



The Eighth District of the American Advertising Federation and JCPenney Promote Student Creativity and Talent Through National Student Advertising Competition

Minneapolis, MN, April, 17, 2011 – District Eight of the American Advertising Federation is proud to announce that Minnesota State University Moorhead will represent the states of Minnesota, North Dakota, South Dakota and Wisconsin at the National Student Advertising Competition, the premier student advertising competition.

The NSAC is a unique real-world experience that prepares students for successful careers and provides sponsoring companies with tangible, effective integrated marketing campaigns. The education services division of the national American Advertising Federation annually conducts the NSAC in cooperation with a major corporation.

This year, JCPenney challenged advertising students from across the country to present a top-notch, comprehensive advertising campaign. As a challenge to the competing university teams, JCPenney provided a case study outlining its history, and student teams then researched the product and devised a completely integrated communications campaign. Schools competing for the District Eight prize included Minnesota State University Moorhead, North Dakota State University, South Dakota State University, St. Cloud State University, St. Cloud Technical & Community College, the University of St. Thomas and the University of Minnesota – Twin Cities.

FINAL RESULTS:

District 8 NSAC Team Competition First – Fourth Place:

- 1st Place: Minnesota State University Moorhead – Advancing to Nationals
- 2nd Place: South Dakota State University
- 3rd Place: St. Cloud Technical & Community College
- 4th Place: North Dakota State University

OLSON Sponsored Awards:

- Best Brand Connection Strategy – Minnesota State University Moorhead
- Best Creative Execution – South Dakota State University
- Best Media Strategy – University of Minnesota, Twin Cities
- Best PR Strategy and Execution – South Dakota State University
- Best Visual Presentation – Minnesota State University Moorhead

District 8 Best Presenter Awards:

- Best Male Presenter: Brian Bernier, University of Minnesota – Twin Cities
(Honorable Mention: Brandon DeBoer, South Dakota State University)
- Best Female Presenter: Erin Kennedy, South Dakota State University
(Honorable Mention: Annika Nynas, Minnesota State University Moorhead)

The national finals will be held June 2-3 at the AAF National Conference in San Diego, CA and will showcase finalists, culled from 150 entries, as they present their original campaigns.

Judges for the District competition included:

- Michelle Levesque, JCPenney, Senior Project Manager
- Marla Thomas, JCPenney, Senior Buyer

Rhonda Adams, JCPenney, Senior Project Manager
Adrian Warwick, JCPenney, National Media Manager
Rick Dow, Saatchi and Saatchi, Senior Vice President, Agency Integration Director

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<http://www.aafd8.org/>

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