

The Marketing Communicator

The Newsletter for the
Department of Marketing Communication

November/December 2007

 EMERSON COLLEGE
Bringing Innovation to Communication and the Arts

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Cutting Through the Clutter - the Role of Guerilla Marketing in Getting Brands Noticed

The Emerson College chapter of the American Marketing Association (AMA) hosted guest speaker Sam Ewen, President of Interference Inc., a New York City based guerilla marketing firm that reaches people in unconventional ways. Ewen thinks of guerilla marketing as how to “get people talking with very little money.” To keep himself primed for this feat, Ewen actively observes what captures people’s interest and how they communicate with each other. Ewen reads constantly... and not just about the latest development in marketing and marketing communication. He reads books, blogs, magazines and publications that are heavily consumed by his clients’ target audiences.



Part of Interference Inc.'s
guerilla marketing campaign
for Discovery Channel's
Shark Week.

One of the main purposes of guerilla marketing is to obtain brand publicity. According to Ewen, “you want to be in the news.” Newsworthy guerilla marketing tactics get extensive press coverage that is often times equivalent to millions of advertising dollars. Ewen also advised that in order to market a product or service successfully, “you don’t need to be the first in the market, you need to be the best.” Several take away tips on how to use creative tactics like guerilla marketing to your advantage in order to “be the best” include:

- The more you practice creativity, the more it comes naturally to you.
- Everything you do doesn’t have to be new, instead, take time to see what is out there in the public landscape, take it in, review it, mash it up and make it your own.
- Stop thinking *outside the box*, get inside the box and tinker with it.

Allen and Gerritsen’s Peter Seronick Speaks on the Importance of Creativity in Advertising

Peter Seronick, Executive VP and Creative Director at Allen and Gerritsen, returned to his alma mater this November for the Marketing Communicator Speakers Series. After having worked at major advertising agencies such as Hill-Holliday and Arnold and owning his own advertising agency for 20 years, Seronick had much to share with students on the importance of creativity in advertising.

With the average person exposed to 4,500 commercial messages every day, Seronick made the case that 80% of these messages are forgotten, disliked or ignored while only 20% break through and resonate with the audience. In order to break through effectively, messages need to be **relevant**, **interesting** and **emotional**. Seronick also emphasized that in the midst of new media vehicles available to today’s marketers, creativity no longer rests solely in the message. It is in the medium as well. Advertisers are inherently skeptical and work under the assumption that their audiences will be disinterested in the messages communicated to them. To change disinterest into interest in the consumers’ minds, advertisers must act as role-players and constantly challenge themselves to think like consumers.

Seronick presented three unique case studies -Azek Trimboards, Hannaford Supermarkets, and the Boston Celtics- to demonstrate effective campaigns where messages were both creative and relevant to the target audience while simultaneously delivering on the client’s marketing objectives. Seronick will be teaching a course in creative principles for majors at Emerson in the Spring semester of 2008.



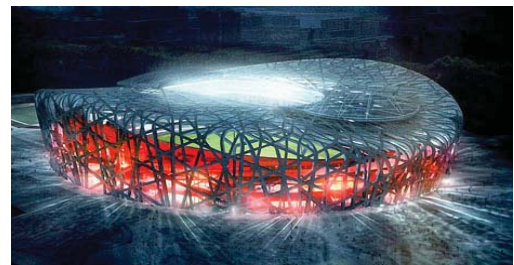
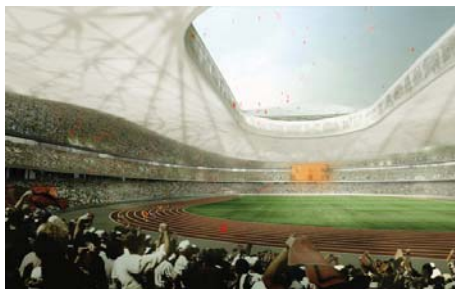
Miami Ad School Gives Its Students the Experience They Need to Get a Foot in the Door of Major Ad Agencies

On October 23, Emerson students gathered to meet Laura Anderson, Director of Creative Resources at the Miami Ad School. The Miami Ad School was founded in 1993 to help new college graduates with a passion for advertising acquire the skills and experience necessary to land a position at a major advertising agency. Anderson was drawn to the Miami Ad School in large part from her own experience of being turned away by talent-based ad agencies in

her initial search for employment as a graphic designer.

In its six domestic and abroad locations, Miami Ad School gives its students the opportunity to work and concept together in teams, to collaborate with industry professionals and to build their portfolios for a successful entry into the field of advertising. The typical Miami Ad School student spends a year attending classes followed by an internship quarter at an agency. Many Miami Ad School graduates enter into the professional world with award-winning portfolio pieces and a wealth of experience working with professionals from distinguished agencies. The job placement rate for a typical Miami Ad School class is 96%, with a large proportion of the remaining 4% consisting of graduates who decide not to work in advertising.

