



## PRESS RELEASE

### EPICA LAUNCHES REBRANDING

#### **The only creative prize awarded by the press unveils a new logo, website design and campaign.**

*June 23 2014:* The Epica Awards introduced a new logo and website design this week as part of an extensive rebranding of the competition, which was founded in 1987. It follows the acquisition of Epica by Maydream – owner of the AdForum archive – two years ago.

Epica also revealed an advertising campaign that underlines its ability to help entrants “get noticed”. Barcelona design agency Vasava designed the logo, the site and the campaign. The logo emphasises Epica’s new brand positioning: “*A different angle on creativity.*” The website is due to go live in August.

Epica is unique in the crowded awards sector as it is the only prize judged by an independent jury of journalists working for marketing and communications titles. More than 40 magazines and websites are on the jury, with new members recently added from Argentina (*Reporte Publicidad*), Japan (*Sendenkaigi*), Malaysia (*Marketing Magazine*), and Spain (*Anuncios*).

This year the jury meeting will switch location from Paris to Amsterdam, on the 17-20 November. For the first time it will be combined with an awards ceremony, hosted by local magazine *Marketing Tribune*. Before the ceremony, journalists will be invited to take part in a conference about the future of media and creativity.

“Epica is changing,” said Maydream CEO Philippe Paget. “The awards have been respected for many years, but it was time to shake them up a little. This new brand identity reflects our unique positioning more accurately. We also wanted to remind people that this is the only prize that allows journalists to celebrate advertising – the fuel of the free press.”

The changes include the launch of five new categories: Copywriting & Storytelling; Experiential & Shopper Marketing; Best Use of Music; Title & Credit Sequences – and a one-off World Cup category.

For more information contact:  
Mark Tungate, Editorial Director, Epica  
Mark@epica-awards.com

Lucia Ongay, Press Officer, Epica  
Lucia@epica-awards.com  
Tel: +33 1 42 04 04 32