

9 January 2013

To Whom It May Concern,

Letter of Recommendation of **Mr. Gürkan Akkurt**

This is to certify that **Gürkan Akkurt** participated and won four Creative Workout Competitions organised by the European Institute for Commercial Communications Education in the period April-December 2012.

The European Institute for Commercial Communications Education (edcom) was set up by the European Association of Communications Agencies together with the founding academic partners to promote excellence in commercial communications education and research.

Among others, edcom aims to enhance communication and co-operation between the European commercial communication sector and academic partners, facilitate cross-border education, employment and exchange of commercial communications students and to promote knowledge and understanding of innovative advertising and communication techniques and new use of media and other public platforms.

The Creative Workout competition is an opportunity for communications students across Europe to be challenged on a real brief. In only one week, participants need to best express their creative ideas in response to the published brief. The responsible agency for the brief then judges what they deem to be the best and most exciting solution to the problem.

Mr. Akkurt managed to impress the jury every time he took part in the competition and was chosen as winner by four communications agencies (DraftFCB, Choco Creatie, Fallon and Ammo4Growth). His creative ideas have been judged as bold, attention grabbing, easily understandable by target groups and real artwork.

I am sincerely confident that his experience with the edcom Creative Workout Competition will contribute to making his future work endeavours a success. I wish Gürkan a successful career in the communications sector and I would like to recommend him for further assignments.

Tamara Ramach
EACA EU Affairs Manager

