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Union Underwear VP Discusses Marketing/Advertising Strategy

BY MARTHA REID

Les Schwartz daily deals with talking fruit, gold fruit and cartoon characters, but he does not write a comic strip.

Schwartz, who began as an advertising copywriter, is now vice-president in charge of advertising for Union Underwear, marketers of Fruit of the Loom and Underoos brands. He spoke to a group of approximately 70 students this semester in a session sponsored by the Western Advertising Club.

“Advertising is an exciting, challenging, intellectual type of career,” he said, “interesting and rewarding, and very worthwhile.” The vice president suggested that students planning to enter the advertising field keep up on happenings by reading Advertising Age and other publications.

Schwartz outlined the background history of Union Underwear, as well as their current marketing and advertising strategy. The firm uses Grey Advertising Agency in New York for their Fruit of the Loom brand. Grey’s creative execution of a “living logo” for Fruit of the Loom has earned two Advertising Age awards for the most liked commercials on television.

Because they make most underwear purchases, Fruit of the Loom

Agency Creative Director Speaks on Employment

BY MARK HESS

“One of the most difficult tasks you have facing you is finding a job,” emphasized the prophet.

The oracle, Jack Pentzer, creative director of Buntin Advertising Agency in Nashville, spoke at Western's employment seminar to guide advertising students of the road to prospective careers.

“Everybody is a little nervous about hiring somebody who has no experience. Students have no one to call to verify their ability. It is in the interview that you must show your creativity,” Pentzer said.

Magazine advertisements that are rewritten and redesigned are useful in a prospective portfolio, Pentzer explained. Resumes are equally important as the samples and portfolio. The oracle emphasized the need for a resume to stand out from the crowd. “It’s a matter of getting people to remember you.

The most important thing is to convey how creative you are. It’s all part of getting your foot in the door, you’re going out and selling yourself.”

“The hardest job to find is the first one,” lamented Pentzer, “The following ones are easier.”

The oracle emphasized that layout and copy are not the only facets of the advertising trade. He revealed that there are employment opportunities in the Media departments and Production departments of agencies. These departments offer positions that are rewarding, well-paying, and provide excellent job security.

“A lot of jobs that you are going to be offered are clerical—don’t
Coors to Sponsor 1981 AAF Spring Competition

BY GREG WILLETT

Adolph Coors Co. will sponsor the American Advertising Federation's 1981 national student competition to be held in Washington, D.C.

A case study prepared by Coors will be made available to AAF college chapters across the country, according to AAF Executive Vice President Jonah Gitlitz. Competing schools will then use this information to plan their competition advertising campaigns.

“Competing students—including advertising, marketing and communication majors—will develop complete advertising campaigns, market strategies and media plans for Coors, assuming the position of prospective ad agencies vying for the Coors business,” according to Coors' College Program Manager, Lee Buxton.

This year members of Western's Marketing Club will also be working with students from the Advertising Club in preparing the campaign for competition.

Each year the entries in the AAF's students competition are judged on two aspects. First, each participating school presents a plans book outlining the school's recommendations for marketing, media, creative and sales promotion activities. Second, each school gives a 30-minute presentation summarizing their plans before a panel of judges.

The competition is held each spring with each college or university, represented by a team of two to five students, competing in one of 15 AAF district contests across the country. The winners advance to national competition.

Western is located in the 5th AAF district, composed of schools from Kentucky, Ohio and West Virginia. More schools compete in this district than any other in the nation.

Schwartz....

commercial are targeted toward women, 18 to 49. Schwartz said that the commercials must be entertaining and show the quality of the brand because underwear is a low-interest product. The ads must also mention the price because underwear is price-sensitive.

Schwartz discussed media strategy and cooperative advertising, and showed slides, film and video tape on the company and the current ad campaign. He closed his lecture by asking for questions.

"If I don't know the answer, I'll probably lie," he joked.

