



Press release

Golden EPICA Award for Media Consulta

MC's viral advert "Chemical Party" receives Europe's leading advertising award

***Berlin/Athens, 23 January 2009.* The idea is simple – the implementation unconventional; Media Consulta's (MC) award-winning "Chemical Party" viral will again be recognised for its success with the golden EPICA award, under the "Public Interest" category, in Athens tonight.**

The "Chemical Party" viral campaign supports the European Commission-funded programme, "Marie Curie Actions", which aims to promote the vocational training of researchers. With its whimsical humour, the viral advert seeks to increase youth interest in chemistry. In the unique clip, every guest at the "Chemical Party" embodies a different element that reacts to another while partying in the same room; the elements hydrogen and carbon dance closely together – forming a hydrocarbon, one of the tightest fusions in chemistry. In contrast, potassium and water are not able to stand each other and a brawl on the buffet table is unavoidable.

In 2008, the spot was awarded with several prizes; it took the first place at New York's audience award "NewTeeVee Pier Screening" and was shortlisted at the Cannes Lions 2008, the most important advertising industry's festival worldwide. It also generated huge attention in the British and American specialised press. "We have received enquiries from TV channels from the USA and France, who want to broadcast the spot in various TV formats for free", says Till Dreier, Head of TV and Film Production from MC. Using the online platform YouTube, the spot taps the pulse of the age and that of the audience; it has already been viewed nearly 300.000 times on the EU site of the video portal.

With over 5.600 entries in the last year, EPICA is Europe's leading advertising competition. Tonight it is awarded for the 22nd time. The jury is made up of experts of the European advertising trade press. Agencies, film



production companies, media consultancies and photographers of the economic region of Europe, the Middle East and Africa are allowed to participate.

Since 2006, MC has been creating audiovisual communications work for the European Commission's Directorate-general Research. In 2007, MC was able to implement one of the most successful projects for the European film support programme "MEDIA 2007". The MC-commissioned clip was viewed over 6.5 Million times on the official EU site of YouTube and generated international media interest with its provocative scenes.

To view the "Chemical Party" advert, please visit: our website www.media-consulta.com, heading: news or <http://youtube.com/eutube>, keyword: Chemical Party.

Footage:

Excerpt 1: Fight of the molecules: Electrical shock separates sodium chloride.

Excerpt 2: Carbon is looking for a tight fusion.

Excerpt 3: Trouble at the "Chemical Party": Potassium and water do not get along with one another.

MEDIA CONSULTA:

MEDIA CONSULTA (MC) is a leading independent PR and advertising agency in Europe and a market leader in the areas of corporate communication, youth marketing and political communication. In addition to German branch offices in Berlin and Cologne, the MC network is the only German network to maintain its own subsidiaries and partner agencies in all 27 EU member states, the accession states and key business centres throughout the world. Within our integrated agency network, MC specialist agencies cover all areas of modern communication under one umbrella. This includes public relations, advertising and media, corporate publishing, interactive marketing, sports, youth and music marketing, event management and TV production.

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