

# Call for Entries is Open. 9th International Advertising Festival «White Square»

*White Square International Advertising Festival, one of the major festivals of Eastern Europe, will take place on April 27-29 in Minsk. Call for Entries is open*

MINSK, BELARUS, February 2, 2017  
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International Advertising Festival «[White Square](#)», one of the leading creative events in communications industry of Eastern Europe, will gather representatives of more than 25 countries from all over the globe in the geographical heart of Europe, a country named Belarus. 9th White Square will take place on April 27-29 in Minsk. The festival is organised by [Association of Communications and Marketing Agencies](#) of Belarus, a member of EACA.

White Square is ambitious the most dynamically developing creative festival in Eastern Europe. In the year 2016 the representative of global rating The Gunn Report visited White Square and noted high organization level, professionalism of jurors and high level of entries, and called White Square one of the major festivals of the Eastern Europe.

Besides, White Square is the most conceptual festival. The name «White Square» implies the combination of Kazimir Malevich's Black Square as a symbol of Belarusian avant-gardes roots in art, and a clean sheet of paper, as a symbol of birth of new ideas.

The tagline of the festival this year is "CREATIVITY WINS!", because we believe in the victory of creativity in all spheres of life. And the entries of contestants will definitely prove it.

Call for entries for 9th White Square is now open for all agencies, advertisers, clients, design or production houses, media companies and others involved in advertising and communications. Entries can be submitted online [on the official website](#) to 5 contests: CREATIVITY, BRANDING, MARKETING, DIGITAL, SOCIAL ADVERTISING. The entries will be evaluated by the corresponding



**9<sup>TH</sup> INTERNATIONAL ADVERTISING  
AND MARKETING FESTIVAL**



**CREATIVITY WINS**

**27-29 APRIL 2017 MINSK, BELARUS**

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international jury cast, persons with world recognition in advertising and rich experience of judging at famous international ad festivals, holders of numerous prestigious awards in this sphere, including Cannes Lions.

Annually more than 1000 works are submitted to White Square from all over the Europe (Germany, France, Portugal, Italy, Belgium, Netherlands, Finland, Latvia, Lithuania, etc.), Central Asia and the CIS. White Square attracts more than 700 participants every year by its rich eventful business and educational program, evening and excursion program throughout 3 festival days, which gives a wonderful opportunity for communication of professional creative community from different countries of the globe. This is especially actual nowadays, when Belarus has become visa-free country.

Works-winners will be published on manifold leading resources of Europe and the CIS. For more detailed information please turn to official website of White Square <http://en.adfest.by/news>.

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