



## EPICA AWARDS

A DIFFERENT ANGLE ON CREATIVITY

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### **EPICA ANNOUNCES NEW CATEGORIES**

**The Epica Awards – the only global creative awards judged by the specialist press – has launched its 2014 season with a new website, a refreshed brand identity and new categories.**

The Epica Awards 2014 are now open for entries, with an “early bird” discount of €100 for agencies who enter their work before midnight on September 18. The official deadline is September 30.

This year there are **seven new categories**: Luxury & Premium Brands; Creative Technology; Experiential & Shopper Marketing; Copywriting & Storytelling; Best Use of Music; Title & Credit Sequences. Finally, there is a one-off category devoted to World Cup advertising.

The jury meeting will be held in Amsterdam from November 17-19, followed by a prize-giving ceremony on November 20. The jury President will be Teresa Iezzi, editor of Fast Company’s Co.Create.

This month also sees the launch of Epica’s new website, designed by Barcelona agency Vasava ([www.epica-awards.com](http://www.epica-awards.com)).

#### **For more information contact:**

Mark Tungate: Editorial Director: [mark@epica-awards.com](mailto:mark@epica-awards.com)

Richard Fuehrer: General Manager: [richard@epica-awards.com](mailto:richard@epica-awards.com)

Tel: +33 (0) 1 42 04 04 32

### **NOTES FOR EDITORS**

Judged by more than 40 senior editors and publishers from the marketing and creative press, Epica guarantees an objective approach and extensive media coverage. All entrants receive a copy of the annual Epica Book, a 400-page bible of creativity. Epica is taken into account by prestigious global rankings.

Founded in 1987, Epica is the point where the creative industries (advertising, design, media, PR and digital) meet the world’s marketing and communication press. In the crowded awards sector, it has a different angle on creativity.