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'You Get What You Put In': RWU Students on this Year's Student Advertising Competition Course

After securing a second-place finish for project-based course work, students reflect on their experience and what they got out of the class



Advertising Campaigns Practicum course members huddled before presenting their fully integrated advertising campaign for Ocean Spray as part of the American Advertising Federation's National Student Advertising Campaign Competition.

April 26, 2018 | Juan Siliezar

BRISTOL, R.I. – As a part of their Advertising Campaigns Practicum course, 26 interdisciplinary students worked on a yearlong project developing a fully integrated advertising campaign for Ocean Spray that appeals to millennial consumers – a demographic currently beyond the company's core market.

Students presented their campaign in the regional round of the American Advertising Federation's National Student Advertising Campaign Competition. The RWU team placed second in the competition for a second year. It was the team's third consecutive year placing in the top three and the sixth time placing in the top four in recent years.

To give a sense of the experience students came away with, three seniors reflected on the class and their favorite campaign elements.

What the Course is Like

Julia Palardy, marketing: The class basically functions like a small-scale agency. I had an internship at an agency, but I feel like I had more agency experience in this class, because it's so much more hands-on.

Acacia (Cacey) Longley, marketing: It's a full start-to-finish entirely new campaign.

Nicholas Barbaria, graphic design: One of the students that took this class last year jokingly said that this class was a full year of work experience. And you know what? I agree.



Seniors Julia Palardy, Acacia Longley and Nicholas Barbaria.

Campaign Foundations

The two-part class Marketing 401 Advertising Campaigns Research and Marketing 402 Advertising Campaigns Practicum, both taught by Assistant Professor of Marketing Geraldo Matos from the Mario J. Gabelli School of Business, is centered around the National Student Advertising Campaign. Each year AAF enlists a corporate sponsor – like Ocean Spray – to provide a case study that identifies a real-world problem. This year the challenge was to target millennials for Ocean Spray, a global leader in cranberry products.



Excerpt of research students conducted in the Marketing 401 Advertising Campaigns Research part of the course. Image provided by the 2018 RWU NSAC Team.

Julia: We spent the whole first semester doing research.

Cacey: We were split into three research teams. I was on the primary research team, so we conducted surveys, interviews, store visits and things like that while the competitive team figured out where Ocean Spray would fit in the millennial market. The secondary research team looked at research that already existed.

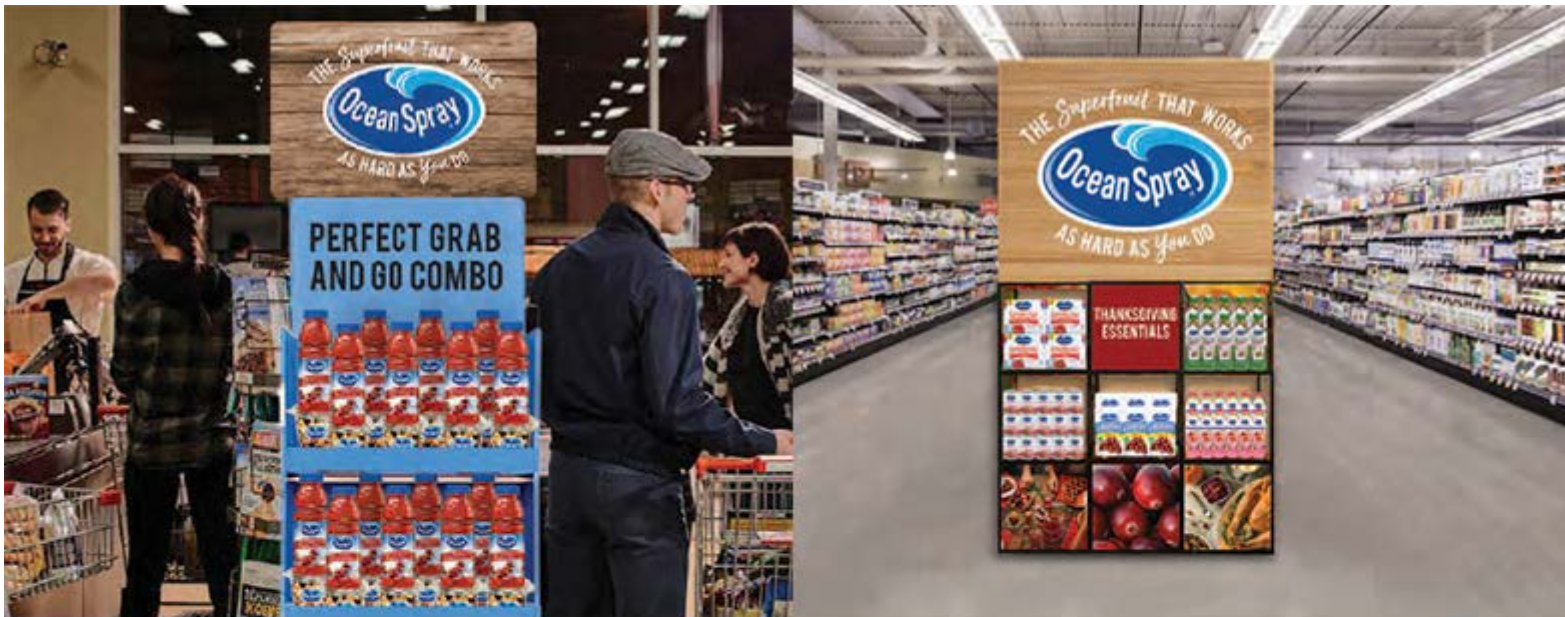
The class found that most people only knew Ocean Spray as a juice brand and weren't aware of the entire line of healthy foods it had built around cranberries or of its network of farmers and growers. The class saw an opportunity to market those products as a "better for you" type of food, which resonates well with the active lifestyle of millennials.