Anderson gave the audience some useful creative marketing examples from the truly integrated 2003 Mini Cooper Campaign in order to show that most creative, successful marketing campaigns no longer rely solely on traditional mass media advertising. She also gave a helpful portfolio-building tip - 12-15 pieces from at least three different campaigns should go into the portfolio of an advertising professional. Lastly, Anderson stressed that a key task of advertising professionals is to take the information in a creative brief and generate one simple, clear concept that effectively communicates the brand message and creates relevance in the minds of the target audience.



Three Marketing Communication Students are Accepted into the Olympic News Service Program in Beijing

The Department of Marketing Communication congratulates graduate students **Jenna Lebel**, **Bettina Stephenson** and **Helen Todd** on their acceptance into the highly competitive program to work alongside professional journalists at the 2008 Summer Olympic Games in Beijing.

Jenna Lebel graduated in May 2007 from Stonehill College in Easton, MA with a BA in Communications and a minor in Psychology. She is currently a first-year Integrated Marketing Communication graduate student at Emerson College.

“As an eleven year old, I sat in front of the TV and watched as the U.S. and Russian women’s gymnastics teams battled for the gold at the 1996 Summer Olympic Games in Atlanta. After two unsuccessful vault attempts by Dominique Moceanu, the fate of the American team fell upon her lesser-known teammate Keri Strug. After falling and spraining her ankle in her first attempt at the vault, Strug proudly limped to the end of the runway for her second attempt. In what has become one of the most famous Olympic moments, she landed the vault steadily on one foot, sealing the gold for the U.S. women’s team. Through teary eyes, I watched an injured Keri Strug embrace her shining moment. While the competitions themselves play an important role, it’s the stories of athletes like these that truly make up the Olympics. I look forward to playing a part in telling those stories at the 2008 Summer Olympics in Beijing.”

Helen Todd graduated cum laude May 2006 from Xavier University in Cincinnati, OH with a BS/BA in Business Administration from the Williams College of Business. She is currently an MA candidate in Integrated Marketing Communication and is scheduled to graduate at the close of the Beijing Olympics program.

“While researching voluntourism in Thailand this past summer, my eyes were opened to sustainable travel through Voluntourists-Without-Border’s founder Shane Beary. The enormity of the Beijing Olympics both for China’s and its neighboring countries’ tourism industries are of particular interest to me, especially as the new Olympic architecture embraces sustainable design but paradoxically clashes with the countries’ massive pollution problems. This experience not only will enrich my understanding of destination marketing and sustainable tourism, which I aspire to incorporate into my marketing career, but will also expose me to new and undiscovered perspectives that will challenge me to grow both personally and professionally.”

“Last winter, the New York Museum of Modern Art (MoMA) exhibited the architecture plans for the China Central Television Headquarters, which will be open in time for the Olympic Games. This exhibit epitomized the transformation China is undergoing to present itself to the world and the Olympics will be its red carpet event. In the time immediately after seeing the exhibit, I never imagined that I would be in Beijing at its unveiling to the world. I am overwhelmingly excited for the opportunity to witness this historical event in person.”

Bettina Stephenson is a graduate student in the Integrated Marketing Communication program. In May 2006, she obtained her BA in Communication and Psychology from the University of New Hampshire.

“I applied for the opportunity to work with the Olympic News Service because I am interested in learning more about the marketing communication strategies and practices used in the sports and entertainment industries. Working with the leading international sports news agency for the 2008 Beijing Olympics will allow me to put what I am learning into practice and to see, first hand, the many demands of today’s multi-faceted entertainment and sports marketing industries. I am certain that this experience will bring me closer to achieving my ultimate goal: to build interest in a team, sport or event in a dynamic way to deliver maximum impact to an audience.”

Student Organizations

SGA

SGA is wrapping up this semester with many accomplishments under our belt. We have assisted many organizations in creating some amazing events, for example, the Montreal Trip hosted by the Class of 2009. We are also working to address more effectively the issue of smoking on campus and to create a better dialogue between students and our catering company, Aramark. If you have any concerns related to SGA please contact our president at SGApresident@emerson.edu or you can attend an SGA open session meeting. For all marketing related questions, please contact your marketing senator Amanda Zayas at amanda_zayas@emerson.edu.

GSIMC

The GSIMC held an etiquette luncheon on Tuesday, November 27. It was a successful event helping students to acquire valuable experience in learning to demonstrate proper etiquette for business luncheons. For more information related to GSIMC, please contact President Helen Todd at helen_todd@emerson.edu.

