Spring 1985

UA68/13/5 AdVenture

WKU Advertising Club

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Hard work, dedication pays off

By CAREN GODDARD

Some say hard work eventually pays off. Tracy Mattingly knows it does.
When the International Business and Professional Advertisers Association announced the winners for its Business Education scholarship award, Tracy, a senior from Louisville, was one of the recipients and she was quite surprised about it.

"I was excited," Tracy said. "It was like winning a sweepstakes. I mean I sent in my application, and thought it was so farfetched that when they told me I had won I was really surprised."

Tracy was one of only four students nationwide to be granted the $1000 scholarship from the Association. She, along with the others, was flown to the Hotel Del Coronado in Southern California to participate in the Association's annual convention and to receive her award.

"The convention was great," Tracy said, "they had conferences and informative sessions planned everyday from 8 a.m. to noon, and then we had the afternoon off to explore and play. They then had lectures and planned functions every evening for us to enjoy if we wanted.

There were many professionals present, especially from the publishing industry, and students could ask them questions.

"I really learned a lot," Tracy said.

Along with the application and essay she had to turn in to be accepted, Tracy also has to write a 2,500 word paper on some phase of business-to-business advertising. She chooses the subject.

"It was a great opportunity for the students involved to become part of the professional world early in our careers," Tracy said. "It was a great learning experience."

Along with winning the scholarship last summer, Tracy was also an intern at Doe-Anderson Advertising Agency in Louisville, where she learned first hand about the advertising world. And to add to the list of accomplishments, Tracy has been accepted at Northwestern graduate school in Chicago, Ill.

All of her hard work at Western certainly has been worth it.

Tracy Mattingly, (second from right) poses in a San Diego hotel lobby with Jack Sweger, VP of marketing, McGraw Publications; Thomas Hripko, North Texas State University; and Ron Coleman, managing director, Business and Professional Advertising Association.

A new Kidd on the block

By SUSAN HOFFASS

"I love Kentucky," said Ted Kidd, assistant professor of advertising. Kidd joined the staff in August, after working for Fortune magazine for 12 years and Life magazine for 23 years.

During his advertising career, Kidd worked with major companies such as Coca-Cola, IBM, Westinghouse, and General Motors.

While teaching part-time at a community college in Michigan, Kidd decided that he enjoyed teaching and would like to teach fulltime. After his first semester at Western, Kidd said he was pleasantly surprised by the student's performance academically.
Guest speakers highlight semester

Creative thinking?
By LAURA MOSS

That original, creative slogan you worked hours on may not be as original as you think.

In fact, it may just be a new twist on an old theme, according to Ad Club guest speaker, Dr. Cam Collins, professor of Modern Languages and Inter-cultural Studies.

"We use folklore to understand the time period," Collins said. "Folklore is used frequently in the context and background of ads. A lot of that draws from tradition."

Collins said one of the most common ways to present products is through the use of proverbs.

"They work in ads because people know the proverbs," Collins said.

Collins presented the ad clubbers with a slide show of ads that contained traditional folklore. Included were examples of Dole Pineapple’s “Waist not, want not,” Red Cross’ “5 miles a day keeps the doctor away” and Wild Turkey’s “It wouldn’t be Thanksgiving without Turkey.”

"Without the original proverbs we wouldn’t have success in the ads," Collins said.

According to Collins, customs and traditions work because people know them and it’s a common ground to work from.

Another important aspect of folklore is the legend.

Legends are stories of how things happened or originated. One example Collins gave was of Proctor and Gamble as devil worshippers.

"Nobody knows how these kinds of stories get started. A lot of folklorists try to track things down, but finding the source is almost impossible," Collins said.

The best way to deal with it is to know about it and find out everything about the product, according to Collins.

"People assume that folklore is only in the hills and they’re the only ones who know what this is about," Collins added.

"Folklore is a part of our everyday lives."  

J.R. caught with pants down
By SUSAN MIZANIN

Where is Brad V. Day? Is J.R. a rascal to work with? And who is that cowboy in his undies? These are among the questions raised during the visit of guest speaker John Gauld earlier this semester. Mr. Gauld, brand manager for the BVD line at Union Underwear in Bowling Green, shared with students the inside story behind the advertising strategies for BVD. Gauld also outlined the steps the company took in switching from Grey Advertising Agency to Compton Advertising Agency.

The highlight of the evening was the video presentation of recent commercials for BVD featuring Larry Hagman. As Gauld explained, one of the biggest problems in using television over print is that in television you can’t show the bottom half of a person wearing the underwear. That means that only the top half of the BVD product line can be shown.

An important image which BVD hopes to project through its advertising efforts is the “Americana” appeal depicted through the cowboy hat that appears in all ads.

Gauld mentioned also that in terms of distribution, the BVD line is being offered in “upstairs” departments, meaning those department stores that offer premium items at premium prices. In other words you won’t be able to purchase the BVD underwear at K Mart or Walmart. This is also part of the quality appeal that Union Underwear is trying to project for the BVD line.

