



P R E S S R E L A S E

New talents on the rise: young European creatives compete at the best YET workshop in Berlin

34 young creatives from nine European countries meet in Berlin

Berlin, May 11th 2006 34 creatives from nine European countries will take part in the 5th best YET workshop (best young european team), taking place in Berlin Mitte from May 11-12, 2006, in the Villa Elisabeth.

During the two day event, which will be hosted by Germany this year for the first time, young advertising talents must develop a campaign especially tailored to newspaper publication. A renowned international jury of experts, headed by the German top creative Amir Kassaei (DDB Group Germany), will select the winning team. After these two exciting, work-filled days, the winners can look forward to a trip to the 53rd International Advertising Festival in Cannes, only a few weeks later in June.



best YET 2006 is presented by newspaper marketing organizations from nine European countries, each of which is sending two winning teams from their national competitions to the Europe-wide contest. Along with the Frankfurt-based ZMG Zeitungs Marketing Gesellschaft (Germany), these are Cebuco (the Netherlands), Fullpage, (Belgium), Mediebedriftene, Norwegian Media Businesses Association (Norway), Publimedia (Switzerland), SPQR Syndicat de la Presse Quotidienne Région (France), TidningsUtgivarna Swedish Newspaper Publishers Association (Sweden), The Newspaper Society (Great Britain), and VÖZ Association of Austrian Newspapers (Austria).

The jury consists of chairman **Amir Kassaei** (DDB Group Germany, Berlin/Germany), **Tibor Barci** (President of CCA, Vienna/Austria), **Daniel Comte** (Advico Y&R, Zurich/Switzerland), **Per Erik Jarl** (Kitchen, Oslo/Norway), **Stef Jones** (Big Al's Creative Emporium, London/Great Britain) , **Arjen de Jong** (Cygnus X-3, Amsterdam/Netherlands), **Andrea Stillaci** (JWT Paris/France).

The location of the event is set in the fashionable Berlin Mitte district, in one of its most imaginative and creative venues: Villa Elisabeth, widely known for the legendary "LisaLounge" which hosts events combining the unconventional and the hip in a



neoclassical ambience. As a former parish hall for the St. Elisabeth Church, the architecture and baroque interior offer interesting contrasts as a backdrop for theater stagings, dance performances, exhibitions, and fashion shows.

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