



# EPICA AWARDS

A DIFFERENT ANGLE ON CREATIVITY

## EPICA HEADS FOR BERLIN WITH EXPANDED JURY AND NEW VIRTUAL REALITY CATEGORY

### **The only global creative prize awarded by the press will be held in Berlin this year, with new categories and jurors**

*Cannes, June 26 2015*

The Epica Awards announced this week that it will hold its next jury meeting, creative conference and prize-giving ceremony in Berlin. The event will take place on November 16-19.

In addition, Epica announced that it would become the first global creative awards to introduce a Virtual Reality category, recognising the work that agencies are doing with the Oculus Rift and similar devices.

Other new categories this year include Personal Electronics & Devices; Restaurants, Bars & Cafés; and Product Design. There is also a new Humour category. The large Public Interest category has been divided into Health & Safety, Social and Environment.

Epica also unveiled its latest advertising campaign, which reminds entrants that it helps them “get noticed”. Created by Barcelona design agency Vasava, the campaign includes Epica’s distinctive pyramid logo and the brand positioning “*A different angle on creativity.*”

Epica is the only global creative prize judged by an independent jury of journalists working for marketing and communications titles. More than 40 magazines and websites are on the jury. New to the jury this year are *Neo Magazine* (Mexico), *Publicidad & Mercadeo* (Colombia), *Bulb!* (Chile), *Codigo* (Peru), *Marketing Magazine* (Indonesia) and *Media Marketing* (Bosnia). *Media Marketing* (Belgium) joins us alongside our long-term Belgian partner *PUB*, which has recently re-launched.

After Ljubljana, New Delhi and Amsterdam, the Epica ceremony moves to Berlin in 2015. Before the ceremony, the press and the creative community will be invited to a conference about the future of creativity – the Epica Creative Circle. Our jury partner in Germany is *Werben & Verkaufen*.

“These new partners and categories continue the evolution that began in 2012 when the awards went global for the first time,” said Epica editorial director Mark Tungate. “As you can see, we’re growing stronger in Latin America. We’ve always been proud of the fact that we enable the media to celebrate advertising – the fuel of the free press. But the advertising industry has branched out into many different areas of creativity. This is reflected in our new categories and our choice of Berlin, one of the world’s most creative cities.”

*Founded in 1987, Epica is the only creative prize awarded by journalists working for marketing and communications magazines around the world. It offers an independent jury and global press coverage. Launched as the first European advertising competition, today it is an international celebration of creativity, attracting thousands of entries from more than 60 countries.*

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