Nicholas: We found this truth, which is that Ocean Spray is a group of doers supporting doers so that's where we jumped off into the creative elements.

Campaign Elements

After establishing the direction of the campaign, students broke into creative and brand management teams to create the elements of the campaigns such as TV spot commercials, digital/social media posts, traditional advertisements on subways and buses, and a 21-page document that is the brand overview of the entire campaign.

All concept images and videos are examples of student work for the competition provided by the 2018 RWU NSAC team.



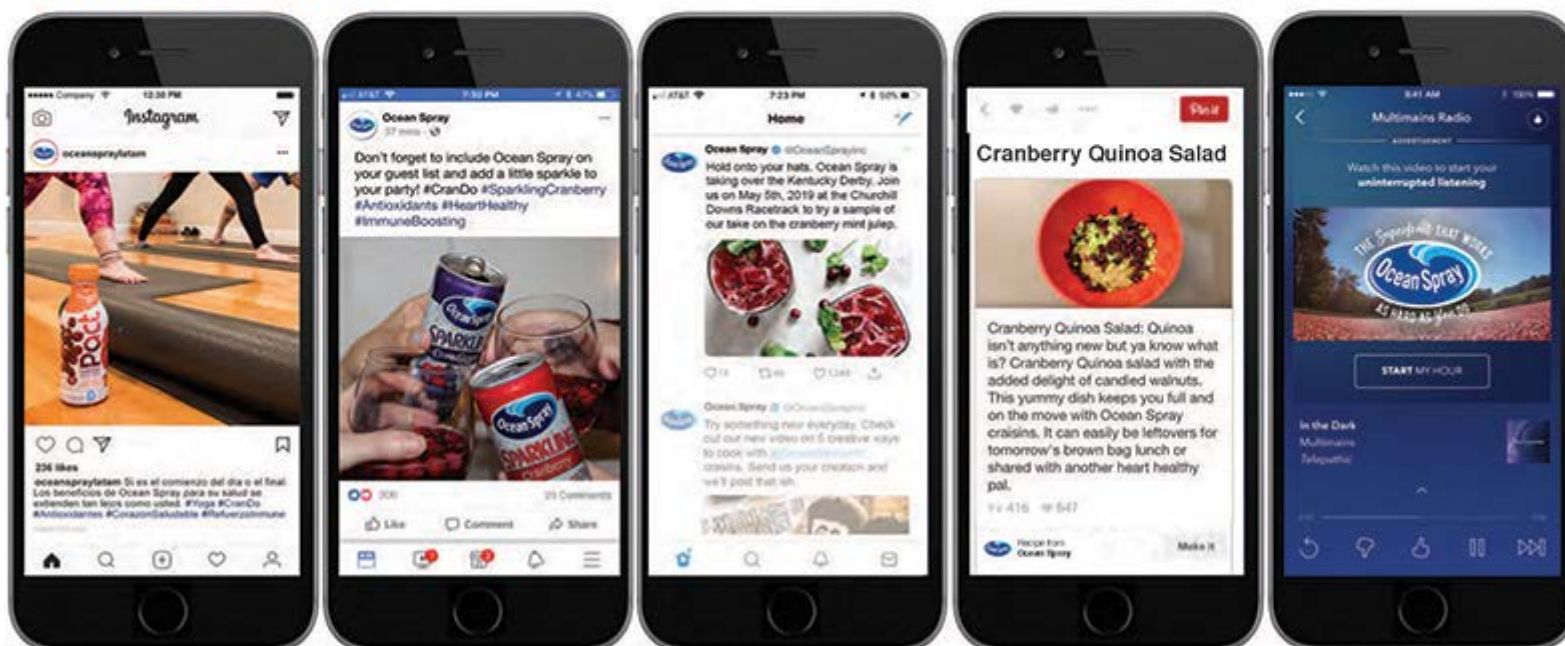
Above are examples of in-store displays and an out-of-home bus advertisement created for the competition. Below are examples of social media posts and digital advertisements.

