



EPICA AWARDS

A DIFFERENT ANGLE ON CREATIVITY

PRESS RELEASE – *for immediate release*

EPICA ANNOUNCES OLYMPIC GAMES CATEGORY

Epica takes up the torch after Rio to celebrate the best advertising around the 2016 Games

Paris – September 1, 2016

The Epica Awards have officially launched an Olympic Games category, open to work in any medium inspired by the 2016 Olympic Games in Rio, whether as an official sponsor or a relevant brand.

Film, outdoor, press, digital, case films – all are welcome. But as ever, the originality of the idea and the quality of the execution will be the criteria that separate the competitors from the Olympians.

Epica editorial director Mark Tungate said: “Great sporting events like the Olympics are a magnet for creativity and seem to stir the competitive spirit within brands, even if they’re not direct sponsors. We’ve seen some great ads already and are looking forward to a wonderful array of work to show our jury in November.”

The Epica Awards are open for entries until September 30. Celebrating their 30th birthday this year, the awards are judged by journalists from more than 60 marketing and communications magazines around the world. The jury meeting and ceremony take place in Amsterdam from 14-17 November.

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