



NSAC
National **AF** Student
Advertising Competition

Oklahoma State University
JB 4980 Spring 2008

STATE Advertising is made up of 15 hand picked members. Each was interviewed and chosen to work in a specific department based on their skill and talent. The fall semester was devoted to research and fundraising, enabling us to better understand the client and target audience. We began to develop our campaign this spring in a three-hour course, devoted entirely to preparing for the competition.

The nature of the AOL campaign has allowed us to delve into the world of technology and understand how it is evolving, a crucial insight to have as future professionals. This unique opportunity has given us valuable experience for our future in the advertising industry for we now know how challenging and rewarding it is to work as a team toward a unified goal.

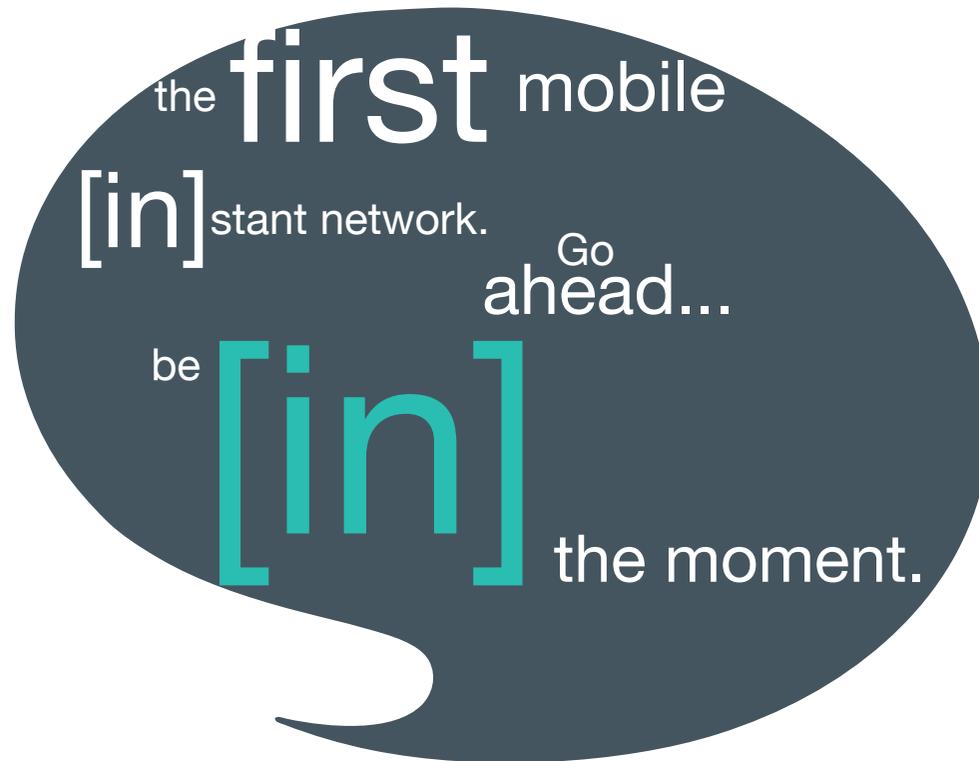


Michelle Phillips
Account Executive



[in] THE BOOK

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Executive Summary



STATE Advertising understands that becoming the leader in a product category often means creating a new one. The unpredictable generation that is the target of this campaign doesn't want more of what they already have; they crave something fresh and innovative. With this campaign, we will give our target audience a new way to navigate through life while integrating AIM's suite of products, creating brand awareness and increasing trial usage.

[in]vestigation

After talking to our target audience, we found the use of instant messaging to communicate socially is becoming obsolete because of the recent increase in text messaging. Its convenience and mobility make it a favorite among members of the target audience. Advertising alone will not persuade them to start using AIM again.

[in]stant network

The [in]stant network is a system that will link AIM users through cell phones in any location where Wi-Fi is available. With the current clutter of social networks, it has become nearly impossible to create a competitive edge and generate users. Because the [in]stant network is unique, it proves to be an excellent way to increase trial usage while integrating AIM's products: AIM Profiles, Messaging, Chat, Comments, Polls and Groups.

