

Spring 1982

UA68/13/5 AdVenture

WKU Advertising Club

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ADVENTURE

Western Kentucky University's Advertising Newsletter

Spring 1982



THE KENTUCKY MUSEUM

inside

Western advertising graduate Laura Whalen is gaining a wide range of experience as advertising assistant at a computer firm.

Union Underwear gives WKU ad students a chance to try their luck at naming a new product.

Photo spread recounts November 1981 advertising seminar.

Museum campaign is class promotion

by Sondra Epley

Western Kentucky University advertising students are developing ad campaigns for competition this spring. This time, however, instead of competing in the American Advertising Federation competition, the students will be competing against each other.

The 20 students in Advertising Problems class have been divided into three teams. The teams or "agencies" will compete against each other to present a plans book and promotional ideas to the "client." The Kentucky Museum, on Western's campus, is this year's client.

The Kentucky Museum was chosen as the client because the project for AAF competition did not seem appropriate for the class. Carolyn Stringer, faculty adviser to the class said, "We didn't think the product case study was suitable for the program. It is geared more toward the graduate level in which a three-year corporate plan for Corning Glass must be presented."

Despite the fact that the students are competing against each other and for a local instead of national client, Stringer feels that the type of work involved is relatively the same as in previous years. The students work to define the target audience—its quantity, demographics, and psychographics. In addition, the students prepare an interest and personality profile of the previous and potential users of the Museum. Personnel of the Kentucky Museum will be responsible for judging the competition.

The Kentucky Museum project does not represent the first time advertising students have worked for a local client. A similar project in which a summer promotion was developed for Shakertown at South Union was done in 1978. The students' efforts proved successful; attendance to Shakertown's July festival increased 96 percent over the previous year. Visitation over the entire season increased 20 percent.

A portfolio promotes you

by **Sondra Epley**

Before graduating, arm yourself.

When preparing for job interviews, advertising students need to equip themselves with a very useful weapon--a portfolio.

"For me, they'll be looking for originality, creativity, neatness, and, of course, graphics," senior Lori Hewson said. An advertising major with a minor in art and graphic design, Hewson is building her portfolio with projects done in her art classes. In addition, she will be adding some freelance projects including a logo she recently created for Airport Liquors and another logo she is currently designing for a Bowling Green radio station.

There is no secret formula to exactly what should go into a portfolio. Greg Willett, a senior currently serving as ad co-manager for Western's College Heights Herald, said he will use newspaper ads and a program and postcard he did for Western's theatre department in his portfolio. "But, I'd use something I did as an infant if I thought it were relevant," he added.

Of course, a resume is also needed. Some people have their resumes printed professionally, while others settle for regular typing paper to cut down on costs.

According to Hewson and Willett, although resumes are important, they don't necessarily give the interviewer the total picture. Hewson maintained that a resume doesn't get you a job; it's the interview that really counts. Willett agreed but also said that an eye-catching resume is helpful. "A resume has to be good enough to get you an interview," he said.



Emery Lewis speaking at luncheon.

Success story

The Ad Club's November seminar provided the best opportunity yet for the interchange of professional and student ideas.

Visiting professionals included:

Emery Lewis, chief executive officer, McCann-Erickson Advertising Agency, Louisville.

Edward H. Chambers, senior vice president, Kentucky Fried Chicken Corporation, Louisville.

Shirley Mingus, media director, Les Hart Advertising Agency, Nashville.

Pam Cinque, advertising director, The Castner Knott Company, Nashville.

Sarah Glenn, manager, Storer Cable Communications, Bowling Green.

Bill Holley, creative director, Buntin Advertising Agency, Nashville.



Pam Cinque



Edward H. Chambers



Bill Holley with student Ellen Humphries.

Short(s) story

BVD seeks new product name.

by Amy Kitchens

Naming a product can be one of the most "difficult, but interesting" tasks a company faces, according to John Gauld, associate marketing manager of the BVD Company in Bowling Green.

Gauld discussed naming products at the March 22 meeting of the Advertising Club. He also reported the progress of the company's efforts at naming its new line of men's underwear.

