

I shouldn't
" have...

Table of Contents

Page Numbers

Table of Contents	2
Agency	3
Executive Summary	4
Situation Analysis	5-6
Problems & Opportunities	7
Target Market Segment	8
Marketing Objectives & Strategies	9
Advertising Objectives & Strategies	10
Sales Promotion Objectives & Strategies	11-16
Public Relations/Publicity Objectives & Strategies	17-20
Media Objectives & Strategies	21-22
Creative	
Phase 1	23-38
Phase 2	39-49
Media Schedule	50-51
Media Budget	52-53
Sales Promotion Budget	54-55
Campaign Budget	56-57
Post-Campaign Evaluation Plan	58
Sources	59

Agency



AGENCY

Front Row:

Marina Bobrovich <i>Account Executive</i>	Ashley Scarlett <i>Media Director</i>	Joneé Viray <i>Account Supervisor</i>	Kristina Linale <i>Research Associate/ P.R Director</i>	Sherry Estrada <i>Associate Art Director/ Production Manager</i>
--	--	--	--	---

Middle Row:

Natalie Contreras <i>Business Manager</i>	Kristine Constantino <i>Creative Director</i>	Angela Hughes <i>Copywriter</i>	Nicole Silva <i>Media Associate</i>
--	--	------------------------------------	--

Back Row:

Mike Harris <i>Sales Promotion Director</i>	Daniel Acosta <i>Art Director</i>	Ray Tambua <i>Research Director</i>
--	--------------------------------------	--

Executive Summary

In fall 2009, Slate + Able will launch a campaign with the objective of reducing binge drinking in colleges by encouraging students to make responsible decisions when it comes to alcohol. In doing so, we want to divert their attention to activities with a more positive impact on their futures. 18 to 24 year old college students make up the target segment. To reach this audience, Slate + Able put together an innovative integrated marketing plan.

The plan uses spot market advertising to reach students on 25 college campuses with a reputation of over-consuming alcohol, according to The Princeton Review's annual list of party and drinking schools. Ads on these campuses will include posters, flyers and ads in campus newspapers. Online ads on popular social networking and video streaming sites will be used to reach students around the country. In addition to advertising, public relations will be essential in getting the message out to students by partnering with local businesses near colleges and sponsoring events on campuses.

From its research, Slate + Able found advertising's dramatic portrayal of binge drinking's negative consequences has been unsuccessful in reducing over-consumption of alcohol by young adults. Therefore, Slate + Able has used a different approach.

We have allocated the 10 million dollar budget to media, public relations and sales promotion during the entire school year to effectively reach the target segment at the selected colleges. The media mix includes both non-traditional and traditional media such as internet, print, mobile marketing, sidewalk chalk writing and street projections that will carry creative messages to spark curiosity among college students and keep them engaged throughout the campaign.

The campaign consists of two phases that will run during 2009-2010 academic year. The first phase has been strategically planned to emphasize the tagline "I shouldn't have..." that reminds students of the negative consequences from binge drinking. It will begin when school starts in August with "buzz marketing".

"Buzz marketing" includes chalk writing on campus sidewalks and posters around campuses with the tagline, "I shouldn't have..." The message will be ubiquitous around campuses and vague to provoke curiosity. The built up curiosity is a key factor in persuading the target audience to learn more about the message. The posters include the website address as well as a phone number for students to text and sign up for mobile alerts. The ultimate goal of "buzz marketing" is to drive traffic to an interactive website where students can share their personal experiences with drinking.

The second phase emphasizes the tagline "I should have..." encouraging students to consider and participate in positive and more constructive endeavors. The taglines are deliberately vague and open ended to engage students and encourage them to think for themselves about binge drinking rather than simply having an ad tell them about the dangers.

The purpose of Slate + Able's campaign is simple: persuade college students to self-realize their binge drinking habits and make responsible decisions in the future.

Situation Analysis

Company History

The Century Council began its crusade as a non-profit organization to combat drunk driving and underage drinking in 1991. Chairman Susan Molinari and President/CEO Ralph Blackman have led the company in its efforts. The Century Council works with communities, public officials, support programs, teachers, parents and other figures committed to the success of the program. Support from distillers and spirit companies have assisted the organization in its direct efforts toward eradicating the misuse of alcohol. This synergistic relationship mutually benefits both parties by building a favorable and responsible reputation.

The Century Council co-sponsored the successful "Friends Don't Let Friends Drive Drunk" campaign in the 1980's. Their partnerships with organizations like Nickelodeon, NCAA, Bacardi and countless others have helped promote the various campaigns aimed at the idea of making responsible decisions with alcohol. The Century Council and government legislation have worked together to pass policies which provide a start to harnessing the consequences of the abuse of alcohol abuse by young adults, especially those in college.

Company Goals and Objectives

With binge drinking becoming such a widespread epidemic on and near college campuses across the country, The Century Council aims to inform students of the dangers of the over-consumption of alcohol. While the law is clear on underage drinking, students under the legal age continue to drink alcohol on college campuses, often times in dangerous quantities. The Century Council is striving to add a new dimension to their organization by initiating a communications plan to better educate college students on the over consumption of alcohol. Furthermore, the goal of the organization is to develop a plan which can be promoted nationally while still having the ability to be implemented independently.



Market Composition

According to the Core institute that surveyed students' usage of alcohol and other drugs, three out of ten students reported consequences as a result of drinking which included memory loss, missing class, injuries and unwanted sexual encounters.

Alcohol abuse, which is the excessive use of alcoholic beverages either on occasion, such as binge drinking, or drinking on a regular basis, is also becoming prevalent among college students. Although there have been indications of a decline in binge drinking among college students, trends in alcohol consumption show less of a change.



Current Campaigns Addressing College Drinking

- **Alcohol 101 plus:** interactive program helping students make responsible choices with alcohol
- **Parents, You're Not Done Yet:** brochure designed to help parents of prospective freshman discuss alcohol with them before they leave home for school
- **Blood Alcohol Educator (BAE):** CD-ROM which is interactive for adults to test their blood alcohol content levels (BAC) and how those change based on their gender, weight, and quantity of drinks.

Competition

- College athletic events
- Campus environment (ex: clubs/ organizations, fraternity and sorority houses)
- Establishments near campuses which provide alcohol at affordable prices for students (liquor stores, clubs/bars)
- Peer pressure
- Alcohol advertising

Current Communications By The Century Council

Traditional forms of media have helped The Century Council spread their message. Various television commercials have been aimed at fighting underage drinking. The campaign, A Lot 2 Lose, features a series of television commercials to emphasize the dangers of underage drinking. National radio PSAs by female athletes have also been utilized. Print advertising has made its way into magazines that target younger demographics. Press releases and other PR efforts play an important role in creating a newsworthy aspect to their different campaigns. Internet and other interactive media (CD-Rom, brochures, etc.) have also been used by the Century Council to communicate its message of responsible choices with alcohol.

Problems & Opportunities

Strengths:

- Alcohol companies supporting programs provides credibility
- The Century Council has a wide variety of programs which address many aspects of alcohol abuse, especially in terms of youth
- The Century Council's website is beginning to use popular forms of internet media (ex: blogging)

Opportunities:

- New media and internet provides an innovative way to carry a message to target
- Opportunities to promote message around campus, which can impact students before they go to outlets where alcohol is served
- Using the AAF to encourage students to work on this case provides a way for peers to connect with each other promoting the same message
- Social networking sites provide opportunities for buzz marketing efforts

Weaknesses:

- \$10 million budget limits the parameter which the campaign can reach
- Conventional advertising carries similar messages which audiences will become immune to and eventually tune out
- Target market unaware of company and its efforts
- Many college students do not use traditional media which Century Council uses to promote their messages

Threats:

- College environment strongly influences student decisions
- Advertising and other forms of media promote an image of fun with alcohol use
- Students faced with peer pressure
- Students find a sense of freedom when going away for college



The image above shows a famous game that college students play at parties called beer pong.

Target Market Segment

Demographics:

- 18-24 years old adults
- Undergraduates (Freshman through Senior status in college)
- On-campus living as well as housing in proximity with campuses
- Students who commute to school and live far away from campus
- Male and female
- Any income level
- With and without children
- Married and single

Psychographics

- Interested in partying
- Involved in extracurricular activities and outside organizations like clubs, athletics, etc.
- Participates in nightlife activities
- Enjoys going out to partake in drinking
- Venue attendees (concerts, sport events, etc.)
- Concerned with image
- Very social, outgoing
- Striving to be part of a group



VALs include:

- Experiencers:** enjoys social activities; seek the offbeat and risky; impulsive
- “I-Am-Me”:** young; exhibitionistic; impulsive; “try everything once”
- Emulators:** status conscious; macho-competitive; upwardly mobile; interested in power and material possessions
- Strivers:** like to shop to demonstrate buying power; see themselves as having a job rather than a career

Marketing

Objectives:

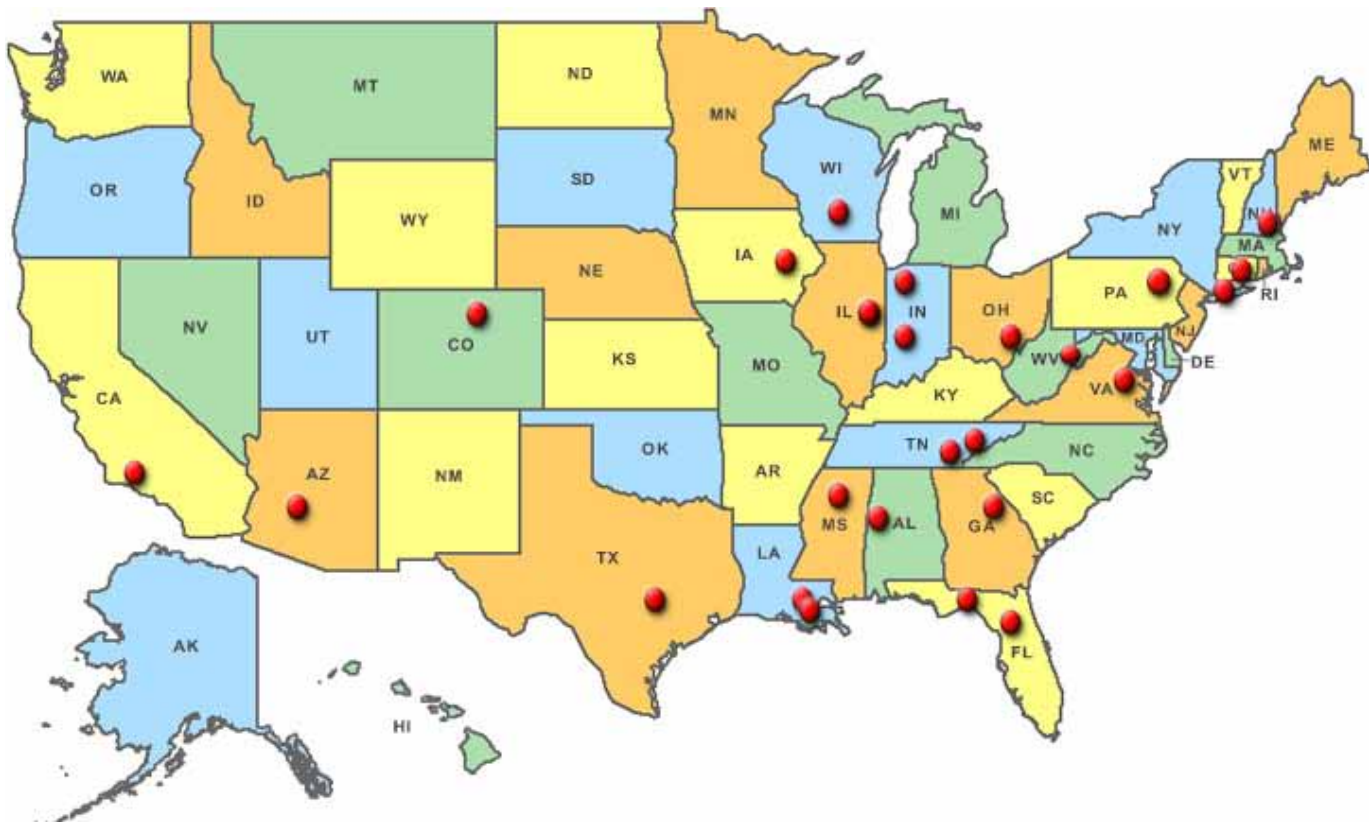
- Change the students' attitudes and habits toward over-consumption of alcohol
- Reduce the incident of binge drinking

Strategies:

- Effectively reach top 25 campuses where binge drinking is most likely to occur
- Create message content that will spark curiosity in college students, and engage them to embrace to objectives of the campaign throughout the school year

Tactics:

- Utilize research knowledge to produce advertising, publicity and sales promotion
- Concentrate communications on 25 campuses across the nation



*According to the Princeton Review, the selected schools have a reputation for over-consumption of alcohol. The red dots represent the schools that were selected.

