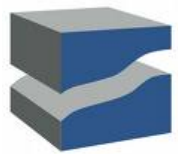




**NEW AD VENTURE BRIEF CHALLENGES STUDENTS TO HELP
INFLUENCE CAR-BUYING MENTALITY**



Brussels, 18 November 2008: In collaboration with the European Commission and the European Automobile Manufacturers' Association (ACEA), the European Association of Communications Agencies (EACA) has announced its second annual competition for advertising students across Europe.



ACEA

This competition is part of the activities developed through the educational foundation created by the EACA two years ago: the European Foundation for Commercial Communications Education (EFCCE). This Foundation brings together nearly 30 schools and universities throughout Europe that teach commercial communications with EACA's member agencies.

This year, the brief tackles the topical issue of personal transport and its environmental consequences. Students are asked to create an integrated campaign to encourage European consumers to consider environmental performance as a key factor in car selection and purchase, alongside traditional purchase factors.

Says Dominic Lyle, Director General of EACA: "Our aim is to give students a taste of what life in an agency is really like – we are expecting to top the 50 campaigns that we received last year and look forward to some fresh ideas on this complex issue."

Says Stefan Moser, the acting head of Clean Air and Transport unit in DG Environment, European Commission: "Encouraging consumers to consider environmental aspects when buying a car is challenging, yet hugely important for achieving our goal to fight climate change. More informed choices of buyers will help to drive further improvements in fuel efficiency and reduce emissions from road transport. I support this initiative and look forward to seeing creative ideas of contestants on how to address this challenge."

Says Sigrid de Vries, Director Communications and Public relations at ACEA: "It is essential that drivers are aware of the many options they have to reduce their carbon footprint – from the fuel-efficient technologies that cars have on offer today, to the type of fuel you use, how smart you drive your car and how well you plan your travel – and make a well-informed choice to best meet their mobility needs. The advertising student competition is a creative way to help push that process further."

3 finalist teams will have the opportunity to present their campaign during the EFCCE Annual Conference in Vienna and the winning team will spend a week in Cannes at the Lions' International Advertising Festival. The finalists' campaigns will also be showcased during Green Week in Brussels and at the 2009 Euro Effies ceremony.

The AD VENTURE site (www.eacaeducation.eu/student_competition/) includes the new brief, the rules, a presentation of last year's jury and winners and an online submission form.

The call for entries is open until the 19th December 2008 and students have until 18th March 2009 to develop their campaigns.

- ends -

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Notes for editors

About EACA

EACA - the European Association of Communications Agencies - is the voice for communication agencies in Europe. It represents 30 national associations of commercial communications agencies, the 12 largest international agency networks operating in Europe, 8 international media agency networks and 9 national associations of integrated communications agencies.

About EFCCE

EFCCE - the European Foundation for Commercial Communications Education - was launched by EACA to promote excellence in commercial communications education and research and to further exchanges between the European commercial communications sector and academic partners.

About ACEA

ACEA represents the fifteen major European vehicle manufacturers. Its members are BMW Group, DAF Trucks, Daimler, FIAT, Ford of Europe, General Motors Europe, MAN Nutzfahrzeuge, Porsche, PSA Peugeot Citroën, Renault, Scania, Toyota Motor Europe, Volkswagen and Volvo.