Other Speakers

Advertising students have been exposed to a variety of viewpoints from professional speakers during fall semester, including several representatives from the Bowling Green area.

Bill Vaughn, plant operator for Southeastern Displays, spoke to the advertising media class on the use of outdoor advertising in a media plan.

Kathy Woodford, a sales representative for WLBJ radio spoke to students in retail advertising on the reasons retail advertisers use radio.

Ed Munson, sales representative for WBKO television, spoke to students twice during the semester. He discussed planning and buying television time with students in advertising media, and later told retail students how he sells TV time to area merchants.

Photo by Betsy Burns

JACK PENTZER

Pentzer....

hesitate to take them.” Pentzer advised, “Ninety percent of our media department started out at the front desk as secretaries. It's a good foot in the door.”

Pentzer also said that girls will be at more of an advantage because of the clerical openings and men will not take salaries that they cannot afford to take.

“You need to decide what you're going to do or what you want to do when you walk in the door,” the prophet reiterated. “The appearance of yourself as well as the appearance of your portfolio is important in an interview. Be fairly conservative.”

Pentzer also suggested that a prospective employee “Keep in touch,” because, “It helps the employer to remember you.”

The courtesy of thank you notes for interviews and never sending a resume without calling on an employer were essential points brought out by Pentzer.

The oracle’s lecture at times brought looks of despair and discouragement to the faces of those wishing to enter the advertising trade. But he emphasized the need for patience, diligence and determination to all who gathered to hear him speak and who genuinely desired employment in the field.

Pentzer summarized the morning seminar in cold and precise terms.

“You have to pay your dues.”
Internships Challenge Seniors

BY MARK HESS

Advertising is often defined as "paid, non-personal communication through various media by business...who hope to inform or persuade members of a particular audience."

However, the definition fails to mention the myriad of work and effort put into the execution of every phase of the advertising plan. Ginger Williams and Dennis Mattingly will attest to that.

The two seniors enjoyed internships at the advertising agency and retail levels during the past summer. To them the complexity and challenges were exciting and rewarding.

Ms. Williams worked with the advertising agency of Pearson, Clarke and Sawyer of Lakeland, Florida. The agency handles such accounts as Famous Recipe Fried Chicken, Bic Pens and the Tupperware educational series.

Williams acquired the position after sending a resume, a letter, and completing an interview with the agency's senior art director.

"I did a little bit of everything," Williams said, "the agency was divided into the creative departments and the accounts departments; I worked with the creative."

Ginger Williams

Among her tasks (a few of which, to her did not exemplify the effervescent aura of advertising) were pulling files, collating sample books and putting mechanicals together.

The most enjoyable part of the summer internship resulted from Williams' independence to work on projects by myself," she beamed.

Williams took particular pride in creating a calendar for the Florida Department of Citrus and a pamphlet she authored and designed for a local Girls Club.

Still she felt the pangs of insecurity.

"I was real nervous," the intern confessed, "there are so many things to do and you don't know exactly what you're doing, so you have to ask a lot of questions. It was so new to me. I'm thankful that others took time to help and demonstrate things for me."

Williams' internship revealed to her that life in an agency was not as spectacular as she had previously believed.

"There are so many steps involved (in advertising) and a lot of skill is necessary for every step. You can't take anything for granted," she assured.

"I got a lot out of my internship," Williams reflected, "I got to see the overall view of how an advertising agency works. I had an idea of how great an agency could be, but the internship took a little glitter out of it."

Williams, who will graduate with majors in advertising and textiles and clothing merchandising, plans to work in the advertising department for a large retail store.

Dennis Mattingly, who worked in the advertising department at S. W. Anderson's Inc., a general quality merchandise department store in Owensboro, found his internship demanding and extremely valuable.

"A retail advertiser must change hats and do everything," Mattingly asserted.

His tasks included everything from writing copy, keeping books and buying media space, to checking proofs, pasting up ads and laying out ad pages.

