

# IX White Square Ad Festival calls to fight for CREATIVITY TO THE BLOOD!

*Believing in creativity, take a challenge and get the victory in this fair fight with your best works!*

*Call for entries is open on [www.en.adfest.by](http://www.en.adfest.by).*

MINSK, BELARUS, February 22, 2017

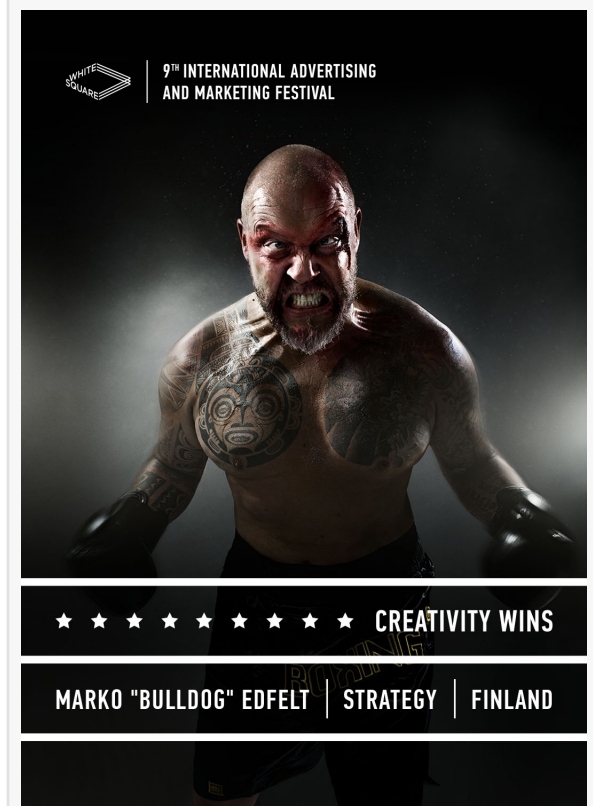
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IX International Advertising Festival [White Square](#), Belarus, one of the leading creative events in advertising and communications industry of Eastern Europe, has launched a campaign with famous advertisers shot in unexpected images. The key idea of Festival's corporate identity this year has become the image of boxing ring. On April 27-29 White Square Festival will turn to a prestigious tournament and invites professionals involved in advertising, branding, design, communications activity to participate in this tournament, to show their best pieces of work and to challenge each other in this fair fight.

«Creativity Wins» – is the tagline of IX White Square.

The idea of the campaign is to show advertisers in the images of fighters at the moment of their victory. After all, advertising is a battle, an everyday fight for ideas and their realisation, for tenders and festival awards. White Square goes further and calls to the victory of creativity in all spheres of life.

Recognized experts of advertising and communications industry, holders of prestigious international awards, White Square Jury members have become the faces of the campaign. They are Andrey Logvin, Creative Director of BORSCH Studio, Russia; Vitaliy Bykov, CEO, co-founder of Red Keds, Russia; Dmitry Apolenis, Creative Director at AIDA Pioneer, Belarus; Lola Tehver, Director of Estonian Association of Marketing and Communications Agencies, Estonia; Vladimir Kobets, Creative Director of digital-centric agency AdPro, Ukraine; Marko Edfelt, CEO, Partner at Satumaa Family Business, Finland.



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White Square is most ambitious and dynamically developing creative festival in Eastern Europe. In the year 2016 the representative of the global index 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.

Call for entries for 9th White Square is now open on the official website of the Festival [adfest.by](http://adfest.by). Deadline is on April, 7. There are 5 contests at the Festival: CREATIVITY, BRANDING, MARKETING, DIGITAL, SOCIAL ADVERTISING.

The festival is organised by [Association of Communication and Marketing Agencies of Belarus](#), a member of EACA.

The corporate identity and campaign of White Square Festival were worked out by AIDA Pioneer Branding & Creative. Photosession – altogether with a couple of famous Minsk photographers KANAPLEV + LEYDIK. [Video](#) by Andrey Levkovich.

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