- Pennsylvania State-University Park
- University of Florida-Gainesville
- West Virginia University-Morgantown, WV
- Indiana University-Bloomington
- University of Texas at Austin
- University of Mississippi
- University of Georgia-Athens
- Randolph-Macon College-Ashland, VA
- DePauw University -Greencastle, IN
- University of Wisconsin-Madison
- Ohio University-Athens
- University of Iowa-Iowa City, IA
- Florida State University- Tallahassee
- Loyola University New Orleans
- University of California-Santa Barbara
- University of Colorado-Boulder
- Trinity College-CT
- Tulane University-New Orleans, LA
- University of New Hampshire -Durham
- Arizona State University at the Tempe Campus
- Providence College-Providence, RI
- Sewanee--The University of the South
- University of Alabama - Tuscaloosa
- University of Illinois at Urbana-Champaign
- University of Tennessee

Advertising

Objectives:

- Persuade the target audience to reduce binge drinking habits
- Remind the target audience of the negative consequences of over-consumption of alcohol
- Increase awareness of the positive endeavors that can replace drinking habits

Strategies:

- Effectively communicate advertising messages to the target audience through various media channels
- Create curiosity driven advertising to trigger college student's interest in the objectives of the campaign

Tactic:

- Run the campaign in two phases during the academic school year, August through May

Phase 1:

Start by spreading the buzz surrounding the tagline "I shouldn't have" without revealing the meaning behind it. Students will be persuaded to retrieve text-message clues with a variety of incentives, in order to find out the message behind the tagline, which is "I shouldn't have drank that much." Participants will be guided to an Interactive website where they will be able to share their experiences and learn more about binge drinking.

Phase 2:

Create a positive spin by converting the tagline into "I should have..." and encourage students to be proactive with the campaign. By utilizing similar tactics from the previous phase, students will be influenced to reach self-realization and focus their attention on activities that they could have been doing had they not been abusing alcohol.



Sales Promotion

Objectives:

- Drive students to opt in to mobile marketing
- Stimulate student excitement and participation
- Intensify awareness of message
- Encourage further engagement of website

Strategies:

- Provide promotional merchandise to event attendees and local businesses
- Promote Slate + Able's mobile marketing through enticing incentives

Tactics:

Incentives through Text Messaging

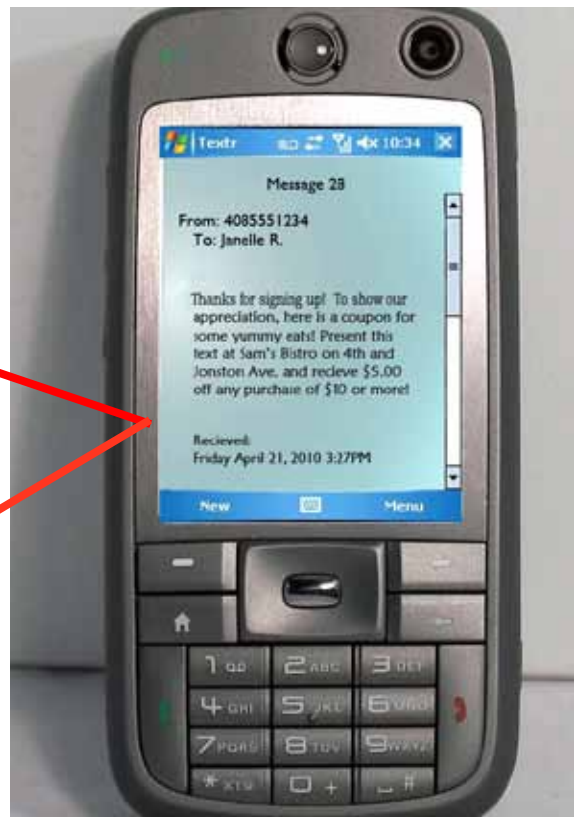
Student participation will come through incentives for opting in to mobile marketing. Once the student opts in to mobile marketing, either by sending a text to a short code or signing up online, Slate + Able will honor participation efforts by replying directly to students' cell phones with various coupons.

Coupons will be redeemable at local cafés and restaurants, university bookstores or college sporting events that students often frequent. Coupons will come from businesses and institutions willing to partner with us. They will be geographically distributed based on which campus the student is from.

The coupons are used as incentives for the students to receive messages on their cell phones, therefore, it is crucial to ensure the coupons are worth enough and redeemable at places that students will actually want to go. We believe that 10% of students opting in is a reasonable expectation. To reach this goal, appealing incentives are key. By sending coupons through text message, the student won't need to worry about clipping coupons; it will be accessible right on their cell phone that they always have with them.

Thanks for signing up! To show our appreciation, here is a coupon for some yummy eats!

Present this text at Sam's Bistro on 4th and Jonston Ave. and receive \$5 off any purchase of \$10 or more!



YouTube Contest

Students will get the chance to create their own video interpretation of the campaign message “I shouldn’t have...” on Slate + Able’s YouTube brand channel. This will be an incentive based contest where the videos will be streamed through ishouldnthave.com. The winner will be elected through voting on the website and will receive \$1,000 specifically for educational purposes.

Local restaurants and cafés

Local restaurants and popular cafés are beneficial partners because campaign flyers could be posted in or around their businesses and coupons for their businesses could be used in the campaign’s mobile marketing.



Center for College Health and Safety/ Presidents Leadership Group

The Presidents Leadership Group (PLG) consists of 49 members in 27 states. The PLG focuses on the important role university leaders’ play in successful alcohol prevention efforts on campuses. Work from the PLG includes writing commentaries and letters to the editor for the national, regional, and local press on relevant topics, publishing columns in campus newspapers, alumni magazines, and campus-sponsored correspondence to specific groups, airing local PSAs in favor of campus and community alcohol prevention efforts and giving presentations at selected meetings and conferences on alcohol prevention.



Partnerships:

Universities and Student Organizations

Partnering with universities allows partnerships with athletic teams, granting access to athletes and sports fans that are part of the target demographic. Partnering with the universities also allows collaboration between campus bookstores and shops for promotional coupons and items such as text books, school supplies and apparel.

School	Website	Student Organizations/Health Services	School Bookstore	Local Restaurants
Pennsylvania State-University Park 3451 Walnut Street Philadelphia, PA 19104 (215) 898-5000	http://www.upenn.edu/	CAPS (Counseling and Psychological Services) (215) 898-7021	University of Pennsylvania Bookstore Store Manager: Lew Claps (215) 222-7600	Walnut Bridge Coffee House (215) 496-8003 www.walnutbridgecoffeehouse.com/
University of Florida-Gainesville SW 13th Street Gainesville, FL 32611 (352) 392-3261	http://www.ufl.edu/	Student Organization Resource Center (352) 392-1671 E-mail: CSIDesk@union.ufl.edu Gators for a Sustainable Campus (561) 427-4803 http://www.sustainablegators.org President: Sara Hutton E-mail: lonien@ufl.edu	Goerings Bookstore (352) 378-0363 Books Inc. (352) 374-4241	Bistro 1245 (352) 376-0000 Leonardo's By the Slice (352) 375-2007
West Virginia University-Morgantown, WV PO Box 6201 Morgantown, West Virginia 26506 (304) 293-0111	http://www.wvu.edu/	Student Health Service Health Education Program Alcohol/Other Drug Education Office http://www.hsc.wvu.edu/shs/services/consequencesDIUWV.asp	West Virginia University Bookstore (304) 293-7461	Black Bear Burritos (304) 296-8898 www.blackbearburritos.com/
Indiana University-Bloomington 107 S. Indiana Ave. Bloomington, IN 47405-7000 (812) 855-4848	http://www.indiana.edu/	Alcohol-Drug Information Center: (812) 855-5414 Counseling and Psychological Services: (812) 855-5711 A.A.I.P. (Alcohol Alternative Intervention Program): (812) 856-3898	Barnes & Noble Store Manager: Donna De Gradi (219) 980-6831	Mother Bear's Pizza (812) 332-4495 Nick's English Hut (812) 332-4040
University of Texas at Austin 727 E Dean Keeton St Austin, TX 78705 (512) 471-1732	http://www.utexas.edu/	University Health Services (512) 475-8252 Waggoner Center for Alcohol & Addiction Research Director: (512) 232-2514	University CO-OP (512) 476-7211 Intellectual Property (512) 478-0007 www.intellectualpropertyaustin.com	FoodHeads (512) 420-8400 www.foodheads.com WeFuse (512) 236-0207
University of Mississippi P.O. Box 1848 University, MS 38677 (662) 915-7211	http://www.olemiss.edu/	Public Relations/Marketing (662) 915-7236	Campus Book Mart (662) 234-5993	Old Venice Pizza Co. (662) 236-6872 Two Zero Eight South Lamar
University of Georgia-Athens Athens, GA 30602 (706) 542-3000	http://www.uga.edu/	John Fontaine, Jr. Center for Alcohol Awareness and Education (706) 542-8880 msb@uhs.uga.edu	Baxter Street Bookstore (706) 548-3081 Beat the Bookstore (706) 354-8900 East Campus Bookstore (706) 583-8733	Ulage (706) 227-9339 Five & Ten (706) 546-7300 www.fiveandten.com/
Randolph-Macon College-Ashland, VA 204 Henry Street Ashland VA. 23005-5505 (804) 752-7200	http://www.rmc.edu/		RMC Bookstore Store Manager: Barclay DuPriest E-mail: bdupries@rmc.edu Phone: (804)752-7371	Ashland Coffee & Tea (804) 798-1702 www.ashlandcoffeeandtea.com/

The contact list above is some of the top 25 party schools which were selected from the Princeton Review's annual list. This list provides each university's name, location, website, as well as phone numbers and email addresses to student organizations, health services, bookstores and local restaurants. This information can be used to contact each university for information about event holding, as well as a database for potential sponsors.

Promotional Events/ Merchandise:

UF



Partnerships:

Universities and Student Organizations

Partnering with universities allows partnerships with athletic teams, granting access to athletes and sports fans that are part of the target demographic. Partnering with the universities also allows collaboration between campus bookstores and shops for promotional coupons and items such as text books, school supplies and apparel.

Coasters

Events:

The first event will be a concert taking place in October. The concert will be a “Battle of the Bands” where student bands will be encouraged to showcase their talent in a tournament style contest.

The second event will be a fashion show in March where the designers and models are all students. Winners of each event will be voted on by the student audience. The grand prize winners will receive a gift certificate to the campus bookstore.



Battle of the Bands Concert & Fashion Show Merchandise

Through partnerships with universities and student organizations, Slate + Able will sponsor two events on each campus. Both events will include a promotional tie-in. To encourage students to participate in these events, grand prizes will be given to winners, based on an audience vote. The grand prize winners will be provided with a gift certificate to the campus bookstore. The events are free to all students. The events will promote the message off stage where event representatives will be distributing school supplies including book marks, pens and highlighters. Audience members will also participate through various booths to win items such as: gift certificates, umbrellas, T-shirts and USB flash drives. All of the merchandise given out at the concert in Phase 1 will have the tagline "I shouldn't have...". All of the merchandise given out at the fashion show in Phase 2 will have the tagline "I should have...". All merchandise will also include the website address to drive traffic to the website.