[in]spiration

Our campaign gives AIM a simple, trendy image that relates to our target audience. Through research, we found this is something they not only enjoy but expect. We chose to use one color, teal, so when our target market sees an ad or a logo, they associate this color with the company. Our creative ideas give our message a unified voice, creating an identifiable image for AIM.

[in]tegration

Promotions will give our target market a reason to interact with the [in]stant network and add value to the brand. Giving something back is an effective way to catch our target audience's attention. That is why we have created [in]centives, a program that rewards users with gift cards, gas or air miles for using AIM products. [in]centives will be the common thread throughout our promotions and be the connection between AIM and our target audience.

[in]filtration

Our media plan will introduce the [in]stant network in a way that will generate buzz among the target audience. During the first six weeks of the campaign, there will be no advertising and AOL will redesign their homepage. At the end of this period, the homepage will be replaced with a countdown clock for 24 hours; when it hits zero, the new homepage and the [in]stant network will be unveiled. After the launch of the homepage, an all-out media blitz will place AIM in the forefront of the target audience's mind while reinforcing the brand.

What is [in]?

The [in]stant network is a system that groups AIM users through their cell phones in a location where a Wi-Fi connection is available.

How it Works

First, people activate an AIM account and create an AIM Profile. When they are at a location with Wi-Fi, their phone can connect to the system. Once logged in, users will be connected immediately to all AIM users in that Wi-Fi location on their AIM Profile.

How [in] incorporates AIM Social Media

With the recent growth of social networking, it has become difficult to set social media services apart. The [in]stant network is one of a kind. It is a great way to bridge AIM's suite of products: AIM Profiles, Messaging, Chat, Comments, Polls and Groups.

Scenario

Sarah is at a coffee shop one night. She is an AIM user and connects to the [in]stant network using the local Wi-Fi. All night she has her eye on a guy she finds interesting. She wants to know more but is too scared to go up to him. Luckily, she has the [in]stant network on hand and finds his profile on her [in] list. She takes a look at his AIM Profile to get a feel for him. From here, she can message him, invite him to chat or even leave him a comment – all at her discretion.

Why [in]?

The [in]stant network gives AIM users a reason to create an AIM profile. It allows users to interact wherever they are.

For Customers

The introduction of the [in]stant network will develop an urgency to create an AIM account. People will want to have a tool they can travel with and use to learn about people who are right in front of them, especially people in the 18-24 target audience. The [in]stant network promises to become the leader in mobile social networking. People already know their friends through Facebook and MySpace, so now it's time to branch out.

For Businesses

The [in]stant network benefits businesses, as well. Not only will users be drawn to locations to meet people through the [in]stant network, but also businesses will be able to interact with their customers on a more personal level. If the business creates a quick poll, they get instant customer feedback. If they create groups, it personalizes the connection.

What about the old system?

The [in]stant network is an extension of the original AIM. Users will still have access to their existing AIM buddy list in addition to their instant network. Also, People Connection and Profiles will be merged into one system powered by the [in]stant network.