In order to appeal to the millennial audience, specifically our targeted segments, Agency 267 developed numerous product-focused social media posts, website banner ads, and three different radio advertisements that will set the tone for all elements of our campaign.



Ocean Spray will post advertisements on the most popular platforms among millennials: Instagram, Facebook, Twitter, Pinterest, Pandora, and Hulu.

We have also created a Spanish language version for one of our radio ads and our social media posts.



The all-around class favorite campaign element was the 60-second brand manifesto, which sets the framework for the brand story.











Cacey: I cry every time I see it.

Julia: Everything was shot by the class. None of it is stock.

Nicholas: Literally the third week of school we took a group of four students and went to a few bogs. We didn't know what we were looking for but we just took as many shots of what we could and we got to talk to some of the farmers. We discovered some pretty interesting information about cranberries that you're not going to find online or through a survey that actually ended up making it into the campaign. It's all about authenticity.



Agency 267 created a 30 second video advertisement portraying the hardworking nature of the millennial lifestyle, while highlighting where Ocean Spray fits into the moments of their everyday lives. This advertisement sets the tone for our campaign and helps millennials realize that Ocean Spray has the superfruit that works as hard as you do.

			
Days start early. Life moves fast.	And let's face it, cravings happen.	They're nothing new, but the way you satisfy them should be.	Indulge in a superfruit that powers your day.
			
We're not just immune boosting, heart healthy or loaded with antioxidants.	We are all these things and we're just one berry.	At Ocean Spray we are doers supporting doers. So whatever you do and however you do it, let our growers support you.	Ocean Spray, the Superfruit that works as hard as you do.

	<p>This 15 second ad shows millennial's doer lifestyle, even in their leisure time. We have also developed a Spanish language version of this ad. Additionally, we have created another 15 second ad showing how Ocean Spray's health benefits encourage millennial's balanced lifestyle.</p>		<p>This six second ad shows the millennial mother coming home after working and continuing to be a doer by cleaning the house and preparing dinner. We have two additional six second ads that target our other millennial segments.</p>
:15 SECOND COMMERCIAL PLAY		:06 SECOND COMMERCIAL PLAY	

Storyboard for a 30-second video advertisement concept created by students. Image provided by the 2018 RWU NSAC team.

Cacey: We wanted to make sure all the videos embody what a millennial lifestyle would be while also incorporating Ocean Spray products, but at the same time not making it super product focused. We wanted it to be like the products are just integrated into their lives.

Favorite Elements

One of Julia's favorite elements were the out-of-home mock-up ads for subways targeting millennials on the move.



Julia: We thought of this idea to have plastic handles on subway and bus poles that were shaped like Ocean Spray Pact bottles so that when people grabbed onto the poles they'd be grabbing onto an Ocean Spray bottle. It'd literally be doers supporting doers living their balanced lifestyle.

Cacey's favorite was a proposed WeWork partnership where Ocean Spray would sponsor work-life integration activities.

FUELING STATION



A station will be stocked featuring the variety of Ocean Spray snack and drink products for people to sample within the 70 office locations across the seven selected cities.

HAPPY HOUR BAR



We will also offer a "happy hour" open bar with alcoholic and non-alcoholic drinks. This will highlight Ocean Spray's non-alcoholic Mocktails, while also showing how Ocean Spray Cranberry Juice Cocktail can be incorporated into alcoholic beverages.