Highlighters

Phase 1



Phase 2



T-Shirt



Flash Drives



Umbrellas and Pens



*Items were chosen because our target market are college students

SALES PROMOTION

One hundred coasters will be sent to the four most popular bars and restaurants for students around campuses, each semester. Each coaster will have our tagline on one side and our website and short code text number on the back. Including the short code text on the coasters will stimulate curiosity and further encourage students to opt into mobile alerts.



September 21, 2009

To Management,

Enclosed you will find 100 drink coasters courtesy of our agency, Slate + Able and our client, The Century Council. The coasters are part of a campaign currently taking place on 25 well known "party schools" across the country. The goal of the campaign is to reduce the growing rate of binge drinking on and near college campuses. Binge drinking is defined as five or more drinks in two hours by men and four or more drinks in two hours by women. This is not an anti-alcohol campaign. We simply want to assist this generation of students in realizing the effect that binge drinking can have on their academic careers as well as what they can achieve without it.

The drink coasters have the tagline "I shouldn't have..." a number they can text for more information regarding the campaign and the web address: www.ishouldnthave.com.

The Century Council often works with communities, public officials, support programs, teachers, parents and other figures contributing to the success of their programs. With your proximity to Ohio University, we believe that using these coasters at your location will add another dimension to the campaign and reach even more students. We really appreciate your assistance in our efforts to reduce binge drinking.

Regards,

Mike Harris
Sales Promotion Director
Slate + Able
(408) 555-9696
Mike@slateable.com



Slate + Able
1001 S. Market Street
San Jose, CA 95113



O'Betty's Red Hot
15 West State Street

Public Relations

Objectives:

- Inform students about Slate + Able's presence on campuses
- Encourage student interaction within the campaign
- Popularize usage of online media and discussion area

Strategies:

- Gain recognition through intense use of print and social media
- Encourage students to voice their opinions and generate questions surrounding the campaign

Tactics:

- Press kits will be sent to student press, universities and student associations after the "buzz" period is finished.
- Send anonymous letters to school newspapers to generate media attention for the campaign
- Create a forum on the website to encourage student interaction and discussion

Each kit will contain the following:

- Press release
- Highlighters
- Pens

The goal of the kits is to:

- Generate a positive interest in the campaign
- Draw attention from local press for potential coverage and publicity





Contact: Kristina Linale

FOR IMMEDIATE RELEASE

Tel: (408) 555-9696

Email: Kristina@SlateAble.com

COLLEGE STUDENTS WONDER WHAT THEY "SHOULDN'T HAVE..." DONE?

The Century Council Combats Binge Drinking Issue

Concern rises as students continue to drink alcohol on college campuses, often times in dangerous quantities. With binge drinking becoming such a widespread epidemic on and near college campuses across the country, The Century Council is striving for a new dimension to their organization by initiating a communications plan to change student attitudes and habits towards binge drinking in order to divert their attention to activities with more positive outcomes for their future. This campaign launched in August 2009 is taken place on the top 25 party schools in America, according to the Princeton review.

A large part of the campaign will be interactive and include text message and event marketing. Coupon incentives will be offered to students who participate in text message marketing. Campus events will consists of a fashion show and a concert that will take place during the year to encourage student involvement and create hype behind the campaign.

Approximately 2 in 5 college students engage in binge drinking. According to the Core institute that surveyed students' usage of alcohol and other drugs, three out of ten students reported consequences as a result of drinking which included memory loss, missing class, injuries and unwanted sexual encounters. These consequences surround the heart of The Century Council's interactive campaign.

The Century Council works with communities, public officials, support programs, teachers, parents and other figures integrating to the success of the program. It is their hope to penetrate the target market (18-24) through partnerships with local businesses, restaurants, and universities offering incentives to support this cause.

###

For more information please contact Kristina Linale at (408) 555-9696

Slate + Able
1001 S. Market Street
San Jose, CA 95113



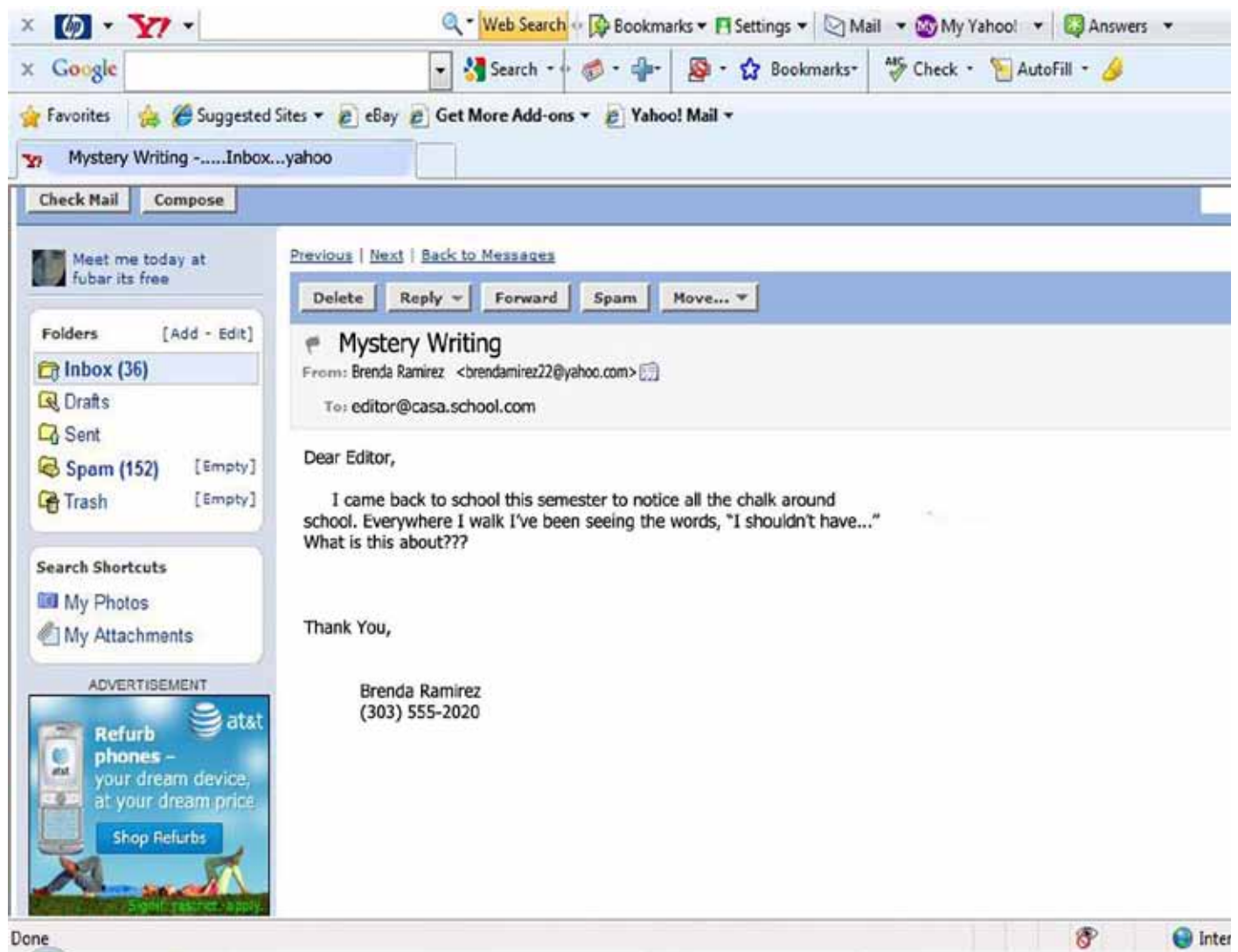
ATTN: Student Organization Resource Center

University of Florida - Gainesville
SW 13th Street

Letters to Campus Newspapers

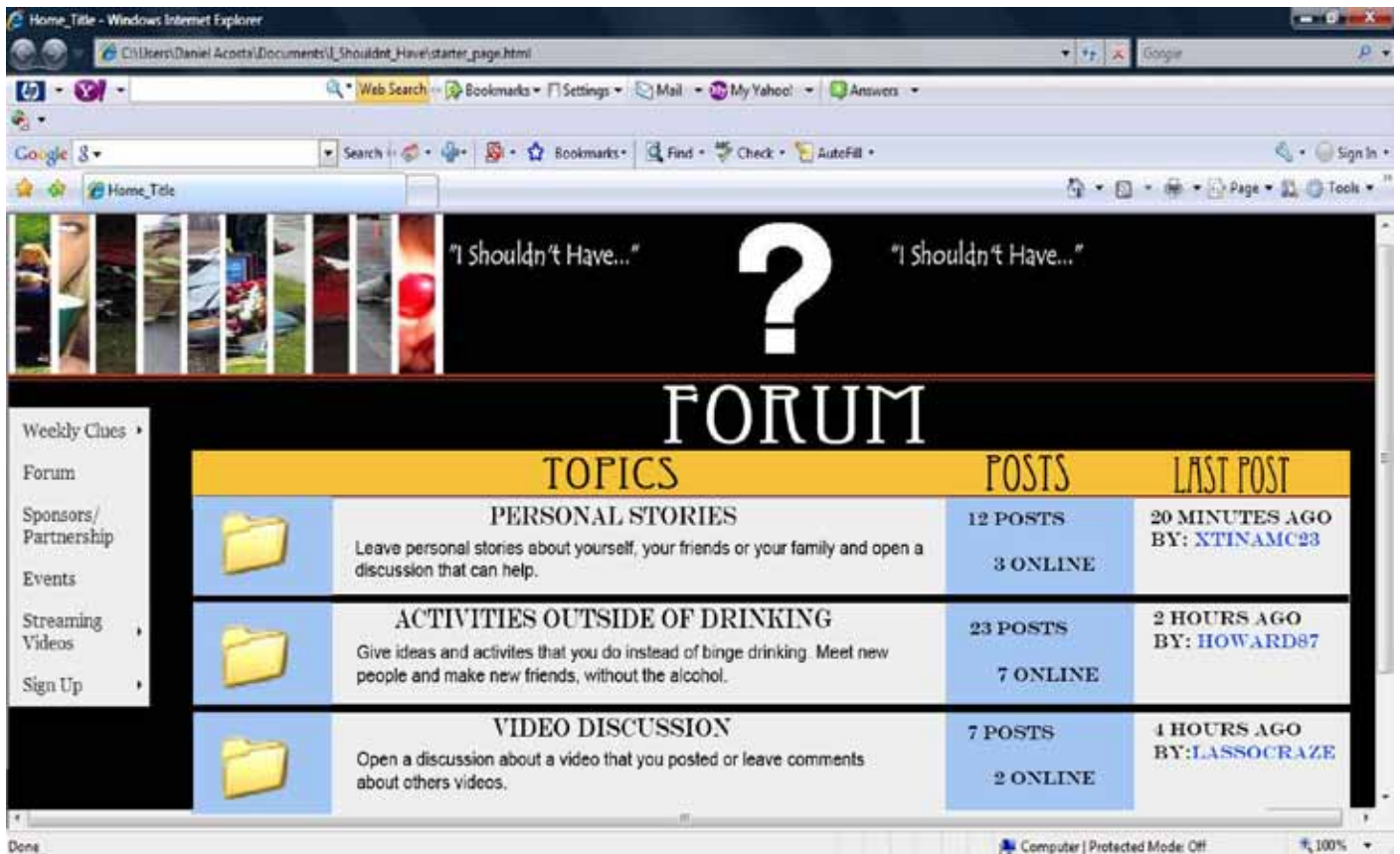
When students return to campus for classes in the fall, they will see “I Shouldn’t Have...” written on the sidewalk in chalk and posters posted all over campus with the vague message. Slate + Able will pose as students sending e-mails to campus newspapers asking about these messages on campuses. The goal is to create enough buzz and curiosity to prompt an article to generate even more interest in the campaign.

Sample E-mail



Forum

The website will include a monitored forum for posting comments, questions and opinions. In Phase 1 of the campaign students can discuss the campaign and use information gained from the posts to draw their own conclusions behind the mystery sentence, "I shouldn't have..." Once the "buzz" is over, students will be encouraged to share their own binge drinking experiences with others. The forum will allow both text and video posts. The forum will also be used to promote and discuss on-campus events.



Media

Phase 1 (August-December, Semester 1): "I Shouldn't Have..."

