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Honda Insight event to be hosted on campus

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(Advertising)

Students in Professor David Koehler's Advertising and Promotions class have created a real-world marketing agency, Lakeshore Advertising. They are collaborating with EdVenture Partners (EVP) and Honda to develop an integrative marketing campaign prototype designed to develop awareness and purchase consideration for the Honda 2010 Insight.

They are competing with twenty-one other schools across the country and the top three schools will earn an opportunity to present their final campaign ideas to the Honda executive team in California.

Thirty-five marketing students have an opportunity to put their education to work with Honda North America. Lakeshore Advertising is working under six departments: Advertising, Campaign Strategy, Finance, Public Relations, Publish Reports and Research.

They are working together to promote the vehicle through an aggressive and innovative campaign utilizing multiple media vehicles. Students will promote the vehicle through student-created ads posted and distributed throughout the UIC campus, press releases, viral videos and a premier campus event. Students will receive a budget of \$2,500 to bring their campaign plans to life.

Lakeshore Advertising planned out their event carefully and made sure the word spread about their event. The week before, a banner was hung outside by the lecture center plaza to raise awareness of the event.

By putting the banner in a high traffic area, Lakeshore Advertising hopes to get as many students as possible to the event. Also, informational booths were set in the UIC Student Center East. At these booths, Lakeshore Advertising members will distribute "Future Driver's Passes" so students have an extra chance to enter for giveaway prizes. The agency talked to students in order to share more about the campaign and created buzz for the vehicles launch.

Lakeshore Advertising will be hosting its main event on November 3rd, 2009 from 11am - 3pm on the Quad to showcase two new Honda Insight vehicles for the public to view. There will be free food, DJ, games and giveaways.

At the same time the second event will be held in the Montgomery Lounge in the UIC Student Center East. This event will have a variety of fun-filled activities, food and music to attract and engage

students. There will be many games and prizes for students to win throughout the day. They contacted various types of media like newspapers, television stations and radios. The day of the event there will be live media coverage which will create more excitement for our event.

If you are a business student, consider taking Marketing 474: Advertising and Promotions because you get the hands on experience needed for the real world. The class encourages students to be creative, responsible and become true marketers. The students work under real world conditions, something the textbook does not teach.

If you have any questions or want more information about the class please contact Professor David Koehler at 630-207-5814 or Cherie Harshman, Public Relations Coordinator at charsh2@uic.edu.

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