[in]vestigation

The Problem

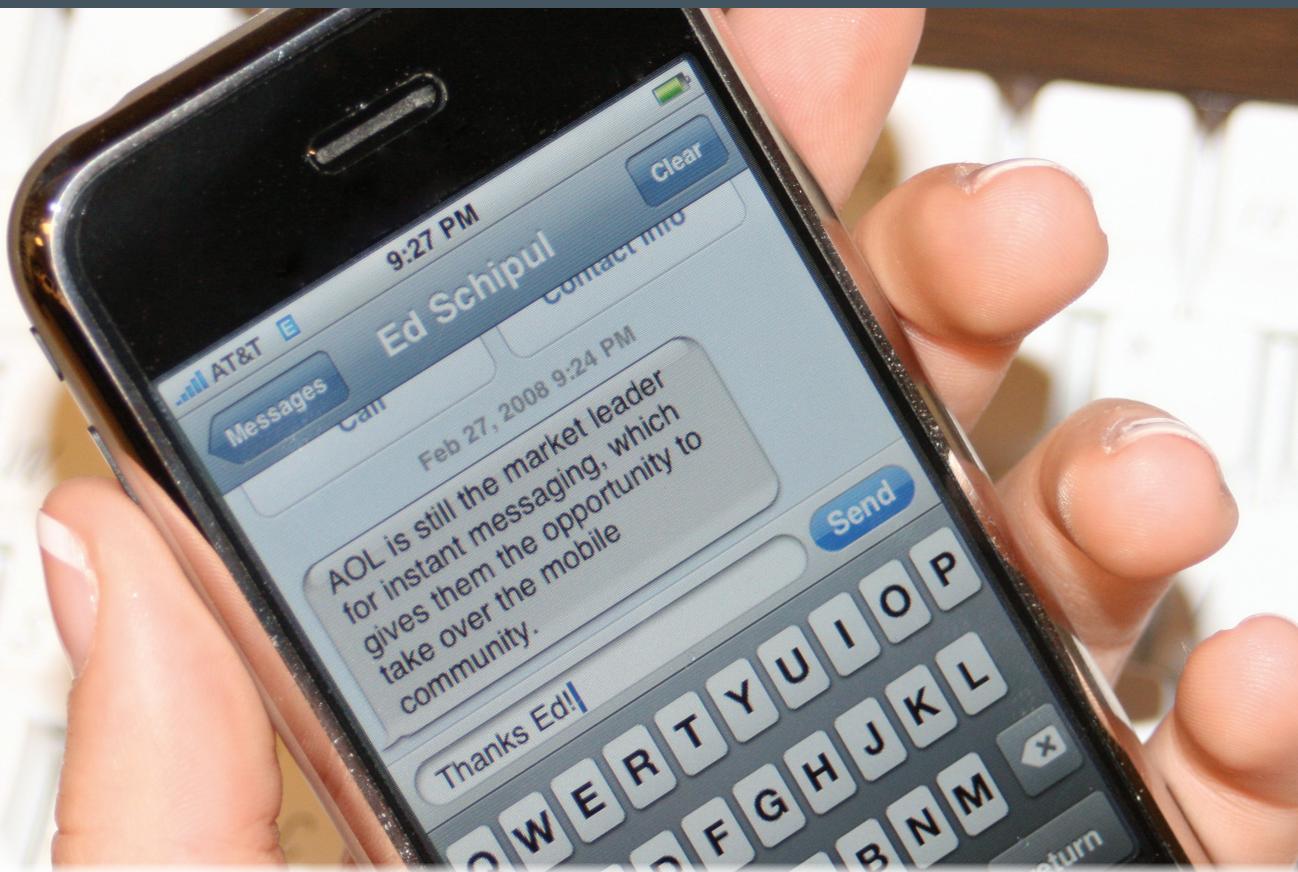
As technology becomes more personal, unique and convenient, text messages and social networks are overtaking the role instant messages once played.

AOL, once an innovator and leader in the industry, has held onto its success too long and has fallen behind in innovation. Other companies have developed new technologies to satisfy consumer demands while AOL has merely followed.

AOL asked us to increase usage and trial of AIM products as well as bridge the gap between AIM messaging and social media. STATE Advertising will solve these problems with the creation of the [in]stant network.

Consumers demand their information and communication faster than ever before.

The world is going mobile.



Situation Analysis

AOL saturated America with subscription CDs that offered limited amounts of free Internet access. This led to a negative perception of the company nationwide.

However, AOL is in a transition, operating in an industry that is redefined constantly. AOL has seen a change in interface, a change in leadership and a change of focus for new revenue with Platform A.

“[Platform A] will be able to offer advertisers and publishers the most advanced set of tools, including contextual and behavioral targeting, superior analytics, and access to the largest display network in the marketplace,” said Randy Falco, AOL CEO.

Since September, AOL has purchased Advertising.com, Tacoda, Third Screen Media, Lightningcast and ADTECH, all companies that will secure advertisers.

AOL is keeping up with the latest trends, but it is not setting any type of industry standard that is necessary to set them apart from their competitors.

AOL’s problem is they are changing the way people advertise online, socialize online and use the Internet, but so is everyone else.

“AIM used to be huge when I was 13 . . . 10 years ago. They sent out lots of CDs for free hours online that we never used. I loved instant messaging when I was 13 and 14. Now AOL just seems like old news.”

Lauren Efron: 23, non-college

Competition

AOL Instant Messenger has the largest market share in instant messaging products. However, their user base is shrinking as text messaging and social networking dominate the current youth communication industry. AIM splits the instant messenger market with Yahoo!, MSN, Google and Skype. AIM’s major competitors offer similar services: mail, instant messaging and social networks.



