



# EPICA AWARDS

A DIFFERENT ANGLE ON CREATIVITY

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## EPICA AWARDS OPEN FOR ENTRIES WITH NEW JURORS AND INNOVATIVE CATEGORIES

### Virtual Reality category and new jurors from US and South Africa fuel interest in global press awards.

*Paris, September 3<sup>rd</sup>, 2015:* The Epica Awards officially opened for entries this week, enabling agencies to enter the first ever global advertising awards with a Virtual Reality category. The new category was added to recognise the work agencies are doing with the Oculus Rift, Google Cardboard and similar devices.

Epica also announced that it had joined forces with iconic creative resource Lürzer's Archive to strengthen its Advertising Photography category – which will now be called the Lürzer's Archive/Epica Photography Award.

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 is the only global creative prize judged by an independent jury of journalists working for marketing and communications titles. Its latest jury partners are *Adweek* (US), *Digiday* (US) and *MarkLives.com* (South Africa).

There are now 53 journals and websites from 44 countries on the jury. New members who joined earlier in the year are *Neo Magazine* (Mexico), *P&M: Publicidad & Mercadeo* (Colombia), *Publismark* (Chile), *Codigo* (Peru), *Marketing Magazine* (Indonesia) and *Media Marketing* (Bosnia). *MM: Media Marketing* (Belgium) joined Epica alongside its long-term Belgian partner *PUB*, which is currently re-launching.

The Epica ceremony will be held in Berlin on November 19. Before the ceremony, the press and the creative community will be invited to a conference about the future of creativity – the Epica Creative Circle.

“With expanding presence in the US and Latin America and a return to South Africa, we’re expecting a busy season,” said Epica editorial director Mark Tungate. “We’re also very excited about our partnership with Lürzer’s Archive, as well as the fact that we’re reflecting the evolution of the industry through categories like Virtual Reality and Product Design.”

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