AMA

The American Marketing Association (AMA) had a very successful Fall semester. The Sam Ewen event had over 70 attendees and the information he gave on Guerilla Marketing was very helpful. Derek Beckwith, an Emerson professor, also gave a wonderful workshop on Letter Writing, from which members utilized newly acquired skills to contact speakers for next semester. This Spring, the AMA will hold workshops on Photoshop, InDesign and other applications to help members acquire necessary software skills. We have many other events planned for the upcoming Spring semester, so keep an eye open for more opportunities. To join contact Tracey_Leffler@emerson.edu.

E3

E3 is wrapping up a busy semester. While researching business opportunities, evolving marketing and operational strategies, enduring a four-day negotiation exercise, and writing business plans, the E3 entrepreneurs were visited by: Author Thomas Cryan (The Next Paradigm), publisher Morgan First (MAP Boston), business etiquette expert and author (Clueless to Class Act) Jodi Smith (Manersmith Consulting), entrepreneur Christopher Marston (CEO/Exemplar Law Group), marketing guru Barbara Finer (3Com), and financial expert extraordinaire Frederic Chartier.

EmComm

EmComm held its end of the semester Expo showcase to highlight its diverse account work. Advisor Doug Quintal reports, "It was very impressive." Elections were also held.

GSA, PRSSA and GMCA

For information on GSA, contact President Julie Gehring (julie_gehring@emerson.edu). For information on PRSSA, contact Co-President Ashley Hause (ashley_hause@emerson.edu). For information on GMCA, contact Thomas Vogel.

Attention All Students!

Seats are still available in MH471 Business Essentials for Spring 2008, which is soon to be a regular elective available to majors .

Attention Sophomores and First-Year Students! The Board of Overseers Mentor Program is Now Accepting Applications

The Board of Overseers Mentor Program is entering its third year. Its goal is to connect exemplary students with industry professionals for a 1.5 year structured relationship. Students and mentors work together to develop the student's understanding of industry knowledge and skills, and often share personal experiences. Past participants in the program have reported that it has given them considerable assistance in acquiring internships and in making other valuable industry contacts.

Students who entered Emerson College as a First Year Student August 2006 or transferred in as a Sophomore in September 2007 are eligible to apply for this program. Additional information on the program and the application process, as well as, the downloadable application are available at http://www.emerson.edu/career_services/mentoring/mentoring_program.cfm. Applications are due electronically to Ken Mattsson, Mentor Program Administrator (kenneth_mattsson@emerson.edu) **by 5:00 p.m. on Monday, January 28, 2008.**

CP+B Colleagues will be the Final Speakers of the Semester for Marketing Communicator Speakers Series

To top off the semester, the Marketing Communicator Speakers for the month of December will be **Jonathan Tress, VP Group Media Director for Crispin, Porter, and Bogusky** and an **Emerson Alumnus. He will be joined by his colleague, Management Supervisor Del Bracht.** This is a terrific networking opportunity for MarComm students especially since **CP+B would really like to meet Emerson students!** **The event will be held Tuesday, December 11 from 2-4 p.m. in the Multipurpose room at the Max.**

The 2007 Irma Mann Stearns Distinguished Lecture, Making The Old New: Marketing Television In The Web Age

The 2007 Irma Mann Stearns Distinguished Lecture took place Wednesday, December 5. The honored speaker was Lisa Gregorian '86, Executive Vice President of Worldwide Marketing for Warner Bros. Television Group. Gregorian, who has been Executive VP since September 2005, works with the Warner Bros. Studio's internal television marketing teams and their television networks and stations worldwide to maximize and fully exploit the promotional marketing opportunities for all of the Studio's television properties. Gregorian and her marketing team also work cross-divisionally with Warner Home Video, the CW Network and AOL in order to fully utilize these vehicles as promotional platforms for the Warner Bros. brand.

An innovator within her field, Gregorian has been influential in many of Warner Bros. Television Group's innovative marketing initiatives. Gregorian was key in launching the first website from a United States television distributor designed to service clients by providing marketing materials and information via the Internet (www.wbitv.com) in September 1998. In 1999, she was instrumental in the decision to add daily international news items and ratings to the website. She has also been a driving force behind the creation and development of the WBITD's International Press Junket and created the Warner Bros. International Television's Concierge Club.

Calendar

18 Semester Ends!
Winter break begins after last exam - have a safe holiday break!

Mon.	Tues.	Wed.	Thur.	Fri.
Dec. 10	11 ✓	12	13	14
17	18 ✓	19	20	21

11
Jonathan Tress and Del Bracht
CP&B
Tues., Dec. 11, 2-4 p.m.
Multipurpose Room, 150 Boylston