MSN is AIM’s biggest competitor. MSN has kept up with technology and trends and is growing fast. They offer a variety of services comparable to AOL.



Yahoo! offers basically the same types of services as AIM: the typical e-mail and instant messaging, as well as groups, photos and a social network called Yahoo! 360.



Google Talk is a no-frills messenger, reflecting the simplistic aesthetic of Google’s other products.



Skype is renowned for voice and video chat more than its instant messaging service.

Primary Research

The team decided to focus on four avenues of research to learn as much as possible about the current product and the company.

- Focus Groups
 - Personal Interviews
 - Surveys
 - Interviews with Experts

“ I stopped using AIM when I ran out of time. Now that we’re not in junior high, sports and jobs don’t allow us to chat more than an hour. ”

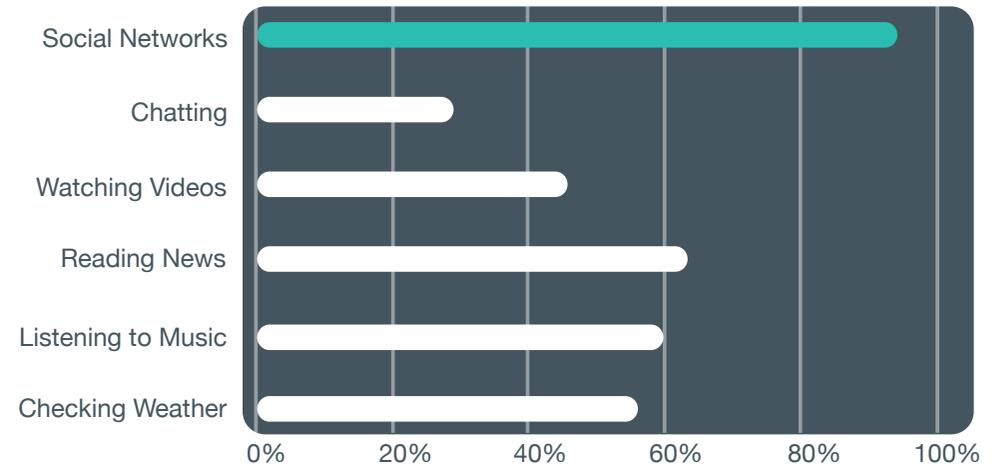
Matt Zapata: 18, high school

Focus Groups

The team decided to use focus groups as a resource to find behavioral patterns, Internet habits and media choices. STATE also hoped to discover the many different lifestyles of this ever-changing culture.

Focus groups were divided into categories: college, non-college, high school and junior high. To ensure every detail was recorded, STATE filmed the sessions and took extensive notes. Members of the team observed body language and reactions while others recorded influential quotes.

How do you spend your time on the Internet?

