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UNH Whittemore School Students Take A Shot At Breaking Into The Boston-Area Advertising Market

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DURHAM, N.H. – Four teams of students who are members of the new Advertising Club at the University of New Hampshire Whittemore School of Business and Economics, will try to help a Seacoast company break into the Greater Boston market as a part of an advertising competition.

MicroArts, a Greenland-based marketing and advertising firm, is sponsoring the competition on Tuesday, May 11, 2004, from 2 to 5 p.m. in the Squamscott Room of the Holloway Commons on the Durham campus. The 15 students, making up four teams, will compete for a cash prize of \$1,000, and the chance to see their creative work in a real print advertisement.

The competition is designed to help prepare students for UNH's entry next year into the National Student Advertising Competition sponsored by the American Advertising Federation.

Over the past three months, each team has been working on a series of ad campaign concepts for MicroArts to help the firm gain a foothold in the Greater Boston market. Each team will make a 15- to 20-minute presentation to a panel of judges consisting of representatives from MicroArts and the firm's client base. Following a question-and-answer period, the winners will be announced.

Members of the press are invited to the competition to watch the presentations and to meet with the student participants. For more information, contact Cynthia Nizzari-McClain at 603-862-0017 or cnmc@cisunix.unh.edu; or Peter Masucci, the faculty advisor to the UNH Advertising Club at 603-862-0265 or peter.masucci@unh.edu.