to try and turn the winning ideas into a real campaign with the support of the European Commission.

Students have until 30 March 2011 to develop their campaigns and submit them online.

▶ SUMMER SCHOOL

Registration for the EACA International Summer School 2011 is still open!

Registration for the second EACA International Summer School, which will take place during the week of 11-15 July 2011 at IESE Business School in Barcelona, has only been open since 6 December 2010, but already nearly 50% of the available places are booked. Registration closes on 31 March 2011.

During the week students will attend different workshops given by leading advertising practitioners which will help them appreciate how the different disciplines fit together to create a complete campaign and will work in international teams on a single real client brief.

This year, students will be able to choose between two groups according to their level of experience. One group is addressed to 1st and 2nd year students and the other to 3rd year, Masters degree students and young professionals with one or two years of professional experience.

For more information on programmes, trainers and previous year's testimonials, click [here](#)

Special Offers for Members

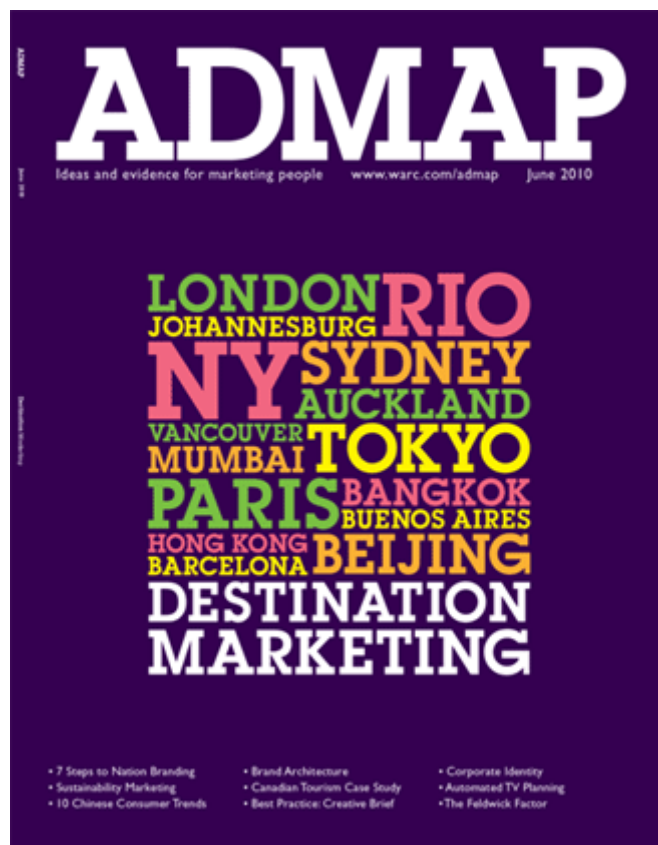


Don't miss this opportunity to be part of the Festival of Media Awards 2011

Don't miss this opportunity to be part of the Festival of Media Awards 2011 and make sure your company is on the stage at the Festival of Media 2011 to receive an award! Your work will be judged by a panel of esteemed jurors, who represent a wealth of experience in marketing, creativity and content production. Due to overwhelming demand the **FESTIVAL OF MEDIA AWARDS ENTRY**

WEBSITE will be open over the weekend to give you the chance to finalise your entries. This extra time will allow to make sure you have the best entries possible to put forward to the judges! Good luck with your entry and if you have any questions with regards to your entries in the Festival of Media Awards 2011, please contact Nisha Ashra, Awards Manager: nisha@csquared.cc or +44 (0)20 7367 6986.

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New: Lürzer's Archive Digital



As previously announced several times over the past few months, issue 1.11 of Lürzer's Archive has a genuine first to offer you: as well as the best print ads and the best commercials, it now features – as will all future issues – a selection of the internationally most interesting new websites and apps. Each new issue will, in fact, include a selection of sites chosen by a guest specialist from the world of digital. First up is Daniele Fiandaca, consultant at Digital Fauna and cofounder of Creative Social, whose selection includes 15 truly creative digital works that you definitely need to check out.

Out Now: 200 Best Illustrators worldwide!



More than 1,100 illustrators applied for inclusion in what is now the fourth special to be entitled "200 Best Illustrators," with no fewer than 6,075 submissions having been received. Yet – as the name itself suggests – only 200 actually made it into the selection. In a volume numbering 326 pages, we present you with exceptional illustrations produced during the past two years from around the world. Incidentally, the cover of this new edition comes from India or, to be more precise, from Taproot India, Mumbai. The name of the illustrator who produced it is Anant Nanvare. What particularly pleases us, as a publisher dedicated to showcasing the best advertising from around the world, is the fact that this illustration originally appeared as part of an advertising campaign (featured in issue 3/10). The motifs for Transasia Papers were also awarded a Golden Lion at Cannes in 2010.