BALANCE BALL



We will be providing 50 Ocean Spray branded balance ball chairs in each of the 70 offices. The purpose of this activation is to boost brand relevance, drive affinity, and relay our message of living a balanced lifestyle to these hardworking millennials.



Cacey: We wanted to reinforce that we are there every point of the day to really drive relevance. It felt the most all-inclusive because it was powering millennials through their day but also had a fun non-alcoholic, happy hour aspect.

Nicholas' favorite was the Friendsgiving contest they created.

OCEAN SPRAY: THE OFFICIAL SPONSOR OF FRIENDSGIVING

As November rolls around, excitement builds for Thanksgiving. Ocean Spray's cranberry sauce has been a **Thanksgiving staple** for over 85 years. But now millennials are starting their own tradition, Friendsgiving.

Friendsgiving is the holiday that millennials created and own. By taking advantage of this new holiday and creating an event based around Friendsgiving, we provide Ocean Spray with the opportunity to connect with millennials and become the staple for this holiday too.

Aligning with this millennial-made holiday will increase the relevance of Ocean Spray, and let Ocean Spray own the month of November.

The activation will revolve around a contest highlighting our consumers being doers in their community, inspired by how Ocean Spray growers and influencers are doers in their respective communities.

ACTIVATION OVERVIEW:

- Ocean Spray growers and influencers will post on social media showing how they give back to their communities.
- They will then encourage their followers to participate in this act of doing and share it on their social media pages.
- Participants who receive the most engagement on social media will win a trip with five friends to Ocean Spray's Friendsgiving.
- At the event, winners will be served a Friendsgiving dinner highlighting how Ocean Spray products can be incorporated into Friendsgiving.
- Our influencer, **Brothers Green**, will be at the event in New York sharing and posting sponsored content throughout the event.



1 BE A DOER SHARE IT ON YOUR SOCIAL MEDIA

2 GET 2 VOTES ON ALL THREE SOCIAL PLATFORMS

3 WIN AN INVITE WITH THE MOST ENGAGEMENTS

4 GO TO A CITY NEW YORK CITY, DENVER OR SEATTLE

5 JOIN THE PARTY CELEBRATE FRIENDSGIVING WITH OCEAN SPRAY

Nicholas: I thought it was unique. Friendsgiving is for the Millennial demographic, so why not become the official sponsor to Friendsgiving. We made a contest around doing and supporting people doing good in the community.

Final Reflections

Despite not winning the competition, the students in Matos' class walked away with more than just a trophy. They walked away with traits and skills favored by top organizations. Julia and Nicholas are using their experience in the class in interviews for positions. Cacey said this class helped her secure a position at Havas Media in Boston as a digital investment associate.

Julia: It's about what you do with the experience.

Cacey: It's crazy talking it all out. When we were doing it kind of felt like we were making decisions on the fly, but there was so much strategy that went into it. This whole semester was a blur. We had a lot of late nights, but it was the best experience of my life. We really got out of it what we put into to it.

Nicholas: At the end, you have this body of work that is unmatched. I'm very happy with what we made and what we have. I'm very proud of it. It's probably going to get me a job.

The Marketing 402 Advertising Campaigns Practicum class is comprised of 26 RWU students. Their majors included marketing, management, graphic design, communications, public relations, and a foreign language and marketing double major.

Seniors in the class are Nicholas Barbaria, Amanda Calderon, Jonathan Chow, Gabrielle Ciarleglio, Makayla D'Urso, Tiffany Eaton, Christy Gordon, Stephen Gross, Luke Herritt, Matthew Holman, Meghan Huston, Jillian Lewandoski, Acacia Longley, Lindsey Lopez, Nicholas Malone, Carolyn O'Hara, Julia Palardy, Zoe Siegel and Meghan Smith.

Juniors in the class are Grace Alpert, Ross Andrei, Christina Driscoll, Harper Smith, August Solone, Emily Warrington and Katherine Worth.

Seniors Jaime Warlich and Lily Englund were involved in the early conceptual development of the campaign.

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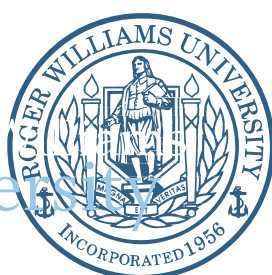
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