Objectives:

- Create a buzz on 25 targeted campuses that have a reputation for over-consumption of alcohol
- Reach college students with multiple media on and around campuses
- Drive traffic to the website

Strategies:

- Use print, internet and nontraditional media that will reach students in all aspects of campus life
- Utilize technology to engage the college audience
- Begin campaign shortly before school starts to ensure message is seen when classes begin
- Reach students when and where they are most likely to binge drink

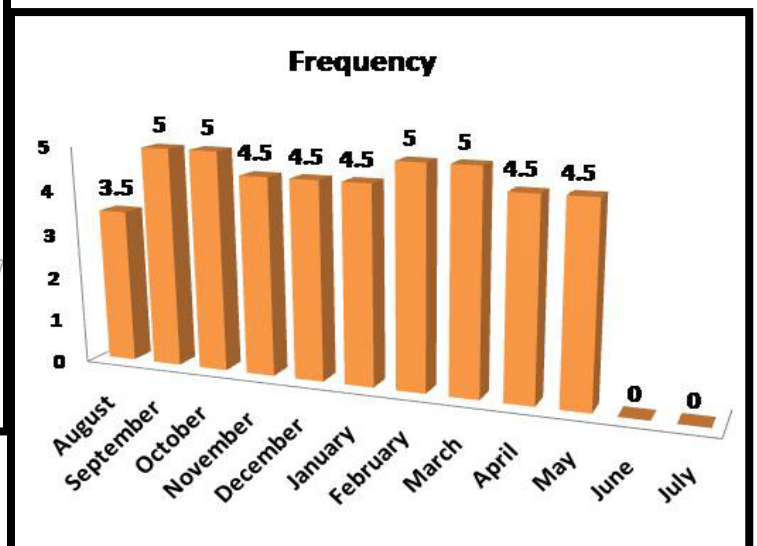
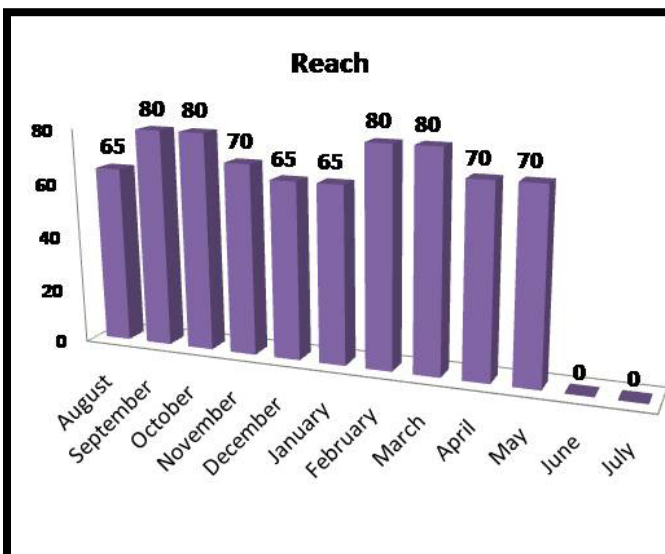
Phase 2 (January-May, Semester 2): "I Should Have..."

Objectives:

- Maintain continuous reach of college students on and around campuses
- Drive traffic to the website and encourage further engagement

Strategies:

- Increase campaign spending prior to spring break when more binge drinking takes place
- Continue using print, internet and nontraditional media that will reach students in all aspects of campus life
- Use technology to engage the college audience



*Reach is the percentage of the target market exposed to the message per month

*Frequency is the number of times per month they are exposed

Tactics:

Internet

According to Slate + Able’s research, college students spend more time with the internet than other media. Therefore, online ads will be a large part of the campaign used to reach students on a national level.

Print

Print will be used on 25 campuses with reputation of over consuming alcohol, according to The Princeton Review’s annual list of party and drinking schools. This spot market advertising will reach nearly 500,000 undergraduate college students.

Non-Traditional Media

Other non-traditional forms of media will be used as an extension of the campaign to integrate online, print, and promotional events into one cohesive message. By using these non-traditional forms of media, the campaign is expected to capture the attention of students on the 25 select campuses and stand out among the clutter of other messages on campuses.

On the following pages, you will see the creative strategies that go along with each medium selected.



Phase 1

“I shouldn’t have...”

In Phase 1, Slate + Able have developed a phrase, “I shouldn’t have...” Black and white colors were chosen for a mysterious theme. In this phase, students continue to be unaware and curious to the completed sentence and the meaning behind the campaign. Therefore, it is important for Slate + Able to keep all clue messages vague and secretive until the campaign is ready to launch the completed sentence, “I shouldn’t have drank that much.”

facebook Home Profile Friends Inbox 5 Jane Smith Settings Logout Search

Britney Spears

Wall Info Boxes Photos YouTube Discussions >>

What's on your mind?

Share


Britney Spears + Fans Just Britney Spears Just Fans

Britney Spears
BREAKING NEWS: Britney is the new Candie's Girl
Britney is the new face of Candie's! Candies.com will have your first look at the Circus tour today at 7pm EST, but here's a sneak peak of what's to come! Don't forget....Candie's is only at Kohls!... ..read full story
6:06pm - Comment - Like - Share


Britney Spears
EXCLUSIVE: The Setlist
Exclusive to Britneyspears.com... The Setlist! ...read full story
6:06pm - Comment - Like - Share

Britney Spears
Candie's Sneak Peak Rehearsal Video
Britney will hit the stage in New Orleans in 24 hours (!!!) and Candies.com has an exclusive first look at her tour rehearsals. Go backstage with Candie's to get a sneak peek at...well... everything! Make sure you are registered... ..read full story
6:06pm - Comment - Like - Share


Britney Spears has an exciting announcement about the tour going up on her site, <http://britneyspears.com> at 1PST today!
Yesterday at 10:15am - Comment - Like

Britney Spears <http://britneyspears.com> for more exclusive photos!

Britney Spears Tour Rehearsal 2
Yesterday at 12:31am - Comment - Like - Share

Information
Genre: Pop
Hometown: Kentwood, LA; Los Angeles, CA
Record Label: Jive

Fans
6 of 868,628 fans See All


Music Player
Song: Womanizer
Artist: Britney Spear
Buy Now

Advertise
Connect With My Friends

Share the Facebook experience with my friends. Use our simple invite tools connecting.

I shouldn't have...

Facebook.com is the most popular social networking site among college students. 54% of college students visit a social network in a typical day. Nearly 40% of all college students throughout the nation have a Facebook account. Skyscrapers and buttons will be on Facebook demographically targeting only college students between 18 and 24. The ads will receive 454,545 impressions per month.



Yahoo! | My Yahoo! | Mail | More

Welcome, alughes961 | Sign Out | Help

Web Search


YAHOO! SPORTS

Sports Search

Home | NFL | MLB | NBA | NHL | College | NASCAR | Golf | MMA | Boxing | Soccer | Tennis | Action Sports | More | Blogs | Video | Shop | Fantasy

NHL | NEW JERSEY | PITTSBURGH | MLB | NCRAW | NBA

Tackle tandem



US Presswire

DTs Jason Smith of Baylor (above) and Virginia's Eugene Monroe are projected to be the first two picks in the NFL draft.

NFP's mock draft

Top 5: Offense - Defense | Evaluations: QBs - CBs | Pro days | More

BASEBALL '09

YAHOO! FANTASY SPORTS

PLAY NOW


BASEBALL '09

Sign Up Now!

YAHOO! SPORTS EXPERT'S

State of pride for Izzo

Dan Wetzel April 1, 2009



Michigan State coach Tom Izzo is a native who has seen his neighbors struggle. He hopes his hometown team can provide some inspiration. [Read More](#)

VIDEO SPOTLIGHT

Calipari arrives in Lexington

Posted Apr 1 2009

More: [NCAAB video](#)

NYI at WSH 4/1, 7pm ET

Headlines | Rumors | Most Buzz


- Calipari introduced as Kentucky coach
- 2 slain at NY condo of NFL player [Report](#)
- Garnett to miss at least 4 games
- Stallworth charged with DUI manslaughter
- Cop who stopped Texans' Moats resigns
- Chamberlain pleads guilty to DUI charge
- Pistons F Wallace suspended 1 game
- Cardinals 3B Glau out at least 2 months

More News | Calendar | My Sports News | Video

ADVERTISEMENT

www.ishouldthave.com

SHOP FOR YOUR FAVORITE TEAM



Yahoo.com offers demographical targeting, which will be used to reach only college students between the ages of 18-24. Geographical targeting is available as well and can be used to reach only those who live in specific zip codes. Behavioral targeting will successfully reach those that fit our psychographic criteria. Content targeting can be placed in specific Yahoo channels such as sports and entertainment. Ads on Yahoo! will receive 35,714 impressions per month.

hulu™ TV Movies

Channels Popular Episodes Popular Clips Popular Shows Alphabetical Network search

S.O.B.S

Arrested Development

Season 3 : Ep. 9 | (cc) | 21:59 | ★★★★★

In order to get enough money to hire a new family lawyer, everyone has to pitch in and prepare for the upcoming company fundraiser, aptly named "Save Our Bluths."

Share Email Post return to video

Post this video to one of these sites:

- MySpace
- Facebook
- Digg
- Windows Live
- del.icio.us
- reddit
- StumbleUpon
- Google Bookmarks

Adjust the start and end times of the video by dragging the handles or using your keyboard

00:00:00 Current time in video 00:22:00 preview

Arrested Development Season 3 is available for purchase on DVD or Electronic ... © 2003-2004 Twentieth Century Fox Film Corporation and Imagine Entertainment. ...

Main Reviews Discussions

Episodes (53)

Seasons: 1 2 3 All

Sort by: Air Date Most Popular Today Most Popular All Time Recently Added User Rating

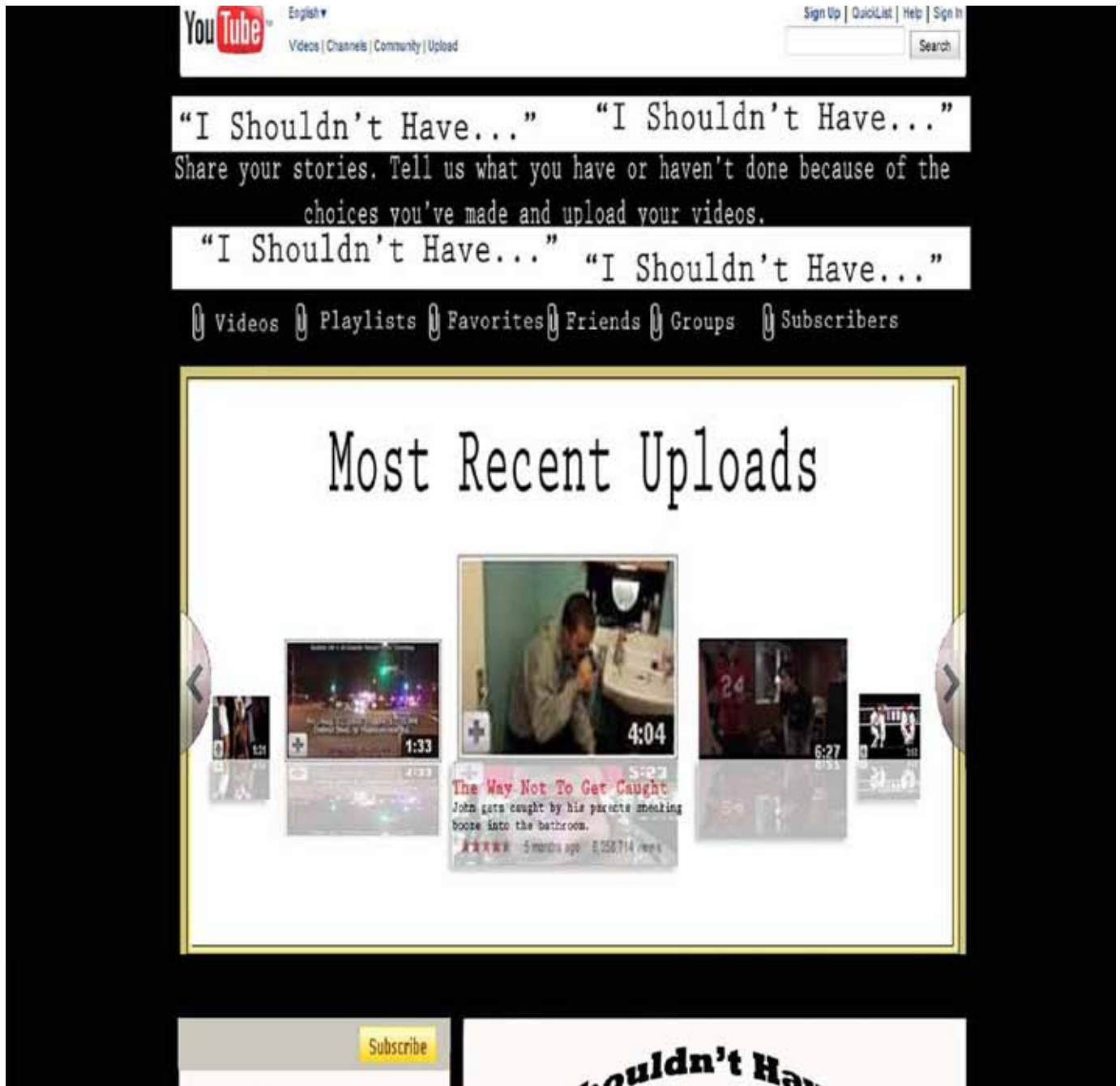
1 2 ... 11 ▶

- Development Arrested Season 3 : Ep. 13 (22:23)
- Exit Strategy Season 3 : Ep. 12 (22:02)
- Family Ties Season 3 : Ep. 11 (21:47)
- Fakin' It! Season 3 : Ep. 10 (21:57)
- S.O.B.S** Season 3 : Ep. 9 (21:59) ▶ Now playing

