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U of A Eller College in National Competition & Focus on Honda Insight

I was blessed to sit next to a bright young mind at an Idea Funding workshop last Thursday. Enter Hanna. It turned into yet another excellent Mrs. Green adventure. Hanna invited me to an Eller College of Management 2010 Honda Insight marketing campaign celebration last night at the University of Arizona's campus. I am so glad she did

Backstory: Four 2 Five Advertising, a student run marketing agency, at the University of Arizona, has developed a marketing campaign to introduce the 2010 Honda Insight hybrid to their campus and community. Their event was called a "promotion with commotion." It was in did as we had no trouble finding them and once we did, the excitement never stopped. They developed the catchy, clever phrase: **Honda Insight. it just is.** for the campaign. Clean, catchy simple.

The campaign is part of the Honda Insight Marketing Competition, a program designed to give students a unique, real-world business experience by asking them to fully design and implement an integrated marketing communication plan. Indeed they did! Each of the 21 schools across the country participating in the Competition are competing against one another for the opportunity to present their ideas to Honda executives at the term's conclusion.

I can't wait to write yet another blog congratulating them on being the national winners. They are that good.