

May 2, 1991

35 Legislative Council Bill #5

UNIVERSITY OF COLORADO
STUDENT UNION

Sponsored by:	Representative at Large	Ali Zirakzadeh
	Music Representative	Tom C. Haros
	Journalism Representative	Jonathan Weil
Authored by:	Representative at Large	Ali Zirakzadeh
	President, AAF	Tom Browning
	A BILL	

BILL HISTORY

The NSAC is sponsored by the American Advertising Federation to give students around the country a chance to develop an entire advertising and marketing plan for a national corporation. Clients in the past have included Toyota, Nestle, Burger King, and many other respected companies.

This year American Airlines came to AAF with a marketing problem that they wanted to solve. Our chapter, here at CU, received a case study of the problem and a book of rules and regulations, and from that we developed a year long campaign. CU students dedicated an entire year planning and executing a campaign which included completing a 50 page book, polished magazine, newspaper and television ads, a sales promotion campaign, several public relations articles, and a direct marketing effort.

The time paid off and CU beat out eight schools from five states down in Santa Fe on April 20. The schools were:

- .Adams State College
- .Brigham Young University
- .New Mexico State University
- .Northern Arizona University
- .University of Arizona
- .University of Northern Colorado
- .University of Texas at El Paso
- .University of Utah

Now the University of Colorado is on its way to Nashville, Tennessee to compete with the winners from the other 14 districts. Professionals from around the country will be there to judge and to speak to the students. With the University of Colorado present not only will CU students in AAF receive recognition but the entire Advertising Department and, in fact, the entire school will benefit from our presence.

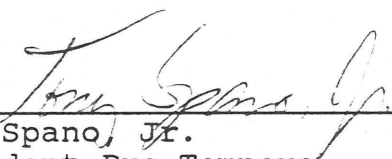
Production costs including the book (x 28 copies), the production of the ads and promotions, and the slides made for the presentation, plus the traveling expenses all add up.

Presentation Budget (through Academic Media Services)


Slides:	30 Text Slides	\$ 240.00
	11 Triangle Graphs	60.00
	2 Block Graphs	20.00
	3 U.S. Maps	20.00
	4 Flow Charts	60.00
	Slide Total	\$ 400.00

Book Production: (through Kinkos)		
Color copies 2 per book x 13 x \$2	\$ 52.00	
Body & Binding \$10 x 13	130.00	
Book Total	\$ 182.00	
TOTAL	\$ 582.00	

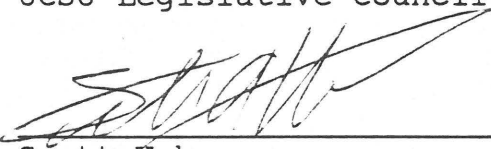
5/2/91-Passes-Legislative Council-Special Order-Acclamation



Tony Spano, Jr.
President Pro Tempore
UCSU Legislative Council



Julie O'Brian
UCSU Executive



Scott Urban
UCSU Executive

35 LCB #5

To: Members of UCSU
From: Tom Brown, president of the American Advertising Federation(AAF) -
Boulder chapter

RE: The National Student Advertising Competition(NSAC)

The University of Colorado's ad team trekked down to Nashville on June 7 this summer to compete in the NSAC after winning the district in Santa Fe the previous April. From over 200 Universities competing across the world(now considered an international competition with teams from other nations) only 15 make it to the nationals. We presented our complete marketing communications plan for American Airlines, the 1991 sponsor, to over 1200 Advertising professionals and, although I personally thought our plan was the best, the judges believed differently placing us a very respectable third.

Due to the success of our team, the University of Colorado received quite a bit of recognition, including articles in *Ad Age*, *The Communicator* (the AAF monthly magazine), and the *Rocky Mountain News*.

The conference in Nashville not only included the student competition, but also a filled schedule of workshops, social events, and speakers - including a direct satellite speech from President Bush to those at the conference. I would like to thank everyone in UCSU for giving us the opportunity to compete in the competition and attend the conference in Nashville this summer. The 1992 nationals are to be held in Portland and I hope the University of Colorado will again be represented there.