Clips (249)

Seasons: 1 2 3 All

Hulu, a free online video service, launched less than one year ago, but already boasts 12.9 million users per month in the United States and is the second online video site, behind YouTube. Hulu broadcasts both TV shows and movies. One video ad runs per each normal commercial break. Ads are targeted demographically and run throughout many different shows. Ads on Hulu will receive 12,000 impressions per month.



81 million people visit YouTube per month, making it the number one online video site. The campaign will have a brand channel on YouTube, essentially our own YouTube page or channel. The brand channel will be a page for campaign ads and videos but will also allow viewers to comment on videos and post their own, making the site interactive and engaging the audience as well as allowing for contests and other promotions. The brand channel will receive at least 12,500 views per month.

Streamline Video

I shouldn't have...

1

She couldn't stand
being
a l o n e...

3

One after another,
they went down
smoothly...

7



8

The night never
seemed to have an
end in sight.

9

Images and objects
began to streak
together...

13



14

He handed her a
different one this
time.

15



4

All the people
around her
were talking
about the event.

5



6



10

The night grew
darker and colder as
she grew bolder.

11



12



16

She was not known
around campus until
t h a t night.

17



18

Morning light
shined through the
cracked door...

19



20

Unaware of her
surroundings, she
began to panic.

21



22

What could have
caused these
feelings of disgust
and resentment?

23



24

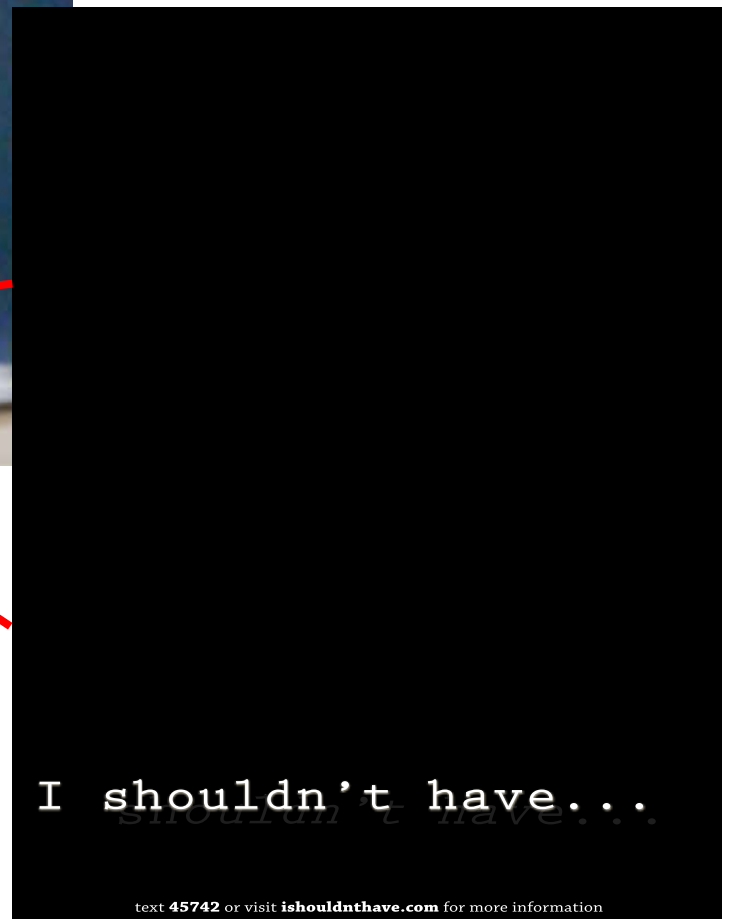
Her attempts to
fit in caused her
to be a bigger
outsider than she
ever wanted to be.

22

ishouldnthave.com

23

Posters



In Phase 1, posters will be used at the beginning of the school year to create a buzz around campuses, drive traffic to the website, and sign up for mobile alerts. Posters will be placed all around campuses; in dorms, bathrooms, halls, dining halls, on ceilings, inside and outside buildings as well as in stadiums and local businesses.

Flyers

The flyer features a dark background with a faint image of a band performing. A large, stylized electric guitar is overlaid on the right side, rendered in a glowing red and blue neon-like outline. The text is white and blue, set against the dark background. At the bottom, there is a graphic of flames.

Battle Of The Bands Competition

Featuring:
Blue Odyssey

Guitar: Mike Delfino
Bass: Tom Scavo
Keyboard: Orson Hodge
Drums: Dave Williams

**UNIVERSITY OF FLORIDA
GAINESVILLE
STARTS AT 8PM
OCT. 17TH, 2009
WWW.ISHOULDNTHAVE.COM**

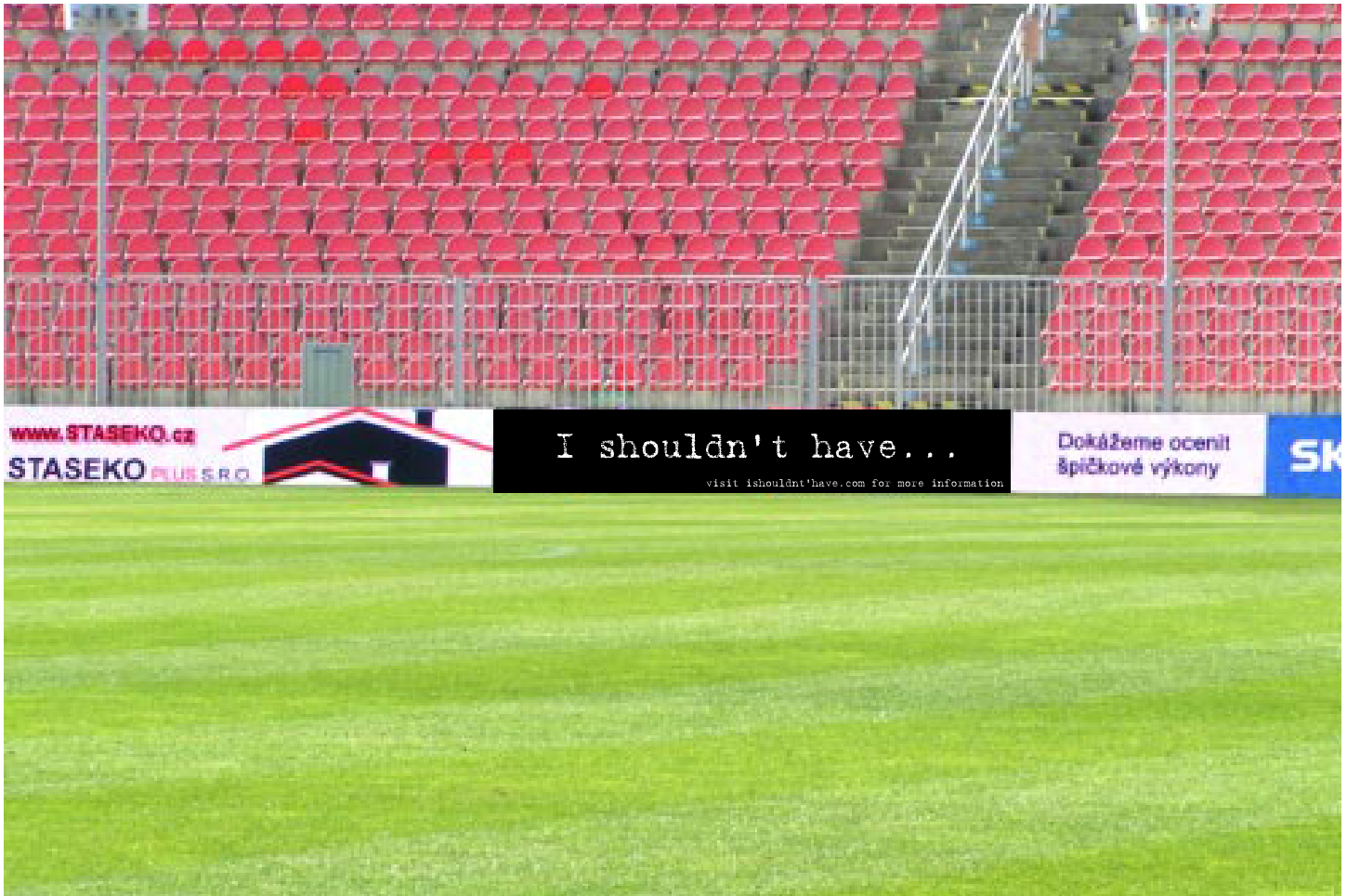
In Phase 1, flyers will be posted around campuses to promote the concert on campus we will sponsor in October.