At the start of his internship, Mattingly felt uneasy about his new situation. His first day on the job required him to write a 25-word description of a lady's tennis shoe. The advertising manager admonished him to improve his

Zoned edition advertising

Yunt Lectures to Retail Students

BY JACK VANDERCOOK

"I thought for sure I'd be working at J. Walter Thompson by now," Tom Yunt said laughingly as he finished a lecture to advertising students in October.

Yunt, supervisor of zoned edition advertising for the Nashville Banner and Nashville Tennessean, stressed the value of getting experience rather than expecting to start at the top. He graduated from Western in 1978.

Yunt explained what his job encompasses and how he approaches a prospective customer.

"We discuss the merchant's target market, and in what section of the newspaper he will get the most results," Yunt said.

He showed many examples of regular and special sections that appear in the Nashville newspapers, and explained how merchants try to reach target consumers by advertising in particular sections.

"You won't get into a lot of marketing research unless the retailer has plenty of money to spend," he explained. "For those who don't, special sections help pinpoint a definite target market. Co-op advertising is a big help," he added.

Yunt told the group that special sections were planned about a year in advance, and outlined some of the planning that goes into the sections. The newspaper often sends out direct mail folders to area merchants that list stories planned for the section, distribution dates, and any discounts that apply.

"Special sections bring the most results in the dollar-per-person ratio," he said.

Yunt also explained the meaning of zoned editions and showed a map dividing the Nashville area into 20 sections. The zoned editions of the two papers cover five surrounding counties. Rate cards were distributed and discussed in detail.
Interns...

style and technique several times, all in an effort to demonstrate the need for word efficiency. “Copywriting has to be so precise and on target, it was the most difficult thing I did,” Mattingly said.

However, Mattingly did relish other aspects of his internship. “Without a doubt, working on layout was the most enjoyable part of my internship.”

One of the most satisfying aspects of the summer employment for him was in measuring the success of his time and effort.

“In Cold Blood” grosses $350

BY TODD ENGEL

How do you turn an $8 checking account into “megabucks”? The Ad Club found the answer—but it was Truman Capote’s idea. On Tuesday, October 28, to the delight of a capacity crowd for both showings, the Advertising Club presented the movie “In Cold Blood,” based on the chilling novel by Capote.

Chilling indeed, but warming to Ad Club members who grossed in excess of $350 on the film to help pay for expenses for entering the 1981 AAF competition this spring sponsored by the Joseph Coors Company.

Through limited newspaper advertising and a lot of sales promotion, the club was able to “pack ’em in” for a matinee and an evening showing. Popcorn was sold for added enjoyment.

Ad Club members have worked enthusiastically all semester on fund-raising activities to finance its operations.

For the Ad Club it was a night of tremendous success and a good time for everyone—a black-and-white movie with black-and-white results.

Making It

BY JULIE CARTER

Here’s some news on advertising graduates who have turned professional.

Daryl Knauer, class of ’80, is an advertising copywriter for Brewer, Jones and Feldmann Advertising, Cincinnati, Ohio.

Theresa Hill, class of ’80, is working in layout and design at Kuhn’s/Big K Stores in Nashville, Tennessee.

Glen Porter, class of ’79, is an advertising representative for the Fulton Daily Leader in Fulton, Kentucky.

Terri Evans, class of ’79, is a junior account executive at Smith/McNeal Advertising Agency in Atlanta, Georgia.

Jim Tumbrink, class of ’76, is account manager at John Malmo Advertising Agency in Memphis, Tennessee.

Mike Draper, class of ’80 is pursuing a masters degree in Business Administration at Western.

Cindy Arnold, class of ’80 is an advertising representative for WDRB, Channel 41 Television in Louisville, Kentucky.

Jack Minish, class of ’74, is regional sales manager at the Owensboro, Kentucky office of WFE-TV, Evansville, Indiana.