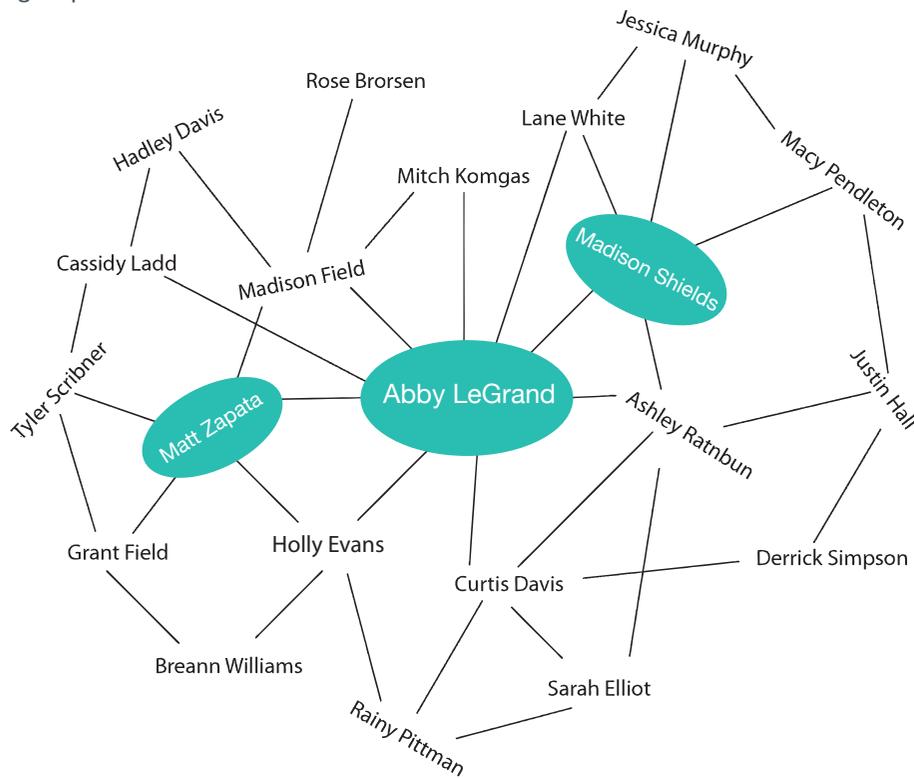


After looking at the data, we found:

- Our target’s instant messaging habits were divided between college and non-college users
- For those who did use instant messaging, AIM was the favorite
- AOL lacks a positive brand image within this target
- Social networks are the most popular online destination for this target
- Facebook is the most popular social network for this target
- A younger age group would be a viable target audience
- Text messaging has replaced instant messaging

Personal Interviews

STATE conducted dozens of personal interviews with opinion leaders to determine what sets them apart and why people look up to them. To discover who these influencers were, the team compiled a list of whom each person goes to for the newest trends. This diagram shows the social trend web of one of the high school focus groups.



“ AOL is like the Internet on training wheels. ”

Keith Jackson: 21, college

Surveys

The team distributed more than 1,500 surveys through the Internet and in person, asking questions about general media habits and what the target associates with AOL. The most common words they relate to AOL and AIM are:

- Middle school
- Expensive
- Yellow guy
- CDs
- “You’ve Got Mail!”



High School Focus Group

“ Most of the people you really want to talk to aren’t online. On MySpace and Facebook, you can just send a message. ”

Abby LeGrand: 18, high school

Target Audience

The case study defined the target as 18-24. This is the perfect market in which to introduce the [in]stant network. This generation is constantly text messaging, instant messaging, e-mailing and social networking to keep in touch with friends.¹

Mobile social networking is predominantly a young consumer's game. Consumers under 25 are the most active users, accessing social network sites from their mobile phones daily or several times a week.²

For the most part, young people take their cues from people a few years older than themselves for trends. This may be why Harry Potter books and movies, which feature teens, have their strongest appeal to younger children.³ Because of this trickle-down of trends, the campaign will influence the younger 12-17 market by advertising to their role models, 18-24-year-olds.

Reasons why this market, especially the college segment, is susceptible to our plan:

- Nearly 30 million 18-24-year-olds live in the U.S.⁴
- Nearly 12 million of this population have completed some college⁴
- This is the "Look at Me" generation. Social networking sites allow for individual expression of their interests
- Their embracement of new technology has made them uniquely aware of its advantages and disadvantages
- Males in this category are twice as likely to own a video game system than any other demographic

[in]dependent: 18-24 college and non-college

Hi, my name is Kevin. I'm 21 years old and am a student at UCLA. I love text messaging, checking my Facebook, playing Halo on Xbox Live and checking out the latest music scene on MySpace. I use AIM a few times a week to talk to my friends from high school.



[in]fluenced: 12-17 junior high and high school

Hi, I'm Haley. I'm a senior at Union High School and I am so ready to go to college! My older sister is in college and I love raiding her closet and her iTunes. She's the coolest.



[1] "Generation Next."
Pew Research Center
October 2006

[2] "Mobile Social Networks."
eMarketer
September 2007

[3] "Tune Into Teens."
Tom Pirovano of ACNielsen
August 2006

[4] "School Enrollment."
Census Bureau, 2006

S.W.O.T.

Strengths

- First in instant messaging
- High brand awareness
- Variety of products & services
- Cost-free products
- New advertising platform

Weaknesses

- Cluttered interface
- Bad brand image
- Lack of connection between products
- Outdated

Opportunities

- Mobile marketing trend
- 18-24 mobile obsession
- Platform A integration
- Time-Warner partnership

Threats

- Segmented audiences
- Primary social networks
- Other instant message providers
- Yahoo! OneConnect
- Text messaging

Expert Interviews

Surveying peers can provide only so much insight on the current state of technology. STATE Advertising took interviewing to the next level by listening to the experts.