Members of the print advertising class present at the meeting eagerly awaited Gauld's report, as they had submitted several names to the company. However, no decision had been made yet. The company was still involved in running legal checks on the preliminary names selected for the product.

There are several steps involved in naming new products, Gauld said. The first is the actual idea or concept for the product. Research is then done to find out just who the potential consumer is and what he really wants.

ADventure is prepared by advertising students at Western Kentucky University.

Editor:

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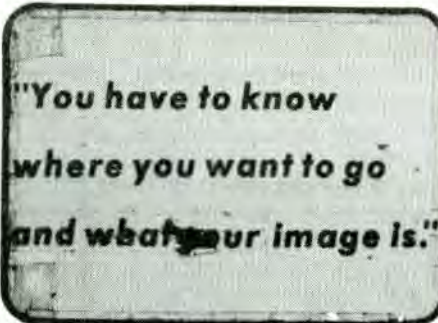
Photographer:

Laurie Chambers

Advisers:

Pat Jordan
Carolyn Stringer

Once the research is completed, the company must concentrate on the image it wants to convey to the consumer. "You have to know where you want to go and what your image is."



Gauld emphasized that a good product name will convey that desired image. Other attributes of an effective name include brevity, relevance to the product, and memorability, he said.

BVD generated "tons of names" and put them through a very subjective analysis, Gauld said. The potential names were then checked in a trademark registry to make sure they weren't already in use. According to Gauld, a company prefers not to use a trademarked name because "you don't want to confuse the consumer."

There is a great deal of frustration involved in finding an original name. Gauld and company officials liked the name "Braxton" submitted by Western student Wendy Lose. Gauld was disappointed, however, when he saw the name on a pair of women's jeans while he was standing in line at a theatre one night.

"It ruined my whole evening."

LEFT-OVERS

New Camera

Western advertising students now have access to a valuable graphics tool — a new Compugraphic vertical camera system.

The camera makes photostats of line art, photographs, or even three-dimensional objects. In addition, the camera enlarges or reduces up to 300 percent.

Purchased with departmental equipment funds, the new camera system was installed at the beginning of the spring semester.

It is located in the journalism department on the 3rd floor of the Academic Complex.

Honor Society

Two WKU students—Amy Kitchens and Greg Willett—have been elected to Alpha Delta Sigma, the national honor society of the American Advertising Federation.

To be eligible, a student's grades must be in the upper 10 percent of those in the university department in which the advertising program is located.

In addition, nominees must be approved by a national academic committee composed of AAF student chapter advisers.

Output

Western graduate pushes computer software

by Leesa Chumbler

Laura Whalen is a one-woman ad agency.

As advertising assistant at SAS Institute, a computer software company in Cary, North Carolina, Whalen is involved in all aspects of the company's advertising.

The two-person ad department at SAS is responsible for creating the company's advertising totally in house--designing, writing and producing.

Whalen is also responsible for a quarterly newsletter distributed to people who buy the company products.

In addition, public relations activities are included in her responsibilities. She sends out press releases and attends nine trade shows yearly to demonstrate the company products.

Whalen says the variety involved in her work is what she likes most.

Whalen describes the company as "pretty interesting." It's built on a lake and has a racquetball court and a company subsidized cafeteria. PM Magazine recently covered the company locally, and the segment may soon be broadcast nationally. In December, SAS was recognized as the fastest growing private company in the US.

"When I first took the job, I was afraid I was becoming too specialized, but now I've found out they have advertising agencies that specialize in computer software." Whalen predicts she will stay in some phase of the computer industry. "I'm kinda fixed."

Whalen prepared for her career with a variety of work experiences while still in college, including working at the campus television station. This impressed many people, she said, because many colleges do not have television stations. Whalen used class projects and tapes of commercials done in radio class in her portfolio.

Whalen said she thinks recent graduates should "just look at their first job as just another year of school. You get out of school; you graduate and feel like you don't know enough, but it all falls in place."

At least it seems to have for Laura Whalen.

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