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CU Advertising Team Defeats Rivals USC, UCLA, UCI to Win District Championship

ORANGE, Calif., May 3, 2010 For the second year in a row, Chapman University has taken top honors in the Southern California and Southern Nevada district-level student competition sponsored by the American Advertising Federation (AAF).

Repeating last year's triumph, Chapman University topped eight university and college teams during the competition held at University of California - Irvine on Friday, April 23. Chapman University will now go on to represent AAF District 15, competing against teams from 14 other districts across the country, at the AAF National Student Advertising Competition (NSAC) in Orlando, Florida on June 10-11, 2010.

View the Chapman team's winning TV commercial part of its championship entry here:

<http://vimeo.com/11197544>.

The NSAC is a unique, real-world experience that prepares advertising students for successful careers in the ad industry and provides sponsoring companies with tangible, effective, integrated marketing campaigns. The Education Services division of the American Advertising Federation conducts the NSAC annually in cooperation with a major client sponsor.

This year, State Farm Insurance challenged more than 3,000 college advertising students across the country to develop a research-based, \$40 million communications campaign to increase State Farm's share of 18-24 year olds by changing the perception of State Farm among young adults, leading to consideration of the brand and purchase.

As a challenge to the competing university and college teams, State Farm provided a case study outlining key campaign objectives. Student teams were tasked with developing effective integrated campaigns that rely on multiple components to achieve growth through new young adult auto policies, as well as achieve growth through new young adult renters policies, retention of legacy young adult auto policies (those young adults from an existing State Farm household) and retention of current independent young adult auto and renter customers.

Schools competing for the AAF District 15 title included California State University, Fullerton; California State University, Northridge; Chapman University, Orange; Mt. Saint Mary's College, Los Angeles; University of California, Irvine; University of California, Los Angeles; University of Nevada, Las Vegas; and University of Southern California, Los Angeles.

UCLA and UC Irvine received 2nd and 3rd place, respectively. Several recruiters representing Los Angeles- and Orange County-based advertising agencies and media companies attended the

district competition to recruit the industry's brightest and most talented young candidates. The competition was hosted by UCI.

Industry judges for the district level of competition included Meg Seiler, SVP Director of Public Relations for Team One - Los Angeles; Lynnae Hornbarger, media specialist and instructor - Reno; Erik Loehmeier, CEO for Rick Johnson & Co. - Albuquerque; and Dwight Douthit, President and Chief Creative Director for Douthit Design Group - Houston.

More information on Chapman University: www.chapman.edu

More information on Chapman University's undergraduate degrees in advertising and public relations: http://ftv.chapman.edu/programs/sodaropankey_undergraduate_school_of_media_arts/public_relations_advertising/

More information on AAF and the NSAC program: <http://www.aaf.org>