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SB&E TEAM WINS CHEVY ADVERTISING COMPETITION AGAIN

December 21, 2013

A team from Lindenwood University's School of Business and Entrepreneurship - consisting of Jaycee Wallace, Bridget Henry, Kenzie Crossley-Fei, and Zach Nannini (pictured from left in photo) - has won the 2013 Chevy Regional Advertising Campaign contest. This is the third consecutive year a team from Lindenwood has won the competition against other area colleges. This year, two teams from Lindenwood made it to the finals, along with teams from the University of Missouri—St. Louis and Maryville University.

Lindenwood's teams were selected from two units of Professor Steve Holley's Advertising and Sales Promotion class. Several groups from the two classes made presentations, and the two that were selected to represent Lindenwood were voted on by Holley and the students. The campaigns were built around the Chevy Spark.



According to the rules, the teams were tasked with making Chevy relevant to their generation through an advertising and promotion campaign. After taking surveys, analyzing data, and conducting research, the teams each crafted a media campaign within a specific budget, including radio, TV, billboard, and social media advertising and also executed a real on-ground promotion at a Lindenwood football game. The teams also identified how to measure the success of their campaigns and made presentations to a group of judges from Chevy in the first week of December.

"The students' project was engaging, showed excellent business acumen, and really resonated with the Chevy dealers and the message they wanted to get across to the target market," Holley said. "The team did an outstanding job in representing themselves, the university, our department, and their project."

Holley said Chevy has the option of using the commercials, slogans, and other creative elements produced by the winning team and did so in the case of a past winning team from Lindenwood, running ads created by the team, including a television commercial, for the Chevy Cruze.

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