Communication skills valuable
By SUSAN MIZANIN

On a quiet Monday evening in November, Ad Club members gathered to hear the tales of the real world from Todd Engel, a recent Western Advertising graduate.

Engel, an Account Executive for the Brumfield and Gallagher Agency in Nashville, shared some of his first experiences with the job search and interview processes. He gave the group some insights into the key questions asked during interviews. According to Engel, communication skills, both verbal and written, are among the most valuable and sought-after skills in the industry.

Engel also admitted, “the advertising job is a lot of work,” and added, “you find out pretty early in the game how much you really want it.”

With that sound advice in mind, it is safe to say that by the end of the evening the audience found encouragement in the success story of the Western alum.

Stewart Scholarship

The Kerrie Stewart Scholarship Fund, established through the College Heights Foundation at Western Kentucky University, has accrued enough earnings to award a $100 scholarship, according to Mary Sample, executive secretary of the College Heights Foundation.

During the 1985-86 school year $100 can be awarded and during the 1986-87 school year $150 can be awarded.

Guidelines for eligibility include academic performance, potential professional growth and other commendable characteristics that marked the life of Kerrie Stewart.

Applications should be made to the Scholarship Committee in the Journalism Department.

Anyone who would like to contribute to the Scholarship Fund should send their donations to the College Heights Foundation, Bowling Green, Ky. 42101. Contributions are accepted in any denomination at any time.
Problems class
“reaches out” for survey results

By CAREN GODDARD

In preparation for the large amount of work involved, students in Advertising Problems 481A did a lot of the assigned duties early, to avoid the crunch that often befalls them at the end of the semester.

This year's class assignment is to devise a creative advertising campaign, buy media spots, compose jingles, logos, and print layouts for Burger King. Upon completing these tasks the class must present their campaign strategies in front of several judges at the American Advertising Federation in Cincinnati, Ohio.

One of the ways the class finds out about its market is through the use of a telephone survey. Research on trends in the fast food industry, demographics and psychographics of fast food users, and primary research were the main topics of the survey.

People in the community were interviewed at random concerning their opinions and buying habits towards the fast food industry. Questions like “Do you visit fast food restaurants?,” and “Who in your family determines where you eat when deciding upon a fast food restaurant ?,” were included to help determine an ad campaign for the restaurant.

Work like this and more will continue into the spring semester as students strive to uphold the winning tradition WKU is noted for.

Photos by Jonathan Newton
Jamie Houchins gathers her thoughts before continuing with her interviews.

Mike Gilliam talks to one of the 213 respondents of the Problems class telephone survey.
The politics of advertising

By SUSAN MIZANIN

The political campaigns during the 1984 election year gave the American public more than its share of political advertising. The media presented a seemingly endless supply of slogans like “Leadership that’s working,” and “Switch to Mitch.” Some slogans like these successfully worked to re-elect a President and to win a seat on the U.S. Senate. It is evident that with the degree of competition today, the objectives of political advertising are more than the simple name-recognition methods of past trends in political advertising.

Several elements of the total product idea have been successfully applied to a political prospect. Many basic merchandising tactics like target marketing, test markets, and copy testing can be used with a candidate. Also a candidate, like a product, must have a “unique selling proposition.” This concept was put into use in the personality approach used by many candidates this year.

Surprising as it may sound, this year’s elections were not the first to use the total product approach in publicizing candidates. It all started back in 1952 when Eisenhower made his quest for the presidency with the slogan “I Like Ike.” Rosser Reeves, a partner in the Ted Bates Agency, is the man responsible for bringing the Madison Avenue strategies to the Republican party advertising. Today, the Ted Bates Agency continues to work in the political arena.

Despite the success of the product approach, most people don’t like to see candidates sold like tubes of toothpaste. This is just one of the opinions found in a study of political advertising in America by Larry Byrd of the division of political history at the Museum of American History. Byrd sums up the reputation of political advertising as “little packages of political theatre.”

Theatre or not, the show does go on and the show put on by this election’s advertising will truly be a hard act to follow.

Advertising Trendsetters

By TOMMY BRAY

You are sitting home watching your favorite television show, when suddenly, a wave of break dancers arrive on the television screen. It probably means that it is commercial time.

Many advertisers use things such as this sample and others to get the attention of the viewing public. Advertisers try to use a current trend to get the consumer to associate the company’s product with a current trend. Whether it be McDonalds or Dr. Pepper, everyone is trying to get in on the trend game.

Throughout history, advertisers have tried to use trends. When the Bordon milk company first started advertising, it came up with a slogan using a trend. Bordon, who was a journalist at the Alamo, came up with the slogan “Remember the Alamo.” This was to advertise all of their dairy products. Pepsi-Cola is another company that has always used the trend game very heavily. The Pepsi company is continually changing its ads to meet the trends of society. With its slogan, “The New Generation,” and its testimonies by the Jacksons, Pepsi is trying to stay in step with the times.

The question comes in as to whether or not using this type of advertising really works. Some advertisers feel that filling commercials with trends takes away from the product. They feel that viewers will watch the action of the commercials and not pay attention to the product. The real answer may be shown in sales for the companies who use trends in their ads. Companies like Coca-Cola, McDonalds, Pepsi-Cola, and others did not get to be the best in their industry through sloppy advertising. Trend ads must therefore work because these are the first commercials that most people remember.

