4-26-2018

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

Juan Siliezar
Roger Williams University

Follow this and additional works at: https://docs.rwu.edu/weekatroger_featured_news

Part of the Higher Education Commons

Recommended Citation
Siliezar, Juan, "'You Get What You Put In': RWU Students on this Year's Student Advertising Competition Course" (2018). Featured News Story. 2.
https://docs.rwu.edu/weekatroger_featured_news/2

This News Article is brought to you for free and open access by the The Week at Roger at DOCS@RWU. It has been accepted for inclusion in Featured News Story by an authorized administrator of DOCS@RWU. For more information, please contact mwu@rwu.edu.
‘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.

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.
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.

Nicholas’ favorite was the Friendsgiving contest they created.

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.


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.