

AVAILABLE IN 30 EUROPEAN COUNTRIES



“WHEN YOU START OUT IN A **NEW FIELD**, YOU LEARN EVERYTHING IN SUCH A PIECEMEAL WAY, AND IN ADVERTISING THE ACCOUNT YOU'RE ON COMPLETELY DICTATES YOUR EXPERIENCE. **THE EACA EUROPEAN ADVERTISING CERTIFICATE** IS A GREAT OPPORTUNITY TO STUDY THE FULL PICTURE FROM **PEOPLE WHO REALLY KNOW.**”

DOMINIC LYLE DIRECTOR-GENERAL, EACA

“AS A CLIENT IT IS AN ADVANTAGE TO KNOW THAT YOUR AGENCY TEAM HAVE QUALIFICATIONS IN THEIR FIELD. IT GIVES MORE CONFIDENCE IN THEIR ADVICE”

STEPHAN LOERKE MANAGING DIRECTOR, WFA

“AGENCIES ARE ALWAYS ON THE LOOKOUT FOR EXCEPTIONAL TALENT. THIS CERTIFICATE IS A GREAT WAY TO SET YOURSELF APART FROM THE REST”

MORAY MACLENNAN, CEO M&C SAATCHI

“THIS IS A FANTASTIC TOOL FOR FOUNDATION EMPLOYEES LOOKING TO GARNER A FULL UNDERSTANDING OF MODERN ADVERTISING & HOW AGENCIES WORK. I DEFINITELY RECOMMEND IT!”

SINEAD DENNIS ACCOUNT MANAGER, CYBERCOM

HOW DO I START? 

FOR MORE INFORMATION AND TO REGISTER FOR THE COURSE, GO TO: [www.eaca.eu/certificate](http://www.eaca.eu/certificate)

All sections are regularly revised and updated as appropriate. The European Advertising Certificate complements the learning available from the EACA International School of Advertising & Communications which is committed to raising professional standards across the communications industry.



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**eaca** EUROPEAN ADVERTISING CERTIFICATE

IN ASSOCIATION WITH **IPA**



THE EUROPEAN ADVERTISING CERTIFICATE IS THE FIRST EVER PAN EUROPEAN QUALIFICATION FOR EACA MEMBERS

# THE BENCHMARK FOUNDATION QUALIFICATION FOR ALL EACA MEMBER AGENCIES

**HERITAGE** The European Advertising Certificate can help you make the best of your career. Some **20% OF THE UK ADVERTISING INDUSTRY** have already taken the course since 2004, when it was first established in the UK by the Institute of Practitioners in Advertising (IPA). It's the **FIRST REMOTE LEARNING PROGRAMME** produced by the European Association of Communication Agencies (EACA) and has been developed in conjunction with the IPA.

**WHAT'S IT ALL ABOUT?** This course will give you a thorough understanding of the brand communication process from start to finish – and how your job fits into it. **THE AIM ISN'T JUST TO TEACH BUT TO INSPIRE.** The course builds on the learning you've already acquired – whether from your studies, or in your agency, through on the job training, external training or further education courses. But there is one big difference – the course is conducted entirely online.

**WHO'S IT FOR?** This course is designed for people joining an agency or having up to two years work experience in the industry. It is open to people from all disciplines and all types of EACA member agencies across Europe.

**HOW LONG DOES IT TAKE?** Approximately **25-30 hours** self-paced learning (entirely free!). Followed by a **3 hour** offline examination in your country (€220).



OF THE UK ADVERTISING INDUSTRY HAS TAKEN THE EXAM.



DURATION OF THE OFFLINE EXAM.

## WHAT DOES THE EUROPEAN ADVERTISING CERTIFICATE COVER?



### 1 ADVERTISING & COMMUNICATION IN CONTEXT

An **INTRODUCTION** to the advertising world and the part agencies play within it. You'll cover **ADVERTISING THEORIES**, the different types of advertising agency and self regulation.

### 2 UNDERSTANDING CLIENT BUSINESS

Improve your understanding of a client's business and the world they live in and explore **KEY MARKETING FUNDAMENTALS**.

### 3 CLIENT, CREATIVE & MEDIA BRIEFS

A close look at the three briefs that drive any advertising project. Discover why the client brief is **THE BASIS FOR ALL THAT FOLLOWS** and what a good brief should contain.

### 4 CREATIVITY AND CREATIVE DEVELOPMENT

Learn 8 tips that will expand how you think about creative ideas and how you assess them.

### 5 UNDERSTANDING MEDIA CHANNELS

An exploration of the roles of the different media channels – and an explanation of their benefits, costs and timings.

### 6 IMPLEMENTING CREATIVE IDEAS

How to balance having great ideas with the practicalities of implementing them. And there's a look at who does what throughout the advertising process.



"DON'T BLAME ME - THE BRIEF WAS WRONG!"