Publications, Journalism finally make it to the top

By CAREN GODDARD

When University Publications and the Journalism Department moved “Up the Hill,” it marked the end of several years of planning and hard work for all involved. The newly repainted and brightly redecorated classrooms are more conducive to the hard work and learning that takes place in the buildings.

The Journalism Department, with classrooms for Advertising and Public Relations is housed in Gordon Wilson Hall. University Publications is housed in the Garrett Conference Center.

The Garrett Conference Center has the photojournalism department, Herald and Talisman offices, and several classrooms for basic reporting classes, photography and editing. The old Herald equipment was moved from the Downing University Center, and is now being used by students to gain practical experience on computer terminals.

In Gordon Wilson, the Public Relations students plan, layout, and paste up the Bowling Green Magazine, and various other projects. Advertising students use the graphics lab/resource room to prepare projects, such as their annual advertising campaign in the National Student Advertising Competition.

The convenience of having many teachers in one area and the organization of the offices and classrooms, make the Journalism Department and University Publications better, and students in turn learn more to prepare them for jobs upon graduation.
Ad clubbers attacked by the "Roast Beast"

By CAREN GODDARD

Ad club members were in festive spirits as the annual Advertising Club Christmas party commenced on a snowy night at the Ramada Inn.

The moment of truth came when several graduating seniors were roasted by the underclassmen and themselves. Tracy Mattingly and Tammy Elam presented Mark Mahagan and Jeff Bowles with a larger than life resume that listed their rather dubious talents in the creative and gambling world, along with the directive that they must be hired together.

Retiring advertising instructor, Carl Jordon, was roasted in a round-about-way by Ad Club advisor, Carolyn Stringer. She presented several lounge-in-cheek awards to deserving students who most personified the old-age phrases of wisdom that "Dr. J" is famous for.

Many media students roasted our latest addition to the advertising faculty, Tedd Kidd. They presented him with a large lightbulb hat in commemoration of the Dialight Lightbulb assignments that students had been involved in.

Phantom president, Brad Nixon, ponders on his next victim. (above) "Dr. J" shares "words to live by" with Susan Hofsass. (below) Tammy Elam hugs the proud father of the Dialight lightbulb, Tedd Kidd. (far left)

Photos by John Dunham
RECENT GRADUATES
Batson, Linda-Sheehy and Dungeon Agency, Louisville
Brombin, Tomas-Coca-Cola International
Duke, Michelle-Sales, JC Penney, Bowling Green
Eply, Sondra-deBord and Owen, Bowling Green
Evans, Joanie-Marketing Director, Credit Union, WKU
Hill, Lisa-Sales Representative, Owensboro Messenger
Johnson, Laura-AMCA International, Bowling Green
Keeeling, Lisa-Cincinnati Commercial Art School
Legler, Susan-Copywriter, Snyder's Louisville
Lucas, Amy-Sherwood, Gish and Friends, Nashville
Oliver, Naomi-Advertising Manager, JC Penney, Bowling Green
Ralston, Pam-Brown Printing Company, Franklin
Ramsey, Bobbie-Jo-Airline stewardess, Dallas
Van Meter, Mary-Kaye-Union Underwear, Bowling Green
Wolf, Michael-Brown Foreman Distilleries, Tamaroe, Fla.

INTERNSHIPS
Anderson, Will-Artist, WBKO, Bowling Green
Bansemir, Rich-Newspaper Printing Corp, Banner-Tennessean, Nashville
Clarke, Gus-deBord and Owen Advertising Agency, Bowling Green
Elam, Tammy-The Messenger, Madisonville, KY
Etter, Elaine-Clip-It Shopper and Printing Co., Bowling Green
Green, Celeste-Brentwood News, Franklin, TN
Hofmann, Susan-deBord and Owen Advertising Agency, Bowling Green
Kimbro, Lawrence-Holder-Kennedy Public Relations, Nashville
Lundsford, Jim-Wilkins Advertising Concepts, Bowling Green
Mattingly, Tracy-Doeg-Anderson, Louisville
Mizanin, Susan-Marie-Needham, Harper and Steers, Chicago
Nixon, Brad-deBord and Owen, Bowling Green
McNemar, Nina-deBord and Owen, Bowling Green
Schuman, Jill-deBord and Owen, Bowling Green
Slager, Lisa-WBKO, Bowling Green
Sneed, G-Kent-Wilkins Advertising Concepts, Bowling Green
Thomas, Laura-Clip-It Shopper and Printing Co., Bowling Green
Zhe, Terri-J.P. Manning, Chicago

MOVES
Blair, Kathy-to Marketing Alliance Rubber Company, Franklin, KY
Hess, Mark-from Abbott Advertising in Lexington to D'Arcy, Manius and Manius in St. Louis
Scott, Clay-to assistant PR Director a University of the South
Sewanee, TN.
Vandercook, Jack-from Consolidated Theaters to Christensen Advertising Agency, Nashville