

VISIT FLORIDA Awards Southern Methodist University First Place in 2004 AAF National Student Advertising Competition

WASHINGTON, DC, June 15, 2004 - Exceptional future advertisers from **Southern Methodist University** won the **American Advertising Federation (AAF) 2004 National Student Advertising Competition** (NSAC) for an ad campaign created for VISIT **FLORIDA**, the state of Florida's official source for tourism planning. Their multimedia "This is Florida" campaign targeted relationship travelers who utilize travel to strengthen togetherness. The executions featured silhouettes of group travelers with the taglines "This is Family. This is Florida," or "This is Friendship. This is Florida."

"We at VISIT FLORIDA learned a great deal from the students. We gained ideas and insights that we didn't have before," said Bud Nocera, president & CEO, VISIT FLORIDA. "Therefore the program has been very beneficial and important to us as an organization."

Members of the team will in turn "visit Florida" on an all-expense-paid trip as a reward for their hard work. The winning team was announced during yesterday's luncheon after a welcome video featuring Florida Governor Jeb Bush. The special prize vacation to Orlando, which will be awarded in addition to the top prize money, will coincide with the Florida Governor's Conference on Tourism, August 8 - 10, 2004.

"The students and their faculty adviser will visit some of the area's most famous attractions, such as Walt Disney World, Universal Studios Orlando, SeaWorld Orlando and Medieval Times Dinner & Tournament," said Barry E. Pitegoff, vice president, research, VISIT FLORIDA and NSAC coordinator. "Their trip will culminate with a special appearance at this year's Governor's Conference at which they'll receive recognition from the state's tourism industry for their outstanding work."

As the 2004 NSAC sponsor, VISIT FLORIDA challenged more than 6,500 students on 210 campuses to develop innovative national marketing and communications concepts to inspire out-of-state residents to travel to Florida. The campaigns included advertising, promotions and public relations strategies aimed at promoting Florida as a top visitor destination. For several months, the students - working in teams - conducted primary research to study the target market including its media habits and also studied the competition.

Judges from VISIT FLORIDA and its agency partners chose Southern Methodist University over 15 college and university finalists competing at the AAF National Conference 2004 in Dallas/Fort Worth. University of Virginia, Texas State University-San Marcos and The Art Center Design College Tucson took second-, third- and fourth-place respectively.

Considered the premier student advertising competition in the nation, the NSAC has become the proving grounds for 80,000 students who have participated and an imperative for an increasing number of ad industry recruiters seeking new talent. Finalist teams are awarded monetary prize: first place received \$3,500; second place received \$2,500, third place received \$2,000, fourth place received \$1,000 and all other teams received \$500.

The AAF education services division annually conducts the NSAC in cooperation with a major corporation, which serves as the competition sponsor. The NSAC is unique in that it provides students with a superior educational experience that prepares them for successful careers and provides the sponsor with tangible, effective integrated marketing campaigns. At the same time, it provides the industry with recruitment opportunities for bringing the best and brightest talent into advertising.

The Southern Methodist University Team

Faculty adviser: Peter Noble

Presenters:

Jordan Kretchmer
Benjamin Lipsett
Olivia Niwagaba
Beth Padnuk
Preston Phillips

2004 NSAC District Competition Winners

District School

- 1 University of Hartford
- 2 St. John's University
- 3 University of Virginia
- 4 Florida State University
- 5 University of Kentucky
- 6 Ball State University
- 7 University of Tennessee

- 8 University of Minnesota-Twin Cities
- 9 Southwest Missouri State University
- 10 Southern Methodist University
- 11 Portland State University
- 12 The Art Center Design College Tucson
- 14 University of Nevada-Reno
- 15 San Diego State University

Wild Card Teams

- 8 Marquette University
- 10 Texas State University-San Marcos

National Student Advertising Competition 2004 Judges

Frank (Bud) Nocera, president & CEO, VISIT FLORIDA

Amy Rodriguez, vice president, Valverde and Rodriguez

Kevin Hawley, senior vice president & creative director, Fahlgren Benito Advertising

Dee Ann Smith, director, client relations, Miles Media Group

Bill Anderson, director, planning and research, Greater Miami Convention and Visitors Bureau

VISIT FLORIDA Coordinator

Barry E. Pitegoff, vice president, research, VISIT FLORIDA

VISIT FLORIDA Co-coordinators

Vicki Verhine, research manager, VISIT FLORIDA

Damien Raimondi, creative services manager, VISIT FLORIDA

For more information on the NSAC and the AAF National Conference 2004, visit www.aaf.org.

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As the "Unifying Voice for Advertising," the American Advertising Federation (AAF), headquartered in Washington, D.C., is the trade association that represents 50,000 professionals in the advertising industry. AAF's 130 corporate members are advertisers, agencies and media companies that comprise the nation's leading brands and corporations. AAF has a national network of 210 ad clubs and connects the industry with an academic base through its 210 college chapters. For more information, visit the AAF's Web site at www.aaf.org.

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