

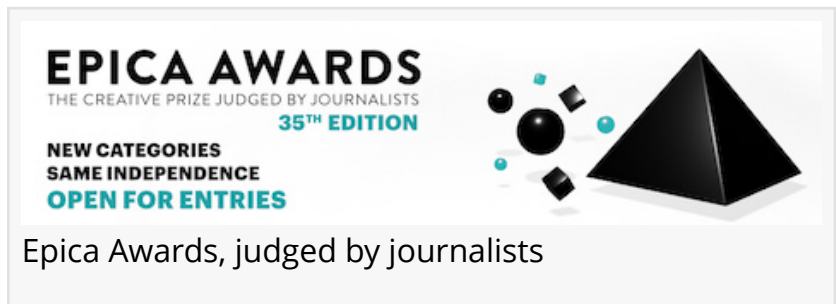
VMLY&R challenges agencies to get 'epic' work noticed

The Epica Awards 2022 advertising campaign highlights the PR advantages of entering the competition

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EINPresswire.com/ -- The Epica Awards' 2022 "[Open For Entries](#)" campaign,

created by [VMLY&R](#), has a stronger focus than ever on the competition's unique press jury.



Based on the line "Give them something epic to talk about", the campaign uses banners and full-page press ads literally pointing at articles written by journalists. In other words: if you want

journalists to write about your work, you should enter The Epica Awards!

“

As the only global creative competition judged solely by journalists, we punch above our weight in terms of press coverage. By entering Epica, you're showing your work to this influential audience.”

Mark Tungate

The campaign was led by Dimitri Guerassimov, CEO and Chief Creative Officer of VMLY&R France, working with creative duo Abi Stephenson and Matt Jones at VMLY&R London. The pair were Campaign Faces To Watch in 2021 and represented the UK at the Global Young Lions competition in Cannes.

Dimitri Guerassimov said: "VMLY&R is immensely proud to

help connect agencies with journalists, giving epic campaigns the opportunity to be seen, recognized, and talked about."

Mark Tungate, editorial director of The Epica Awards, commented: "As the only global creative competition judged solely by journalists, we punch above our weight in terms of press coverage. Simply by entering Epica, before you've even won anything, you're showing your work to this influential audience. We wanted to express that idea and VMLY&R nailed it in a direct and eye-catching way."

The Epica Awards jury is made up of senior editors and leading journalists from the most prestigious trade press titles in over 50 countries, as well as writers from specialized titles voting

on categories related to their industry.

The awards are currently [open for entries until October 7](#). The ceremony will take place on December 8.

Mark Tungate

Epica Awards

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