Newspapers



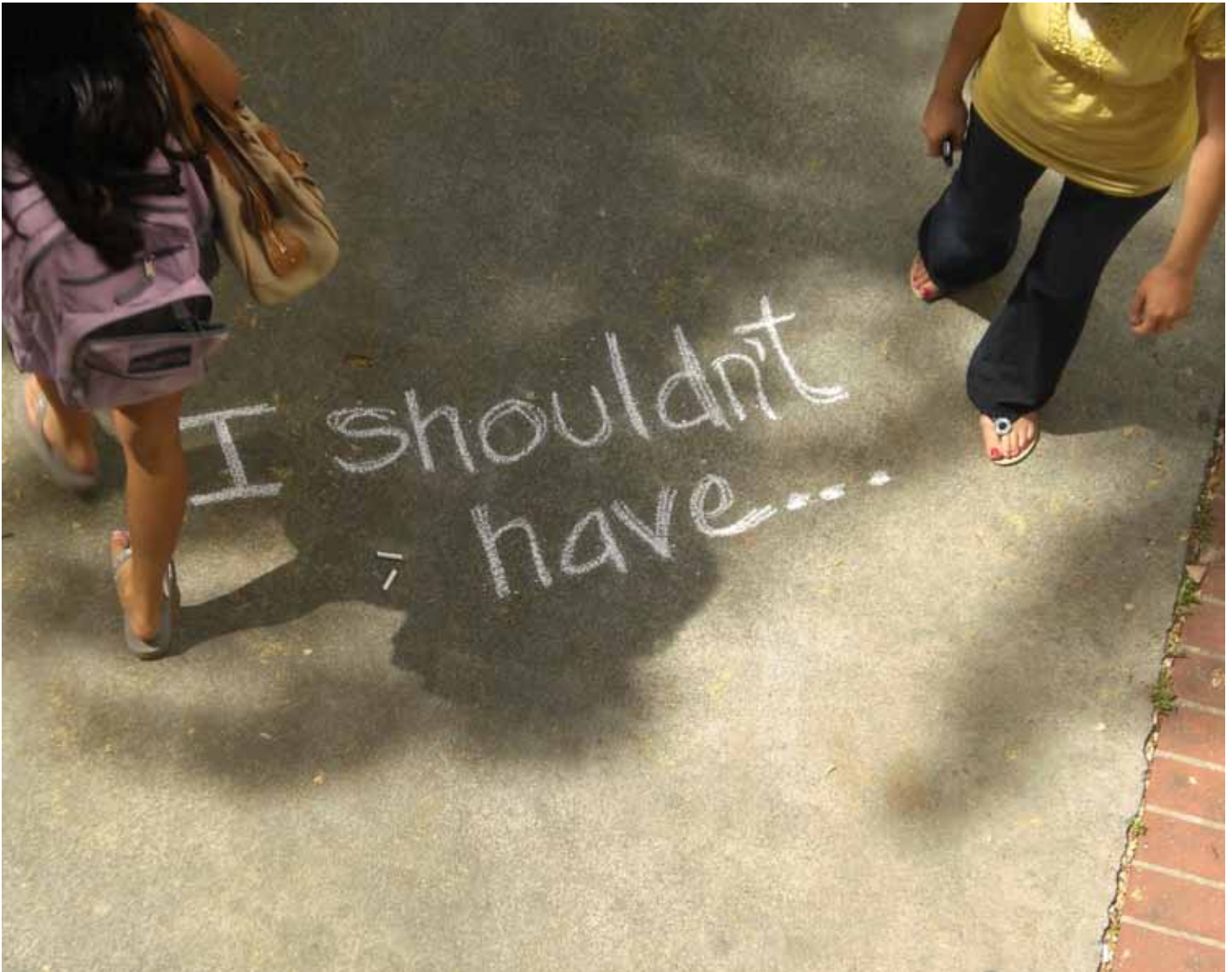
82% of students report that they read their campus newspaper, according to a 2008 study by Alloy Media + Marketing and MORI research. Of the 25 selected campuses, 21 have viable, print newspapers. In Phase 1, inserts will be placed in the papers twice during the first few weeks of school with the vague and open ended tagline to create buzz around campus. In addition to inserts, ads will also be placed in the newspapers to promote the concert on campus in October. Color ads will run 3 times per week in the 3 weeks leading up to the event. For the 4 campuses without newspapers, flyers and posters will be increased.

Banners



In phase 1, banners will be strategically placed in or around stadiums with the potential of reaching tens of thousands of college students during football season. For campuses that do not have sports teams, banners will be placed in other locations around campuses.

Chalk



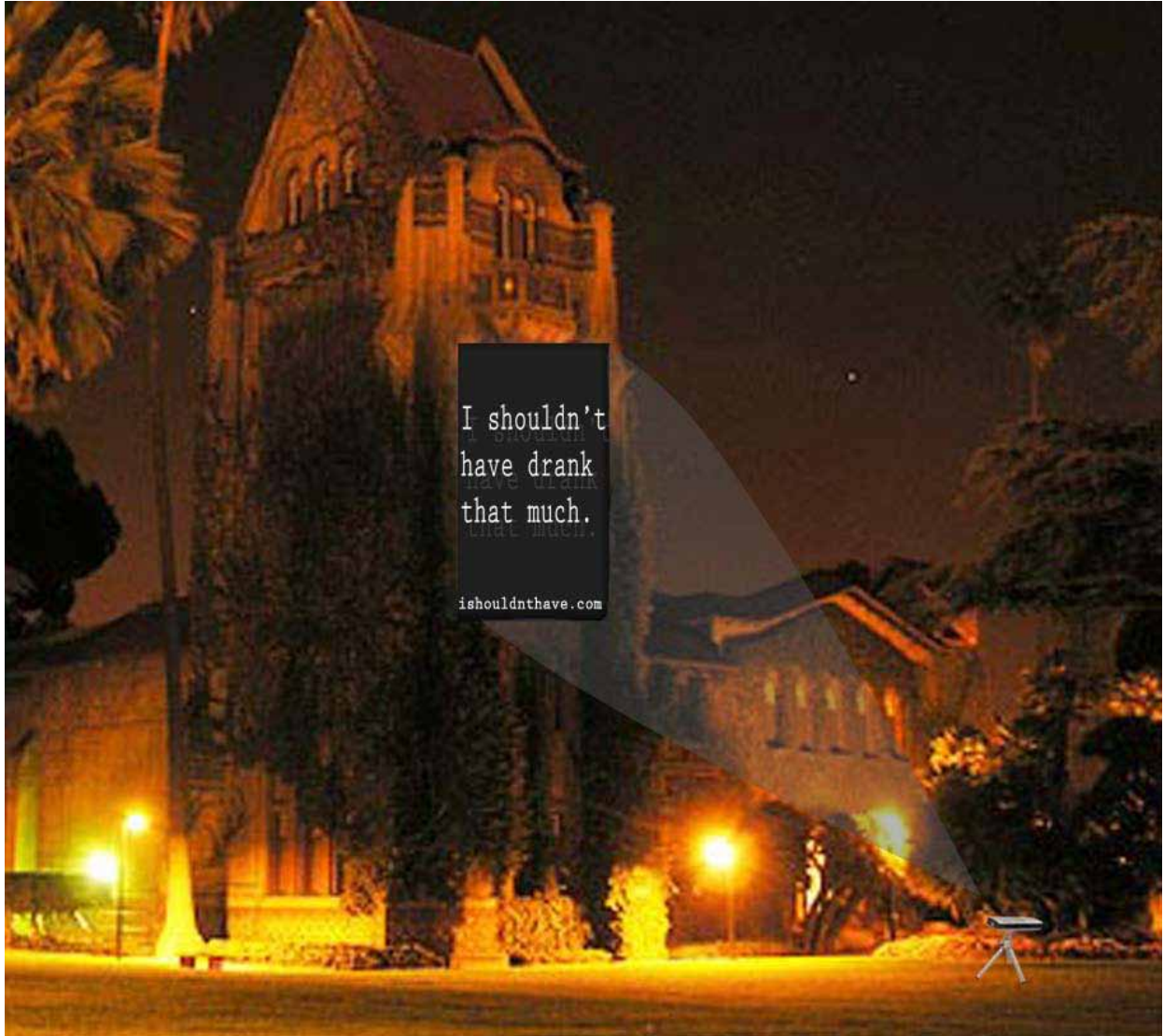
Chalk will be used at the beginning of Phase 1 to create a buzz around campuses. In the days before school starts, someone will write “I shouldn’t have...” all over campus sidewalks in chalk, with each college’s permission. This buzz will be followed by the print ads and will help add to the curiosity that will drive students to visit the website or sign up for mobile alerts when that information is made available to them.

Mobile Marketing



Users opt-in to mobile marketing by first sending a text message from their cell phone to a short code five-digit number or by signing up online. This short code will be promoted and integrated in print and online ads throughout the campaign, i.e. "text 45742...for more information". An incentive will be offered for the student to opt-in, such as presenting more information about an upcoming event or offering a coupon to a local restaurant, university book store, or athletic event. Once the student opts in, mobile alerts will be sent to their cell phones. Mobile alerts will begin during the "buzz" in Phase 1 and will include a series of clues that will ultimately lead students to the website where they will discover that the complete sentence is, "I shouldn't have drank that much". Once the "buzz" period is over, mobile alerts will be sent less frequently but will be used to promote the sponsored campus events as well as the website and YouTube brand channel.

Projection Ads



A projector will be used to project images onto a building at night on campuses, near dorms or Greek houses. This will be used one night in Phase 1 on each campus to promote the website and events. The projection will consist of two frames, the first showing simply the website address and the second, shown above, will be the information for the upcoming concert. Ads will be projected on a weekend night when students are more likely to drink.

Phase 2

“I should have...”

In Phase 2, we have changed our clue phrase to “I should have...” to focus more on the positive aspect of our campaign. Along with changing the clue phrase, we changed the colors to light blue and white.

Britney Spears + Fans **Just Britney Spears** Just Fans



Britney Spears

BREAKING NEWS: Britney is the new Candie's Girl

Britney is the new face of Candie's! Candies.com will have your first look at the Circus tour today at 7pm EST, but here's a sneak peak of what's to come! Don't forget...Candie's is only at Kohls!... ..read full story

6:06pm - Comment - Like - Share



Britney Spears

EXCLUSIVE: The Setlist

Exclusive to BritneySpears.com... The Setlist! ...read full story

6:06pm - Comment - Like - Share



Britney Spears

Candie's Sneak Peak Rehearsal Video

Britney will hit the stage in New Orleans in 24 hours (!!!) and Candies.com has an exclusive first look at her tour rehearsals. Go backstage with Candie's to get a sneak peek at...well... everything! Make sure you are registered... ..read full story

6:06pm - Comment - Like - Share



Britney Spears has an exciting announcement about the tour going up on her site, <http://britneyspears.com> at 1PST today!

Yesterday at 10:15am - Comment - Like



Britney Spears <http://britneyspears.com> for more exclusive photos!



Britney Spears Tour Rehearsal 2

Yesterday at 12:31am - Comment - Like - Share

Advertise

Connect With More Friends



Share the Facebook experience with more of your friends. Use our simple invite tools to help you connect.

More Ads

"I should have ____."

Go to **YouTube** and share YOUR story!

www.ishouldhave.com

Yahoo! | My Yahoo! | Mail | More Welcome, ahughes361 | Sign Out | Help

YAHOO! SPORTS

Sports Search

Home | NFL | MLB | NBA | NHL | College | NASCAR | Golf | MMA | Boxing | Soccer | Tennis | Action Sports | More | Blogs | Video | Shop | Fantasy

NHL **NEW JERSEY** | PITTSBURGH | MLB | NCAAW | NBA

Tackle tandem



US Presswire

OTs Jason Smith of Baylor (above) and Virginia's Eugene Monroe are projected to be the first two picks in the NFL draft.
NFF's mock draft

Top 5: [Offense](#) - [Defense](#) | [Evaluations: QBs](#) - [CBs](#) | [Pro days](#) | [More](#)

BASEBALL '09

YAHOO! FANTASY SPORTS

PLAY NOW

BASEBALL '09

MARK TELLEBA *Hot Take*

YAHOO! SPORTS EXPERTS

State of pride for Izzo
Dan Wetzel April 1, 2009



Michigan State coach Tom Izzo is a native who has seen his neighbors struggle. He hopes his hometown team can provide some inspiration. [Read More](#)

VIDEO SPOTLIGHT

Calipari arrives in Lexington.
Posted Apr 1, 2009
 More: [NCAAB video](#)

NY1 at WSH 4/1, 7pm ET

ADVERTISMENT

"I should have _____."

Go to **You Tube** and tell your story!

www.ishouldhave.com

SHOP FOR YOUR FAVORITE TEAM

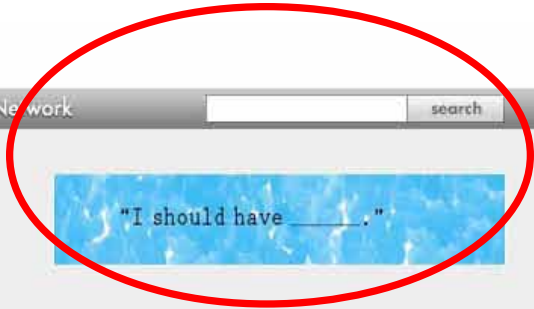


S.O.B.S

Arrested Development

Season 3 : Ep. 9 | (cc) | 21:59 | ★★★★★

In order to get enough money to hire a new family lawyer, everyone has to pitch in and prepare for the upcoming company fundraiser, aptly named "Save Our Bluths."



Share

Email

Post

return to video



Post this video to one of these sites:

MySpace

del.icio.us

Facebook

reddit

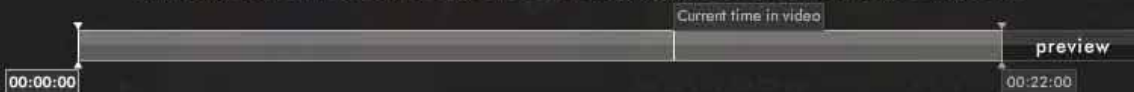
Digg

StumbleUpon

Windows Live

Google Bookmarks

Adjust the start and end times of the video by dragging the handles or using your keyboard



Arrested Development Season 3 is available for purchase on DVD or Electronic ...

