

## **EACA announces new Corporate ID & website**

*Brussels, 5 September 2016:* EACA, the European Association of Communications Agencies, is announced a major redesign of its corporate identity and the launch of a totally new website, [www.eaca.eu](http://www.eaca.eu).

EACA represents over 2,500 communications agencies and agency associations across Europe and the needs and challenges of its members are at the core of EACA's communications. This is reflected in the structure of the new website, which is more modern, interactive and was created to provide visitors, members and partner organisations with a faster, easier to navigate, and more user-friendly experience.

One of the most noticeable changes on the new site is the logo, which is now fresher, more colourful and better reflects EACA's spirit. The site also includes many new features to help users to quickly and easily navigate the site and find the information they need, providing accurate, up-to-date information and sharing knowledge and expertise in the field of advertising.

A great deal of thought has gone into the site's visual impact: large, high-resolution images and videos are intended to give it a fresh look, make it more appealing and more fun for users. The website is an important component of EACA's wider digital strategy.

EACA has also launched Inspire! by eaca, a single hub for education and training opportunities in the commercial communications industry. Inspire! by eaca aims to raise industry standards by providing innovative and customised education and training solutions to its main stakeholders, young and senior professionals, academics and students. The European Institute for Commercial Communications Education (edcom) is an integral part of Inspire! by eaca and plays an important role in bridging the gap between academia and professionals in the advertising industry. Inspire! by eaca can be visited at: <http://www.eaca-inspire.eu/>

The new EACA website is available at [www.eaca.eu](http://www.eaca.eu).

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The new **EACA** logo is:



The new **Inspire! by eaca** logo is:

