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ADVENTURE

An Advertising Newsletter

Vol. 2 / No. 4 / Summer 1981

WESTERN KENTUCKY UNIVERSITY

WKU TAKES DISTRICT HONORS



WESTERN STUDENTS AND FACULTY attending the Fifth District AAF student competition are, left to right, front row: Martha Reid, Cathy Young, Ginger Williams, Kathy Lam, Carin Hahn and Clay Scott. Back row, left to right: Carolyn Stringer, faculty adviser; Todd Engel; Jack Vandercook; Mark Hess; Amelia Ortale; Pat Jordan, faculty adviser; Ty Norton; Dennis Mattingly and Kathy Blair.

Competes in National Finals

Western Kentucky University students captured first place in the Fifth District American Advertising Federation competition at Columbus, Ohio on April 24 and advanced to national judging in Washington, D.C. on June 6.

In the district competition, Western competed against 13 other universities and colleges from West Virginia, Ohio and Kentucky. Ohio University was second, the University of Kentucky third and Kent State fourth.

The national competition was won by Michigan State University.

The student team prepared a complete research, marketing, creative, media and sales promotion program for a Coors Premium beer college market campaign in 17 Western states. Coors Beer executives acted as judges in the national competition.

Members of the Western team presenting the plan at district and national judging included Jack Vandercook and Todd Engel of Hendersonville, Tenn.; Cathy Young of Clarksville, Tenn.; Ginger Williams, Lakeland, Fla. and Mark Hess, Louisville.

Other students working on the project included Kathy Blair, Bowling Green; Philip Curtis, Paducah; Terri Duncan, Edmonton; Diann Greene, Bowling Green; Carin Hahn, Lexington; Kathy Lam, Miami Springs, Fla.; Dennis Mattingly, Owensboro; Cathy McCarty, Louisville; Ty Norton, Bowling Green; Amelia Ortale, Nashville; Rich Poling, Bowling Green; Clay Scott, Gallatin, Tenn. and Andre Williams, Chicago.

Cindy Baker of Lexington serves as coordinator of the Fifth District student advertising competition. Judges for this year's event included Jean Babbington, Abbott Advertising, Lexington; Madelon Palmo and Duane Palmo, Palmo Advertising, Columbus; Marion Powell and Kent Maffett, Meldrum & Fewsmith, Cleveland and Pat Porter, Brooks Marketing, Louisville.

Colleges and universities from the three-state area represented in the Fifth District competition included Baldwin Wallace (OH), Marshall University (WV), Western Virginia University (WV), Muskingham College (OH), Youngstown State University (OH), University of Kentucky (KY), Xavier University (OH), Kent State University (OH), Ohio University (OH), Northern Kentucky University (KY), and Bowling Green State University (OH).

Advertising Students Work in Summer Internships

Six senior advertising students are working this summer for various agency, media and retail establishments.

Students serving as interns in the Louisville area are Mark Hess at Doe-Anderson Advertising Agency and Laurie Chambers at McCann-Erickson.

Two students are working for newspapers during the summer. Mike Fox is completing an internship in layout at the Westview community newspaper, Nashville; Stephanie Wood, Bowling Green, is an advertising sales representative for Nashville Suburban News-

papers in Madison, Tenn.

Ginger Williams is working as an intern for Belk-Lindsey Department Stores in Lakeland, Fla. She completed an internship with an ad agency in the summer of 1980 for a major in advertising. The internship this summer helps to fulfill requirements for a second major in textiles and clothing merchandizing.

Robin Reeves works for Larry Bailey and Associates Advertising Agency in Bowling Green. He has previously been an intern at Land Between the Lakes.

Coors Campaign Tests Students' Skills



Photo by Laurie Chambers

MEMBERS OF THE CREATIVE DEPARTMENT study proposed theme graphic art to be used in the Coors campaign. Left to right are Rich Poling; Diann Greene, Creative Director; Mark Hess; Phillip Curtis; Kathy Blair and Amelia Ortale.



Photo by Laurie Chambers

EVERYTHING'S ON SCHEDULE in the Coors campaign. Seniors Terri Duncan (above), and Kathy Lam assure the agency that they'll meet the deadline.

BY TODD ENGEL

For 18 junior and senior advertising students, April 24 was a day of reckoning. On that day in Columbus, Ohio, an extensively researched, advertising campaign was presented for approval to a panel of professional ad executives.

The 18 students had been diligently working on the project to be presented for the annual American Advertising Federation Student Competition. The sponsor for this year's event was Adolf Coors Company in Golden, Colorado.

Member schools of the AAF were asked to present a complete advertising plan for Coors Premium beer. The plan demanded that students utilize all their skills in formulating decisions in marketing, media, sales promotion, and creative.

The target market, as outlined by the Coors Company, was legal drinking-age college students in Coor's 17-state market area of the West. Approximately 4 million of these potential Coors drinkers existed.

Coors has maintained a 7.7% market share for all brands in an industry dominated by Anheuser-Busch and Miller Brewing Companies. The budget as set by Coors for the college campaign, was \$2 million.

Advertising students worked overtime to meet deadlines on a calendar of events that culminated April 24th. An air of enthusiasm stirred through the "agency" in hopes of producing an equally fine performance as last year when Western students captured second place in the fifth district, competing against 12 other schools.

The end of the day on April 24 brought shouts of joy and congratulations as Packard Phillips, Governor of the Fifth District, announced that Western had won the competition.

The campaign was a test of the students' dexterity in advertising, and the experience gained will be advantageous for all involved.

Engel Chosen for National Honorary Society

Todd Engel, a Hendersonville senior, was elected to Alpha Delta Sigma, the national American Advertising Federation Honorary Society. The society recognizes excellence in academic scholarship and professionalism. To be chosen, a student must rank in the upper ten percent of the academic unit where his program is located.

He presented the media section of the Western AAF entry in the student advertising competition at the district and national meets. He has worked as a graphics lab assistant in the Department of Journalism during the past year.



Photo by Laurie Chambers

TY NORTON interviews a student via telephone as part of the primary research on the Coors campaign.

Ad Club Shows Clios

The Ad Club sponsored a special showing of the Clios this spring semester. The Clios, awarded annually, are presented to recognize outstanding creativity in television commercials produced in the United States and abroad.

Many of the award-winning commercials were slice-of-life formats. Some of the winning commercials include: Kodak Instamatic, Fiat Strata, McDonalds, Independant Life, Coke, the Bell System and Jello.

International commercials made a good showing this time as well.

ADVENTURE is written and edited by students of advertising in the Department of Journalism at Western Kentucky University.

Publications committee:

Julie Carter
Mark Hess
Martha Reid
Todd Engel
Amelia Ortale
Kimberly Lynn

Student Professional Club Chooses Hess as Leader

The Western Kentucky Advertising Club selected Mark Hess, a Louisville senior, as club president for the 1981 fall semester. Hess, who is majoring in advertising, is completing an internship this summer at Doe-Anderson Advertising Agency in Louisville. He has previously worked on the staff of *Adventure*, and presented the creative plan for the winning Western entry in the 1981 AAF student advertising competition.

Kathy Blair, a Bowling Green senior, was elected first vice president of the group. She wrote and sang the jingle used in the Western AAF entry. Blair will be responsible for speakers and programs for the club during the coming year.

Ginger Williams, a Lakeland, Fla. advertising senior, was chosen second vice president. Williams will serve as editor of *Adventure*

during the fall. She served as marketing director of the AAF competition team, and has also been advertising manager of the Western student newspaper. She worked as an advertising intern for Clarke, Pearson and Sawyer agency in Lakeland during the summer of 1980, and is completing an internship in merchandising at a retail store in Lakeland.

Ty Norton, a Bowling Green senior, was elected secretary/treasurer of the club. He worked on the sales promotion section of the AAF student campaign, and has worked as a salesman on the student newspaper.

Williams Named Top Advertising Student

Ginger Williams, a senior from Lakeland, Fla., has been named outstanding advertising graduate of 1981 by the Department of Journalism.

The award is presented annually by faculty to an advertising student with notable academic and professional qualifications.

Williams is completing a double major in advertising and textiles/clothing merchandising. She plans to work in retail advertising following graduation.

A member of the Western Advertising Club, Williams served as marketing director for the club's entry in the 1981 AAF national student advertising competition. She presented the group's marketing plans at the district competition in Columbus, Ohio.

During the summer of 1981, Williams worked as an intern for Pearson, Clarke and Sawyer advertising agency in Lakeland. She has been an advertising salesperson and advertising manager for the Western student newspaper.

MOVED? Let us know.
Write ADVENTURE.

Union Underwear Executive Gives Sales Promotion Tips to Seniors

Jim Weber, sales promotion manager for Union Underwear, Bowling Green, recently spoke to the advertising campaigns class on effective sales promotion techniques.

Weber, who plans promotion for Union Underwear's Fruit of the Loom brand, showed examples of current advertising which incorporated use of couponing, premiums, give-aways and contests.

A former sales promotion executive with Campbell's Soups, Weber also showed and discussed campaigns he had worked on involving Campbell products. He fielded questions from students, and stressed the necessity of accurately estimating costs involved with different promotional plans, particularly those involving contests and give-aways.

Local Ad Exec Shows Creative Samples

BY AMELIA ORTALE

"Whatever the client requests is a buck in your pocket," was the major piece of advice that Johnny Oldham, Vice president of Hines and Associates Advertising Agency in Bowling Green, offered the Ad Club members at a February meeting.

Hines and Associates opened in Bowling Green five years ago as an agency handling mostly ads for radio, TV and newspaper. Their list of responsibilities now range from logos to news letters and menus, to 57-page catalogs and billboard designs.

"We're a small agency, but we wear a lot of hats," Oldham said.

Included among the list of logos created by Hines and Associates are the attractive new designs of Michael's Pub and Briarpatch Restaurants. Both logos have the same style of lettering and both have a long-stemmed rose laying crossways in front of either a beer mug (for Michael's Pub) and a dinner plate and water goblet (for Briarpatch).

Hines and Associates prepares news letters for Briarpatch Restaurants, the City of Bowling Green, American National Bank and Holiday Inn-Holidome. They also have designed creative menus for such local restaurants as the Carafe and Crock and Gatsby's and an out of town restaurant called Farmhouse Inn.

Oldham said they also prepare brochures and catalogs. Their most recent projects have been a 57-page catalog for the City of Bowling Green and a local insurance company, Blake, Hart, Taylor and Wiseman.

Hines and Associates have also designed outdoor billboards for Gatsby's and Briarpatch restaurants. It's expensive, but, said Oldham, "Outdoor Advertising is a good medium if used effectively."



Photo by Laurie Chambers

JOHN OLDHAM displays logos he recently designed for one of his agency's clients.

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