© 2003-2004 Twentieth Century Fox Film Corporation and Imagine Entertainment. ...

Main

Reviews

Discussions

Episodes (53)

Seasons: 1 2 3 All

Sort by: Air Date Most Popular Today Most Popular All Time Recently Added User Rating

1 2 ... 11 ▶



Development Arrested
Season 3 : Ep. 13 (22:23)



Exit Strategy
Season 3 : Ep. 12 (22:02)



Family Ties
Season 3 : Ep. 11 (21:47)



Fakin' It!
Season 3 : Ep. 10 (21:57)



S.O.B.S
Season 3 : Ep. 9 (21:59)
▶ Now playing



English

Videos | Channels | Community | Upload

Sign Up | QuickList | Help | Sign In

Search

“I Should Have...” “I Should Have...”

Share your stories! Tell us what you have of haven't done because of the choices you've made, relating to alcohol, and upload your videos.

“I Should Have...” “I Should Have...”

VIDEOS FAVORITES PLAYLISTS GROUPS FRIENDS SUBSCRIBERS

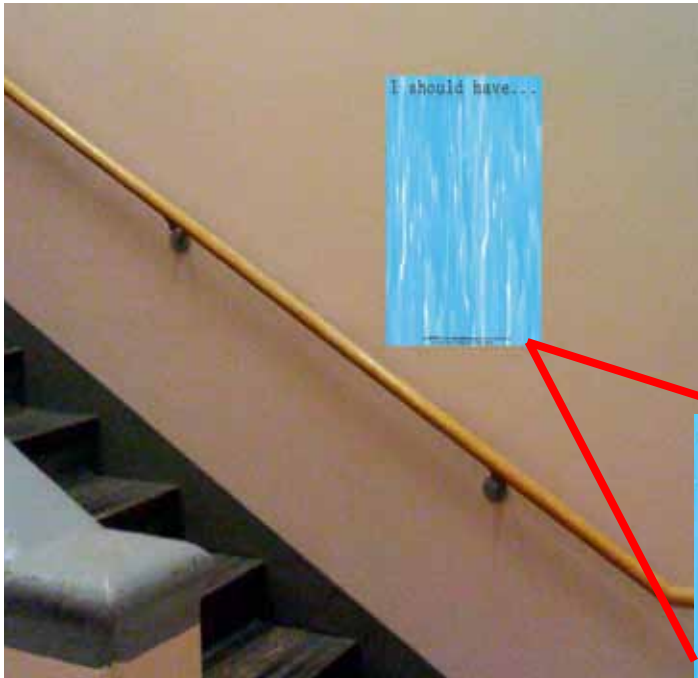
Most Recent Uploads

Fred Sneaks into Judy's Party
Fred isn't invited to Judy's annual PARTY but decides to ignore the snub and go.
★★★★ - 5 months ago - 6,058,714 views

Subscribe

Should Have

Posters



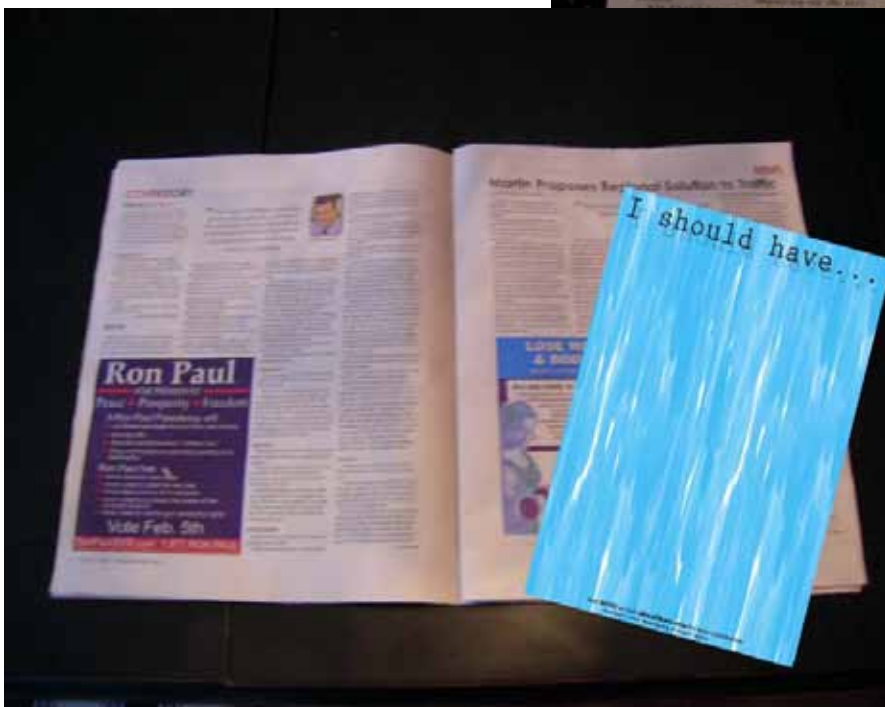
In Phase 2, posters will be used throughout the second semester to drive traffic to the website. Posters will be placed all around campuses; in dorms, bathrooms, halls, dining halls, on ceilings, inside and outside buildings as well as in stadiums and local businesses.

Flyers



In Phase 2, flyers will be posted around campuses to promote the fashion show on campus we will sponsor in March.

Newspapers

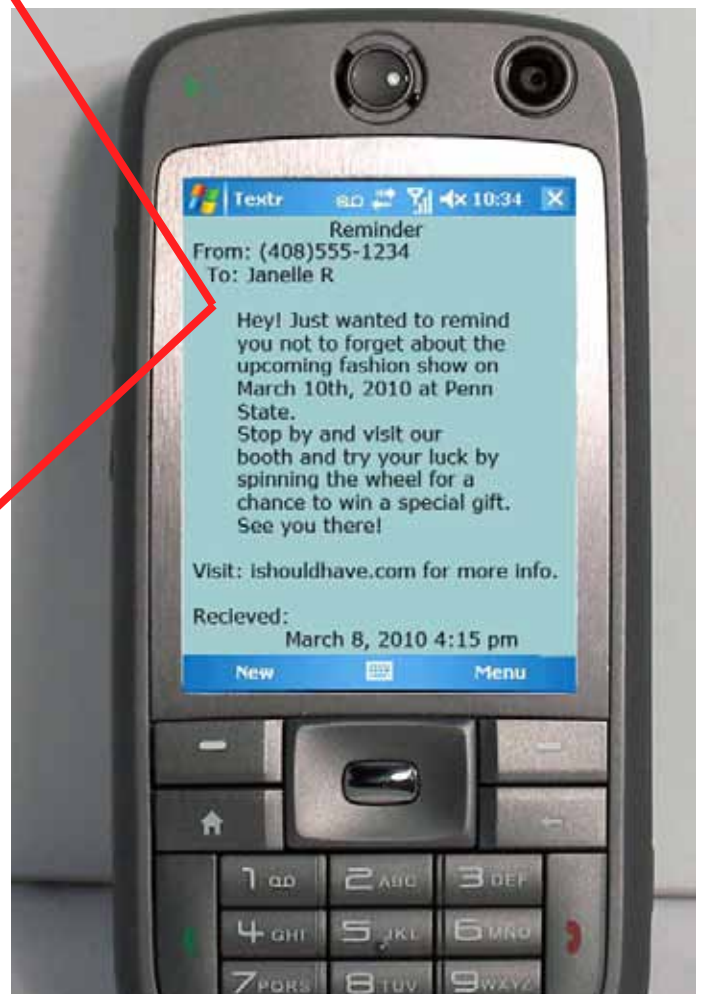


In Phase 2, inserts will be placed in newspapers twice during the first few weeks of the second semester with the new creative message. In addition to inserts, ads will also be placed in the newspapers to promote the fashion show on campus in March. Color ads will run 3 times per week in the 3 weeks leading up to the event. For the 4 campuses without newspapers, flyers and posters will be increased.

Mobile Marketing

Hey! Just wanted to remind you not to forget about the upcoming fashion show on March 10, 2010 at Penn State. Stop by and visit our booth and try our luck by spinning the wheel for a chance to win a special gift! See you there!

Visit: www.ishouldhave.com for more info



Banners



In Phase 2, banners will be strategically placed in or around stadiums with the potential of reaching tens of thousands of college students during basketball season. For campuses that do not have sports teams, banners will be placed in other locations around campuses.

Projection Ads



A projector will be used to project images onto a building at night on campuses, near dorms or Greek houses. This will be used one night in Phase 2 on each campus to promote the website and events. The projection will consist of two frames, the first showing simply the website address and the second, shown above, will be the information for the upcoming fashion show. Ads will be projected on a weekend night when students are more likely to drink.



The power of this campaign is the convergence of the chosen media which recognizes the power of repetition and the impact that it has on college students.

Media

Medium	August	September	October	November	December
Internet					
Facebook					
Hulu					
Yahoo					
YouTube					
Print					
Banners/Signs					
Campus Newspaper Inserts					
Campus Newspapers					
Flyers					
Posters					
Sales Promotion					
Book marks					
Coasters					
Highlighters					
Pens					
T-Shirts					
Umbrellas					
USB Drives					
Events					
Concert					
Fashion Show					
Non-Traditional Media					
Text Messaging					
Chalking					
Projector					
Other					
Domain Name					

*The Media Schedule is a graphical display of the time schedule of the campaign.

Schedule

January	February	March	April	May	June	July

Media

Media	August	September	October	November	December
Internet					
Facebook		\$100,000.00	\$100,000.00	\$100,000.00	\$100,000.00
Hulu		\$300,000.00	\$300,000.00	\$300,000.00	\$300,000.00
Yahoo		\$250,000.00	\$250,000.00	\$250,000.00	\$250,000.00
YouTube		\$250,000.00	\$250,000.00	\$250,000.00	\$250,000.00
Print					
Banners/Signs		\$680.00	\$680.00	\$680.00	
Campus Newspaper Inserts	\$18,267.00	\$18,267.00			
Insert Production	\$25,155.00	\$25,155.00			
Campus Newspapers			\$78,975.00		
Flyers			\$1,740.00		
Posters	\$4,125.00	\$4,125.00			
Non-Traditional Media					
Text Messaging	\$13,800.00	\$13,800.00			
Chalking	\$149.75				
Projector		\$47,500.00			
Total Cost of Media:	\$61,496.75	\$1,009,527.00	\$981,395.00	\$900,680.00	\$900,000.00

Budget

January	February	March	April	May	June	July	Total Amount:
\$100,000.00	\$100,000.00	\$100,000.00	\$100,000.00	\$100,000.00			\$900,000.00
\$300,000.00	\$300,000.00	\$300,000.00	\$300,000.00	\$300,000.00			\$2,700,000.00
\$250,000.00	\$250,000.00	\$250,000.00	\$250,000.00	\$250,000.00			\$2,250,000.00
\$250,000.00	\$250,000.00	\$250,000.00	\$250,000.00	\$250,000.00			\$2,250,000.00
	\$680.00	\$680.00	\$680.00				\$4,080.00
\$18,267.00	\$18,267.00						\$73,068.00
\$25,155.00	\$25,155.00						\$100,620.00
		\$78,975.00					\$157,950.00
		\$1,740.00					\$3,480.00
\$4,125.00	\$4,125.00						\$16,500.00
							\$500,000.00
							\$149.75
	\$47,500.00						\$95,000.00
\$947,547.00	\$995,727.00	\$981,395.00	\$900,680.00	\$900,000.00			\$9,050,847.75

BUDGET

Sales Promotion

BUDGET

Sales Promotion	August	September	October	November	December
Promotional Items					
Book Marks			\$1,398.38		
Coasters			\$961.00		
Highlighters			\$8,390.25		
T-Shirts					
Umbrellas			\$7,487.50		
Pens			\$4,195.13		
USB Drives			\$9,356.00		
Events					
Concert			\$125,000		
Fashion Show					
Total Cost of Sales Promotion:			\$156,788.26		

*The Sales Promotion Budget is a graphical breakdown of the Sales Promotion used during the campaign schedule.

