

# Unlocking Creativity



@ Deree  
**Winning Ideas  
from the  
Ermis Awards**

18th of November

12:30 PM

Deree

The American  
College of Greece



The Ermis Awards — Greece’s most prestigious creativity awards — come to Deree for a day dedicated to inspiration, learning, and bold ideas. Through a curated showcase of award-winning campaigns and insights from leading creative professionals, students will have the opportunity to explore what lies behind exceptional awarded work: the thinking, the craft, and the passion that bring ideas to life.

## Program

12.30 – 12.50

**Registration – Part A**

12.50 – 13.00

**Welcome Remarks**

*Konstantinos Stamatakis, Chief Marketing Officer, Kotsovolos & member of the Ermis Awards Steering Committee.*

*Ioanna Mitropoulou, Marketing Department Academic Co-Ordinator, Deree*

13.00 – 13.20

Host Intro

**How to Survive a zombie attack.**

**A story about Creativity, AI, the future and popcorn.**

Speaker:

*Christos Koutsoukos, Executive Creative Director, Cream*

13.20 – 13.50

**How to Judge a Creative Idea**

Speakers:

*Giannis Vassilopoulos, Group Creative Director, Frank&Fame*

*Nora Malamidou, Strategic Planner Director, Frank&Fame*

Ideas. Everyone has one. But what is it that makes an idea stand out from the clutter in an overloaded communication environment, full of screens asking for the viewer’s attention?

That's a different story of building effectiveness and love brand instead of just creating a good impression. Giannis and Nora will unravel their "checklist" of what makes a creative idea the one to win the battle for the brand, the client, and a demanding audience with record-breaking short attention span.

**13.50 – 14.20**

## **Registration – Part B**

**14.20 – 14.50**

## **Hotel Grande Bretagne 150 Years: Always Grand**

V+O Group, Hotel Grande Bretagne

### Speakers:

**Ria Psouchla**, Head of Events & Experience, V+O Group

**Chrysostomos Agapitos**, Senior Account Manager, V+O Group

In 2024, the Hotel Grande Bretagne in Athens entrusted V+O Communication with crafting a bold and inspiring communication strategy to celebrate its historic 150th anniversary. V+O responded with the visionary "Hotel Grande Bretagne 150 Years: Always Grand" year-long program, a series of unique and tailor-made experiences which blended the hotel's storied legacy with a modern lifestyle approach, aiming to make the public part of the celebration. With 6,000+ attendees, including VIPs, guests, media, and the public, over 700 media clippings valued at €920,000, and 4,000+ organic social media posts, the campaign exceeded expectations, cementing the hotel's position as a leader in the tourism sector and honoring its timeless status as a global icon of luxury and hospitality.

**14.50 – 15.20**

## **It's all about love**

### Speakers:

**Nora Malamidou**, Strategic Planning Director, Frank & Fame

**Costas Kapetanakis**, Creative Director, Frank & Fame

**Stelina Fousteri**, Corporate Communications Manager, Karamolegos Bakery S.A

For over four decades, Karamolegos, the Greek bakery and its classic toast bread, has been a staple in households across

Greece, giving it a profound understanding of genuine family dynamics. You may say that this brand knows how it feels to live among a real Greek family: it may be loud, but it's full of love. And this is what we decided to put out there: the unpolished truth, unlike what is usually depicted in the advertising world. Thus, we've crafted an unconditionally authentic story that traverses from one home to another, introducing a frank glimpse into everyday family life: the complaints, the awkward silences and loud voices, the little or bigger outbursts, all the tension that just takes a tiny excuse to dissolve and reveal the unwavering love we hold for each other. The product is just the excuse. The Karamolegkos brand is all about love. And that essence is infused into everything it creates, even its tagline.

15.20 – 15.40

**Registration – Part C**

15.40 – 16.10

**Beetroot for National Bank of Greece.  
Re-imagining a Legacy Brand**

Speaker:

**Yiannis Charalambopoulos**, Co-founder, Beetroot

**Christos Papapostolou**, Head of Brand Communication & Brand Experience at National Bank of Greece

In the 20<sup>th</sup> century, the average brand lifespan was 40-60 years; in the 21<sup>st</sup> century, it is less than 20. So how do you approach a brand that, at the start of the rebranding process, was 178 years old? Legacy brands have unique features and attributes that must be carefully considered for a successful change of visual identity. An exploration of the thinking and design approach that informed the development of a legacy-respecting, future-proof new identity for the National Bank of Greece rebranding.

16.10 – 16.40

**People Hate Ads. Let's Do an Ad.  
Stress free Banking by NBG**

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**Speaker:**

**Venia Koronidi**, Head of Strategy, McCann Athens

**Niki Polychronaki**, Head Digital Presence and Communication,  
National Bank of Greece

Gen Z hates ads. They skip, scroll, and tune them out. So, when the National Bank of Greece launched a new app made for them, we didn't make another ad. We made one that spoke their language, tackled their biggest stress, money, and turned banking into something stress-free and relatable.

**16.40 – 17.05**

## **Registration – Part D**

**17.05 – 17.50**

## **The Interview**

**Thanasis Papathanasiou**, Chairman & Executive Creative Director,  
Frank & Fame

**Ioana Archontaki**, Creative Director, DDB Athens

**Katerina Voreopoulou**, Marketing Society

**Katerina Kalligaridi**, Marketing Society

**Alexandros Nikolaou**, Communications Society

**Ariadne Kollarou**, Communications Society

A unique live session where Deree students host two creative minds — one established, one emerging — to discuss how advertising and the meaning of creativity have evolved through the years.

**17.50**

## **Closing Remarks**

**Zozeta Miliopoulou**, Associate Dean, Education & Employability, Deree

**Networking**