

Fall 2009 MBA Guide



History

AdU was founded at the University of California, Santa Barbara by Dmitriy Katsel. As a student, Dmitriy created UCSB's advertising club, forming it into an award-winning advertising agency that partnered teams of students with local clients. After years of notable campaigns, AdU was formed and has successfully put this model to work on a national scale.

AdU's marketing competition functions in conjunction with top MBA programs, delivering an education-based presence for our clients while providing an unrivaled opportunity for competing student teams to create and implement marketing campaigns for dynamic leading brands.

How the Partnership Works

AdU supplies marketing projects to its academic partners, which each team transforms into an executable campaign plan book. Students retain complete control of their projects and proposals throughout the competition. Everything from market research to the final creative works are presented back to the client for review. Next, AdU funds the team's budget and the students execute their campaign on campus.

Campaign Brief

- Each team is provided a campaign brief, which details the marketing goals and guidelines.



Marketing Brief

- Student teams conduct market research on their campuses, identifying psychographics and demographics, as well as media placement opportunities and policies.
- Students conduct a mix of market research, such as a SWOT analysis, as well as brand awareness and equity assessments, discovering key findings and insights.



Creative Brief and Campaign Plan

- Teams produce a creative brief and campaign plan based on their research into the brand and their campus.
- The teams will then create a media schedule and budget distribution report for the final Campaign Plan.
- The Campaign Plan is presented to the client and creative work is transmitted to AdU as teams prepare for production.



Campaign

- One team from every university will have their campaign funded by the client.
- Teams measure the results of their campaigns on an ongoing basis, submitting a final report to the client at the conclusion of the competition.
- Each team's campaign is reviewed and judged by the client and a board of marketing industry professionals, with the winning team invited to present their project at the client's headquarters.

Campaign Details

Teams

Any number of teams per school may enter the competition, however only one team's campaign per school will be funded. Each team member's position will be designed to handle a major area of the campaign. Every team completes market research, a strategic plan, media plan and a creative brief, with the client selecting the team that will advance to funding and the national competition. Our approach is to integrate this program as a supplement to the student's graduate studies by working with professors and student organizations.

Milestones

Each campaign coincides with quarter and semester based academic calendars.

Phase 1- Market Research (2-3 weeks)

Phase 2- Strategy, Media Plan, Budget and Creative Brief (3-4 weeks)

Phase 3- Distribution and Implementation (3-4 weeks)

Additional details will be found in the Student Campaign Guide.

Campaign Details

Budget

Upon approval of its campaign plan, the team's operating budget is funded at a maximum of \$2,000. Expenditures (within budget) may also be submitted to AdU in the form of purchase orders or documented reimbursement requests.

Competition

Upon submission of each team's final campaign report, the client, along with a panel of industry professionals, will judge the campaigns based on creativity, strategic thinking and overall success. The panel selects 1st, 2nd and 3rd place teams, with the 1st place team awarded an expenses-paid trip to present their campaign at the client's headquarters. Also, all participating schools receive an unconditional donation to their department (regulations permitting).

Campaign Details

Feedback System

Each team is assigned an AdU project manager, who assists with all questions and concerns. This relationship focuses on feedback from the student team as well as the client in order to parallel a typical campaign process. Each campaign has set milestones at which teams provide both reports and requests to AdU. Requests for expenditure reimbursements are reviewed and processed in a timely manner, although teams are encouraged to run purchase orders through AdU to eliminate any up-front out-of-pocket expenses.

Participant Criteria

AdU conducts undergraduate and graduate marketing competitions in the fall and spring of every academic year. The MBA Marketing Competition is open to all AACSB accredited business schools in the United States. However, the number of entries allowed are limited, resulting in a very competitive selection of teams. AdU programs partners include The University of Southern California, Boston University and The University of California, Berkeley.

Let's Get Started!

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