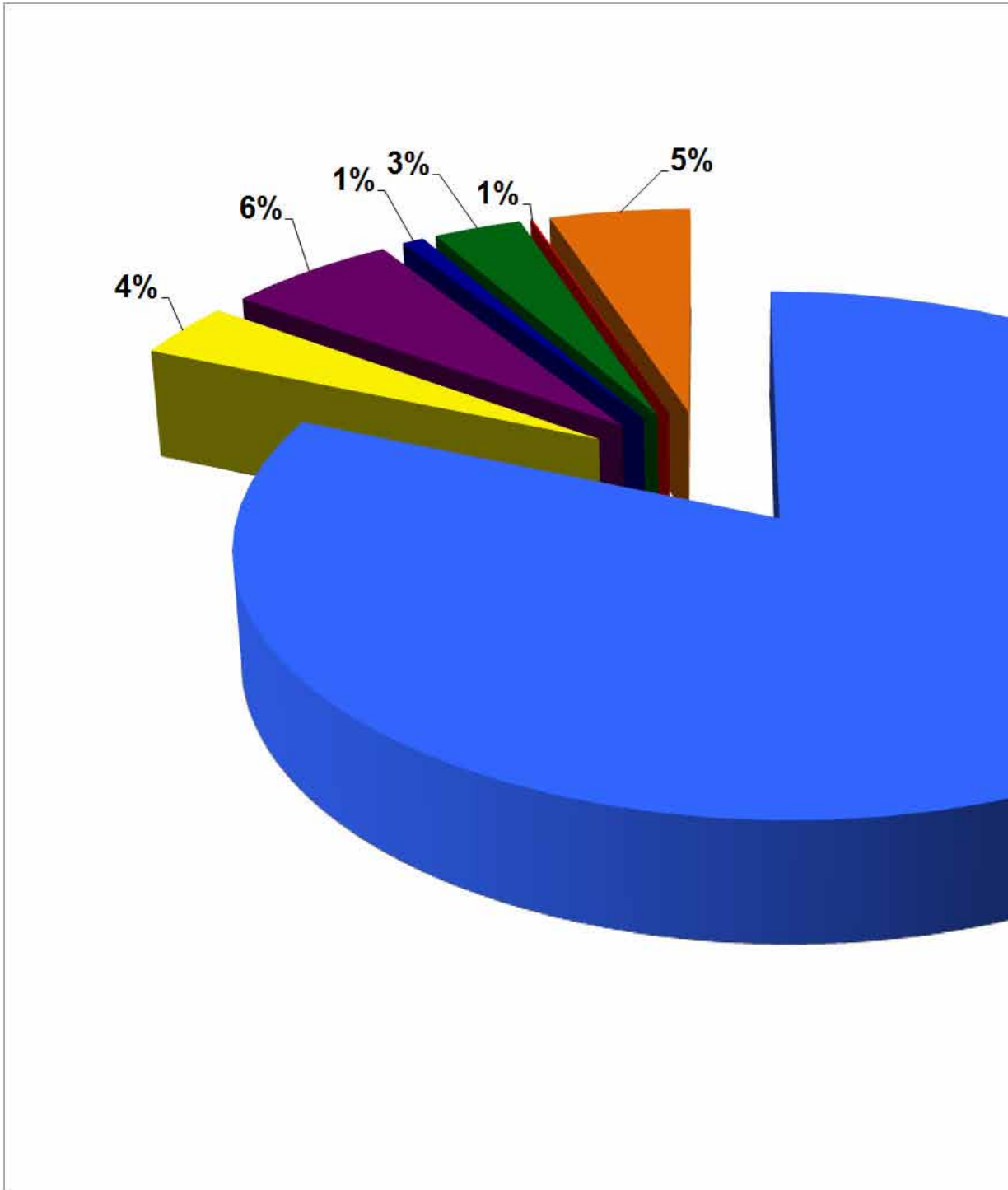
Budget

January	February	March	April	May	June	July	Total Amount:
		\$1,398.38					\$2,796.76
		\$961.00					\$1,922.00
		\$8,390.25					\$16,780.50
		\$21,250.00					\$21,250.00
							\$7,487.50
		\$4,195.13					\$8,390.26
		\$9,356.00					\$18,712.00
							\$125,000
		\$187,500					\$187,500
		\$233,050.76					\$389,839.02

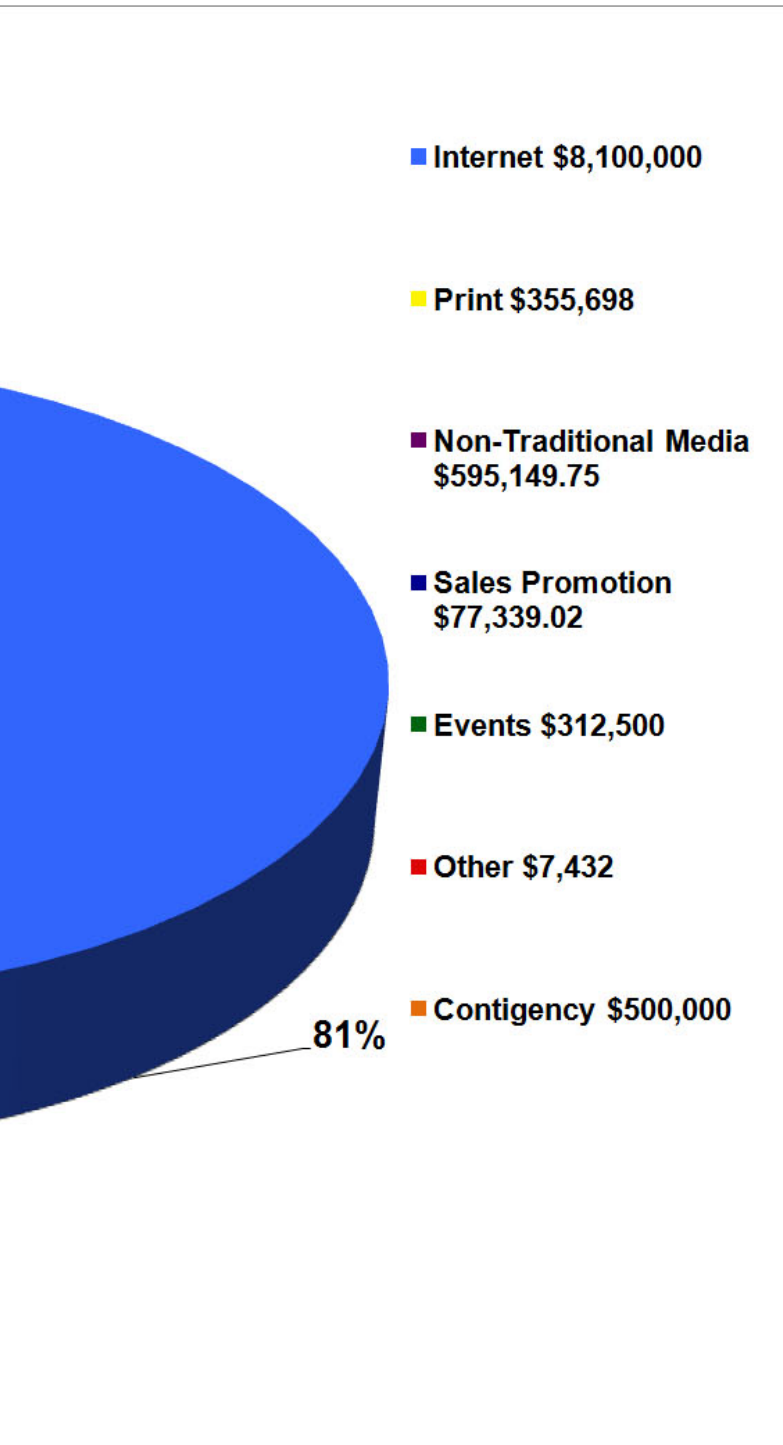
BUDGET

Campaign

BUDGET



Budget



Our total campaign budget allowance is \$10,000,000 for the entire campaign. The total estimated cost of the entire campaign is \$9,448,118.80. We have put aside a 5% contingency of the budget to account for any additional costs that may arise during the campaign. "Other" includes administrative costs such as envelopes, postage, additional sales promotional items if necessary, as well as the campaign's website.

Post-Campaign Evaluation

Slate + Able will evaluate the success of the campaign by hiring a team of skilled professionals who will be assigned to measure the sales of alcohol from bars, restaurants, and places where it is sold near the twenty-five selected campuses. In addition to measuring sales, the professionals will also obtain the statistics of alcohol-related deaths and arrests by the universities' police departments.

Slate + Able will be able to measure the media effectiveness in a number of ways. First, internet impressions will be reported to Slate + Able for each of the four websites used. Print effectiveness can be measured by how many people attend the events. How many people opted-in to the text message alerts will also be measured.

In addition to measuring the alcohol sales and media effectiveness, the professionals will interview students on campus about the effectiveness of the campaign and report the changes in students' attitudes and behavior towards alcohol consumption.

Slate + Able is not stating college students will stop drinking. However, Slate + Able expect the campaign to help reduce the amount of alcohol consumed by students.

Slate + Able suggest that the Century Council increase the budget next year in order to expand the campaign nationwide using a wider range of media and add more aspects to the creativity to target the college students.



Sources

Substance Abuse and Mental Health Administration's National Clearinghouse for Alcohol and Drug Information
<http://ncadi.samhsa.gov/> and <http://oas.samhsa.gov/NSDUH/2k7NSDUH/2k7results.cfm#Ch3>

Alcohol: Problems and Solutions
<http://www2.potsdam.edu/hansonj/bingedrinking.html>

The CORE Alcohol and Drug Survey
<http://www.siu.edu/~coreinst/results.htm>

Center for Science in the Public Interest:
<http://www.cspinet.org/booze/collfact1.htm>

College Drinking: Changing the Culture
<http://www.collegedrinkingprevention.gov/>

The Science Daily
<http://www.sciencedaily.com/releases/2008/07/080711141755.htm> and
<http://www.sciencedaily.com/releases/2008/06/080624110917.htm> and
<http://www.sciencedaily.com/releases/2007/11/071119100316.htm>

Centers for Disease Control and Prevention
<http://www.cdc.gov/alcohol/quickstats.htm>

The Weekly News of Salt Lake Community College
<http://media.www.slccglobelink.com/media/storage/paper442/news/2009/01/29/Campus/A.New.Hobby.For.College.Students.Binge.Drinking-3604382.shtml>

About.Com:
http://parentingteens.about.com/od/bingedrinking/a/bingedrinking_b.htm and
<http://alcoholism.about.com/cs/college/a/aa990922.htm>

Topics in Alcohol: Duke University Medical Center
<http://www.duke.edu/~amwhite/College/college3.htm>

Journal of American College Health: Harvard School of Public Health Alcohol Study
<http://www.hsph.harvard.edu/cas/Documents/trends/Trends.pdf> and
<http://www.hsph.harvard.edu/cas/Documents/underminimum/DrinkingBehavior.pdf> and
<http://www.hsph.harvard.edu/cas/What-We-Learned-08.pdf>

Mothers Against Drunk Driving
<http://www.madd.org/docs/College%20Statistics.pdf>

Robert Wood Johnson Foundation
<http://www.rwjf.org/pr/product.jsp?id=18011&topicid=1076>

The Ledger (in Lakeland, FL)
<http://www.theledger.com/article/20080427/NEWS/804270311/1023>

Tennessee Journalist: The University of Tennessee
<http://tnjn.com/2008/apr/21/college-binge-drinking-not-all/>

The Century Council
<http://www.centurycouncil.org>

Quantcast
<http://www.quantcast.com/>

Youtube
<http://www.youtube.com/advertise>

College Media Network
<http://www.collegemedianetwork.com/>

The Greeley Tribune
<http://www.greeleytribune.com/>

The Center on Alcohol Marketing and Youth
<http://www.camy.org/factsheets/index.php?FactsheetID=1>

ADV 129: Advertising Campaigns
Professor George C. Coakley
Spring 2009
San José State University