

Eurobest opens for entries

LONDON, US: Eurobest, reputed to be the leading event and largest gathering of Europe's creative advertising and communications industry, is now open for entries. Taking place in Lisbon from 28-30 November, entries will be judged by top industry professionals including an unbeatable line-up of jury presidents from across Eurobest's 25-year history. The winners will be announced at the awards ceremony, the culmination of the 2012 European festival of creativity.



Entries are accepted into a total of 14 categories: Craft, Design, Direct, Film, Integrated, Interactive, Media, Mobile, Outdoor, PR, Promo & Activation, Print, Radio and, launching this year, Branded Content & Entertainment.

The all-new Branded Content & Entertainment entry section will reward the creation of, or natural integration into, original content by a brand. The purpose of branded entertainment is to deliver marketing messages by engaging consumers via relevant content platforms rather than traditional advertising methods. Further information on all categories, including details of rules, fees and how to enter can be found on the website, http://www.eurobest.com/enter_the_awards/.

Commenting on the awards, Philip Thomas, CEO of Eurobest, says, "Eurobest provides an opportunity to showcase and award the best work currently coming out of Europe, which is a diverse and great creative force. It offers the chance to learn and take inspiration from European creativity against a backdrop of industry networking and celebration. We are certain to see some truly outstanding entries in 2012."

Launched in 1988, Eurobest evolved from an awards show into a Festival in 2008 and this year celebrates its 25th anniversary. A dedicated showcase will be present at the Festival to offer a retrospective look at the best in European creative communications, pulling together some of the greatest winners of the Eurobest Awards to date. An archive of past winners of the Eurobest Grand Prix is currently online and can be found at http://www.eurobest.com/plus/grand_prix.cfm.

Entries are being accepted from today until 21 September. Anyone wishing to take part can find information on how to enter and submit entries via the website www.eurobest.com.

Key dates:

Delegate registration now open

Entries now open

Entries deadline 21 September 2012

Festival dates: 28-30 November 2012, São Jorge Cinema

Eurobest Awards and After Party: 30 November 2012, Pátio da Galé