

## 27 Intercontinental Cup trophies granted in Istanbul

ISTANBUL, TURKEY: The fourth circle of Intercontinental Advertising Cup was judged last week in Istanbul. 715 entries were shortlisted from finalists and winners of biggest regional advertising festivals: Asia Pacific's ADFEST, Ibero-American FIAP, Art Directors Club of Europe and Golden Drum, New Europe.



All entries were considered three times, first in the Products and Services section regardless of the media, second in the Best of Media section and finally in the Best of Ad Making section.

The jury selected 145 nominees: 67 from ADFEST, 34 from FIAP, 33 from ADC\*E and 11 from Golden Drum.

10 Cup trophies went to Asia Pacific agencies, 6 cups to Ibero-American creatives. European agencies selected by ADC\*E and Golden Drum 2010 competitions won 11 cups and 44 nominations at the 4th Intercontinental Advertising Cup.

The Grand Cup, the highest ICAC award, was granted to Yubari City project Beacon Communications Leo Burnett Japan.



The winning team, Beacon Communications Leo Burnett Japan.

[click to enlarge](#)

The Yubari city used to be known by its coal mining. After most of the mines closed down, to compensate Yubari shifted its focus to tourism. Sadly all the newly constructed tourist attractions failed too. Resident began to leave, population shrank, and the city declared bankruptcy. To find ideas to save the city a brief was sent to Beacon Leo Burnett Japan. After some research the agency came to some stunning discoveries. Yubari was the city with the lowest divorce rates in Japan.

The agency came to an idea - a city with "No money but love." They created an icon for the city "Yubari-Fusai," a double character that plays on the word "Fusai" that in Japanese means both debt and spouse. The mayor proudly declared that Yubari was the city of happily married couples and official happily married certificates were issued to both locals and visitors. Newlyweds from all over the country came to the city to bless their union.

The whole city mobilised behind the idea and soon the city was full with Yubari-Fusai branded confectionary, beer, compilation CD's, toys...The amount of free PR generated by this efforts exceeded all expectations. The icon became talk

of the town, the country and the TV viewers. The number of visitors of Yubari has increased 10 % year on year and over 31 million \$ generated toward alleviating the debt.

"No money but love". With the power of love and the strength of a powerful human centred idea Yubari city is making a positive stand forward to its full recovery. The people of Yubari can once again take pride in their city.

All awarded entries you can see on [ADFORUM](#), [XIPAX](#) and all participating festivals' web sites. The list of all nominees and winners is also available [here](#).

More on [www.thecupawards.com](http://www.thecupawards.com).

For more, visit: <https://www.bizcommunity.com>