



*We were wondering-what is the key to success in such a competition?*

Two of our Drop by Drop competition jurors shared with us their opinions (A third, European Commissioner Connie Hedegaard answered separately our 3 Questions to...)

Jens Assur, one of Scandinavia's best known photographers is one of seven jurors. He is known for his work development issues such as "Hunger" a book series published in 2010. While Assur is from Sweden, another juror, the graphic designer Ferah Perker, comes from a different part of Europe: Turkey. While Assur is a photographer/film director; Perker has 19 years experience in graphic design and advertising and has worked as an art director for major network advertising agencies and clients in Turkey.

**Their recommendations to the participants are the following:**

***Q: - What do you look for when judging such a competition?***

***Assur: "The first thing I would look at would be intellectual concepts that are unique, interesting and that gives me an idea of what I can do to be part of the change. The technical execution is secondary."***

**Perker:** "Water is the most essential element for survival along with air. I think it would be a good idea to build the advertisement on this basic/simple fact."

**Assur:** "Behind a successful advertisement there is always, from my point of view, an intellectual concept. A deeper, more reflecting and smart idea than great graphics, forms and layout. You need to do your homework thoroughly before the creative work starts. To create a reaction or to grab people's attention is fairly easy for a subject matter like this. We are all aware of the issue and problems regarding water but still few do anything about it. So I would say that a clear and effective call-to-action is the most important thing. You need people to act and not only react in order to create a change."

**Q:** -Can advertising have an impact to raise awareness on global issues?

**Perker:** "Yes I definitely believe that advertisements can play an important role in raising such awareness."

But it seems to be much more difficult than creating a brand or creating an image for a brand.

Advertisement cannot use the same strategy as in a business to business or business to consumer style.

Social issues aim at changing behavior not at selling a product. If the intention is to "save the planet" or show respect to what our mother earth offers us generously, the individuals should realize that it is personally them that the ad addresses and more important than that they should sense that this call is quite sincere and frank.

The context is that on such global issues the addressees are not a certain privileged or educated group. The target audience might be from any level of education or nation or cultural background. This matter should be considered in the strategy of the advertisement."

**Assur:** *“Yes! If done right they can change opinions, raise awareness and create change. However, the advertisement needs to be a part of an overall strategic message from the company, organization etc and work together with other marketing tools to create credible attention.”*