

**FULLERTON**...California State University of Fullerton has been selected as one of 21 schools throughout the country to participate in the Honda Insight Marketing Competition. Students in Communications 451C- Titan Communications Agency have created an in-class, working marketing agency, Titan Communications. Titan Comm is responsible for researching, implementing, and evaluating an integrated marketing campaign. The campaign is aimed at increasing awareness of and interest in the 2010 Honda Insight hybrid among the Generation Y market. All 21 campuses will be competing for the chance to present their creative ideas to Honda executives at the term's conclusion.

Students will begin by conducting research to find out more about the target market. After they have analyzed their research findings, they will design a campaign aimed at reaching Gen Y and boosting excitement for the Insight. Titan Communications will bring their campaign plans to life using a \$2,500 budget provided by Honda. At the end of the term, students will collect post-campaign research, and then conclude with a formal presentation to their client summarizing the campaign results and successes.

"This is a wonderful opportunity to take all that we have learned and put it to use in a real-life campaign for Honda. Titan Comm is excited to execute and put forth all our ideas in the hopes of not only winning the competition, but also generating awareness for living green," said Marisela Jauregui, student Titan Comm co-coordinators.

The distinctively styled, five-passenger, five-door Insight is powered by an Integrated Motor Assist™ (IMA™) system comprised of a 1.3-liter i-VTEC® gasoline engine and a 10-kilowatt electric motor. The Insight features the Ecological Drive Assist System (Eco Assist™) an innovation that can further enhance efficient vehicle operation while providing feedback related to individual driving styles. A sleek exterior blends design elements from the original 2000 Insight's highly aerodynamic side profile with a front-end design similar to the hydrogen-powered FCX Clarity, a marquee environmental product for Honda. The interior offers a roomy passenger environment with a configurable rear seating and cargo area that benefits from 60/40 split fold-down seats.

Watch for more information about the Honda Insight Marketing Competition at Cal State Fullerton throughout the fall term. For further inquires regarding the competition, please contact Paulina Swiatkowski at (949) 351-6322.