

# Syracuse University

## **Advertising students take first place in national marketing competition**

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A group of students from The NewHouse, a student-run advertising agency in Syracuse University's S.I. Newhouse School of Public Communications (http://newhouse.syr.edu/), won first place in the General Motors GM&U Marketing Challenge. The team—one of three finalists from an original pool of 75 that advanced to the final round of the competition—traveled to Detroit to present an integrated marketing communications plan to a panel of GM executives.

Student teams were asked to develop a plan that resonates with college students and recent graduates, creates a “buzz” for GM’s College Discount program (coined “GM&U”) and gets college students excited about GM cars.

The NewHouse students developed a year-long campaign that includes advertising, promotions, PR events, interactive marketing and a branded micro site.

Members of the team include Candace Tracy, project director; Kate Overholt, creative director; Joe Misiewicz, The NewHouse president; Lauren Finn; Nicole Handler; and Courtney Taddonio. Assistant professor of advertising Ed Russell is faculty advisor to the team.

This is the second time in six months that Newhouse advertising students have shown well in a national competition. Last June, students developed “The Stupid Drink,” an ad campaign targeting binge drinking among college students, which placed first in the 2009 National Student Advertising Competition.

For more information, contact Russell at (315) 443-4045 or edrussel@syr.edu (mailto:edrussel@syr.edu) ; or Misiewicz at jmisiewi@syr.edu (mailto:jmisiewi@syr.edu).

## **Recent News**

- VPA design students compete to create best 'fix' for Metropolis Magazine Next Generation Design Competition (vpa-metropolis-magazine-01-10.html)  
*January 15, 2010* Department of Design students in Syracuse University's College of Visual and Performing Arts (VPA) will challenge each other to propose the best design "fix," or improvement, to their environment when they compete Jan. 20-26 on campus in the 2010 Metropolis Magazine Next Generation Design Competition.  
Read more (vpa-metropolis-magazine-01-10.html)
- Czech film at Palace Theatre to benefit Food Bank of CNY (skritek-syracuse-film-festival-01-10.html)  
*January 15, 2010* The Food Bank of Central New York will join The Syracuse International

Film Festival and SyracuseFirst on Saturday, Jan. 23, at 7:30 p.m. at the Palace Theatre in Eastwood to screen the award-winning Czech film "Skritek." The film won the Best of Fest prize at the 2007 Syracuse Film Festival and has just been released by New Classics, the festival's DVD label.

[Read more \(skritek-syracuse-film-festival-01-10.html\)](#)

- [Message from Chancellor Cantor on Haitian Earthquake Relief Efforts \(haiti-chancellor-message-01-10.html\)](#)  
*January 14, 2010* Over the past several days, the Syracuse University community has joined the world in watching the devastating and heart-wrenching aftermath of the major earthquake that occurred in Haiti on Tuesday.  
[Read more \(haiti-chancellor-message-01-10.html\)](#)
- [SU Sculpture Workshop offers art-making facilities to University, Syracuse communities \(community-sculpture-workshop-01-10.html\)](#)  
*January 14, 2010* The sculpture program in Syracuse University's College of Visual and Performing Arts (VPA) has announced the creation of Sculpture Workshop, an open workshop for University and Syracuse community members that provides time, space and equipment in the program's facilities in the Comstock Art Facility.  
[Read more \(community-sculpture-workshop-01-10.html\)](#)
- [Onondaga Citizens League Study Looks at 'LEED and Green Buildings: What are They and Why Should I Care?' \(ocl-leed-green-buildings-01-10.html\)](#)  
*January 14, 2010* The Onondaga Citizens League (OCL) will continue its 2009-2010 study on "What Does it Mean to be Green" with a discussion of green buildings on Monday, Jan. 25.  
[Read more \(ocl-leed-green-buildings-01-10.html\)](#)

[More Stories \(./morestories.html\)](#)

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