

4-30-2007

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Chapman University Media Relations

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### Recommended Citation

Chapman University Media Relations, "Ad Club Gears Up for Regional Competition" (2007). *Chapman Press Releases 2003-2011*. 250.

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## Ad Club Gears Up for Regional Competition

### **Student Club Prepares Ad Campaign for Coca-Cola and Competes with USC, UCLA, UCI and Others for Berth in National Championship**

**ORANGE, Calif., April 30, 2007** The Chapman University Ad Clubs student advertising agency, Circle Advertising, is putting the finishing touches on their campaign for Coca-Cola, this year's client in the American Advertising Federations National Student Advertising Competition.

Chapman will be competing May 4 in the AAF's regional competition, held at Marion Knott Studios, against 9 universities from the area, including USC, UCLA, USD, and UC Irvine. Chapman students created a comprehensive advertising campaign and business presentation to meet Cokes specific objectives.

The process of creating a campaign provides a different perspective on advertising than the one gained strictly in the classroom, said Circle Advertising account director Lani Nguyen. In working with so many people on a real campaign, we get a unique opportunity to create something beautiful and artistic, yet also business-oriented.

The team collected more than 5,000 research responses from their target market, gaining invaluable insights to create an integrated, non-traditional advertising campaign. In fact, the team is known for its fresh, non-traditional approaches to marketing. After taking part in the annual competition for only three years, Chapman won fifth place in the 2006 national competition, which was held in San Francisco.

Chapman's advertising team continues to set new standards of excellent in creativity and strategy, said Cory O'Connor, the faculty advisor for the Chapman Ad Club and Circle Advertising. Its remarkable what this small group of dedicated students from various disciplines have been able to accomplish nationally.

In addition to showcasing students talents, the regional competition on May 4 also serves as an opportunity for students to network with advertising executives and recruiters.

Circle Advertising is a part of Chapman Universitys Ad Club, a certified chapter of the American Advertising Federation. Founded in 2003, the club provides students with first-hand knowledge of the advertising industry and connections with advertising agencies throughout Orange County.