



EPICA 31 CELEBRATES CREATIVE INNOVATION

The Epica Awards announces Berlin ceremony, Music Video category, provocative ad campaign and Creative Singularity conference.

Carree, June 22 The only global creative awards judged by journalists officially launched its 31st year this week, revealing the ceremony venue, new categories, conference speakers, additional jury members and the jury president.



The Epica Lunch in Carree, gathering journalist jury members from across the world

Epica will hold its next jury meeting, conference and ceremony in Berlin from November 13-16. The 2017 Jury president will be Spencer Stern, Chief Strategy Officer at VICE Media.



Spencer Stern of VICE Media, talks to journalists in attendance about his upcoming role of jury president

The awards ceremony itself will be held at the Meisteraal, a historic concert hall built in 1910, on November 16. This will be preceded by the annual conference whose theme this year is **The Creative Singularity: How Technology Drives Creativity**. Confirmed speakers so far are Richard Wilson, Co-founder of 360 Funding Hub; Preethi Manappan, VP Executive Creative Director of Emerging Experiences - EMCA - Sapient-Razorfish; Suscha Martini, Managing Director RGA Berlin; and Patrick Lara, Managing Director, Publicis Conseil.



The iconic Meisteraal in Berlin where conference and ceremony will be held

Epica also unveiled its own ad campaign, this year created in-house. The eye-catching campaign features the words "We are watching you" composed of letters cut out from the names of the magazines and sites on the Epica jury.



Poster ad, with banners and direct mails centered around that same idea.

New to the jury this year are **The Economic Times, India** (via its specialist marketing reporter) and **Marketing Directs, Spain**.

Last but not least, Epica has introduced **two new categories** this year: **Music Video**; and **Online and Mobile Services** (which covers advertising for digital brands such as Airbnb and Uber).

Epica editorial director Mark Tungate said: "We're delighted to return to Berlin, which is one of the world's most exciting and creative cities. As it's a hub of startup talent we thought it would be appropriate to explore the merging worlds of technology and creativity in our conference, hence the theme **The Creative Singularity**."

For more information contact:

Lucia Orgey, Global Press Manager - Lucia@epica-awards.com

Mark Tungate, Editorial Director - Mark@epica-awards.com



Open for entries on July 31st 2017