

U. of Arizona Wins 2009 Honda Insight Marketing Competition



(top) U. of Arizona team celebrates as the winner of the 2009 Honda Insight Marketing Competition is announced. (bottom) The team with three of the judges in front of the Insight in the lobby of Bldg. 100.



The team from Georgia State University tied for second place in the 2009 Honda Insight Marketing Competition.



The team from California State University-Fullerton tied for second place in the 2009 Honda Insight Marketing Competition.

"This is the best marketing and advertising program for university students in America."

DEC. 17 - Enthusiastic seniors from three universities made professional presentations to Honda executives today on the Torrance campus in a bid to clinch the top spot in the Honda Insight Marketing Competition. In the end, the University of Arizona walked away with the top honor with California State University-Fullerton and Georgia State University from Atlanta tied for second place.

The goal of the competition, which began five months ago with 21 schools across the country, was to research, develop and implement local marketing campaigns for the Honda Insight.

Starting with a \$2,500 budget from AHM, all three finalists showcased campaigns consisting of several of the following elements: print, radio and television advertisements, website development, social media strategies, and on-campus promotional events. These tactics resulted in campaigns valued at tens of thousands of dollars based on additional sponsorships and value of the work the teams produced.

The Cal State team sought to use the Honda Insight to "Redefine Performance," Georgia State's "Push It" campaign used viral videos and a large event in downtown Atlanta where they closed down two city blocks to build awareness, and the winning team sought to say why the Honda Insight was a great car with their "it just is" slogan.

Nicholas Lee, of the Honda National Advertising Department, pointed out that while "these are still college students, they were able to develop and present a very comprehensive campaign with a high degree of professionalism. All of the

people who attended from AHM and RPA were truly impressed with the direction and quality of the presentations. All in all, it's a great way for Honda to reach our Gen Y target with a campaign designed by them, for them. We look forward to the next opportunity to work with EdVenture Partners in the near future."

Robert Sage, the Cal State professor who accompanied his team said, "Being in the top three is a reward in and of itself. It is a crowning achievement for these students to participate in a real program and see the results. This is the best marketing and advertising program for university students in America. Honda deserves a huge hand for developing this program."

In addition to the \$2500 each school received to create their program, Honda also contributed \$5000 to each of the three finalist's scholarship program.

The finals of the competition were judged by:

John Mendel, executive vice president, Auto Sales; Gary Kessler, senior vice president, Human Resources & Administration, Corporate Affairs, and the Office of Inclusion and Diversity; Steve Jaros, assistant vice president, Honda Auto Sales, Steve Center, vice president, National Marketing Operations; and Gerry Rubin, President and CEO Rubin Postaer and Associates (RPA).

The Honda Insight Marketing Competition is sponsored by Honda with support from Ed-Ventures Partners and RPA, Honda's advertising company.

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