Ed Schipul, CEO of Schipul Web Marketing in Houston, is a software developer and web marketing guru. He created Tendenci: software that allows users to manage and edit their own Web sites. He also wrote an article outlining human motivation: “The Three Motivations of People: Material, Social, and Ideological.”

Schipul stressed everything is going mobile and suggested AOL embrace this trend and place an emphasis on mobile marketing and communication.

“The concept of positioning,” Schipul said, “is if you get yourself as the market leader in a niche, you are it.” He suggests AOL come up with something new on the mobile front because Facebook and MySpace already own the social network niche.

“AOL is still the market leader for instant messaging, which gives them the opportunity to take over the mobile community,” Schipul said.

Jeremy Fuksa, a self-proclaimed creative generalist from Kansas City, has more than 17 years experience in all facets of marketing and design as an award-winning art director, animator, short film director and student lecturer. He took Schipul’s advice a step further, saying, “MySpace and Facebook have satisfied our human nature to know things about people.”

Taking into consideration this expert advice, it is obvious the market is primed to embrace the [in]stant network.

[in]termission

MAIL AIM

19:24:32

The Innovation

To capture media attention for the introduction of the [in]stant network, the AOL homepage will be redirected to an alternate page for 24 hours.

A countdown clock will serve as AOL's homepage during this time. AIM and e-mail will be the only functioning services during the [in]termission.

The countdown will intensify the introduction of the [in]stant network.

Two weeks prior to this dramatic event, banner ads placed on sites targeting trendsetters will link to a pseudo e-mail between AOL CEO, Randy Falco, and CMO, John Burbank, discussing the future of AOL and the [in]stant network.

The combination of these extreme strategies will generate powerful buzz about the new AOL and [in]stant network.

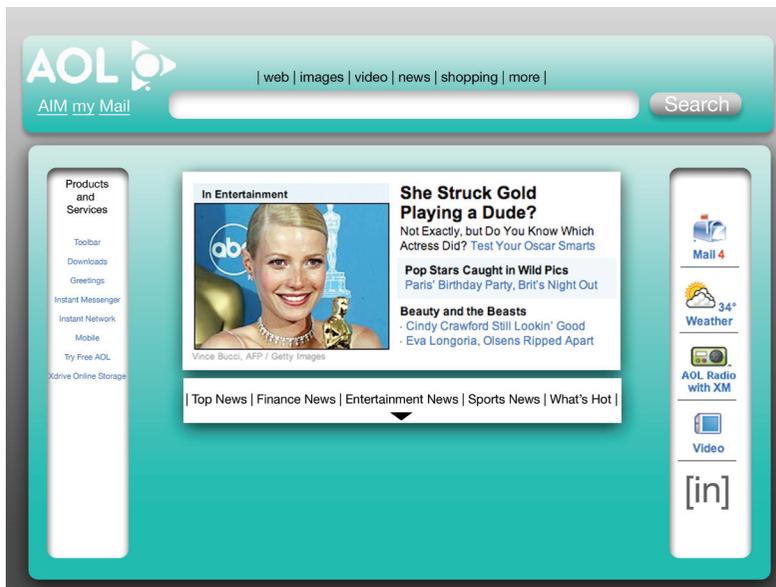
Public Relations

Prior to the [in]termission, AOL will issue video news releases announcing an educational assistance program. The releases will detail college scholarships offered at 78 campuses nationwide, circulating positive buzz for AOL.

Stockholders will be informed of the stability of AOL during this transition, reassuring them of the security of their stock in the company. Otherwise, AOL will stay relatively silent during the [in]termission to amplify the introduction of the [in]stant network.

After the [in]termission, AOL will become an open book, releasing in-depth, online video tutorials regarding the [in]stant network. Online media kits will be available to flood media outlets with information about the [in]stant network and its role in the future of AOL as an advertising hub.

The New AOL



Creative

Banner ads will be used to introduce the [in]termission. The ads will have an MS-DOS theme and will express the feeling of an error occurring. These banners will link directly to the pseudo e-mail which outlines plans for the introduction of a new AIM built on the [in]stant network. When the homepage comes back online, the look will have been drastically changed and updated.

Media

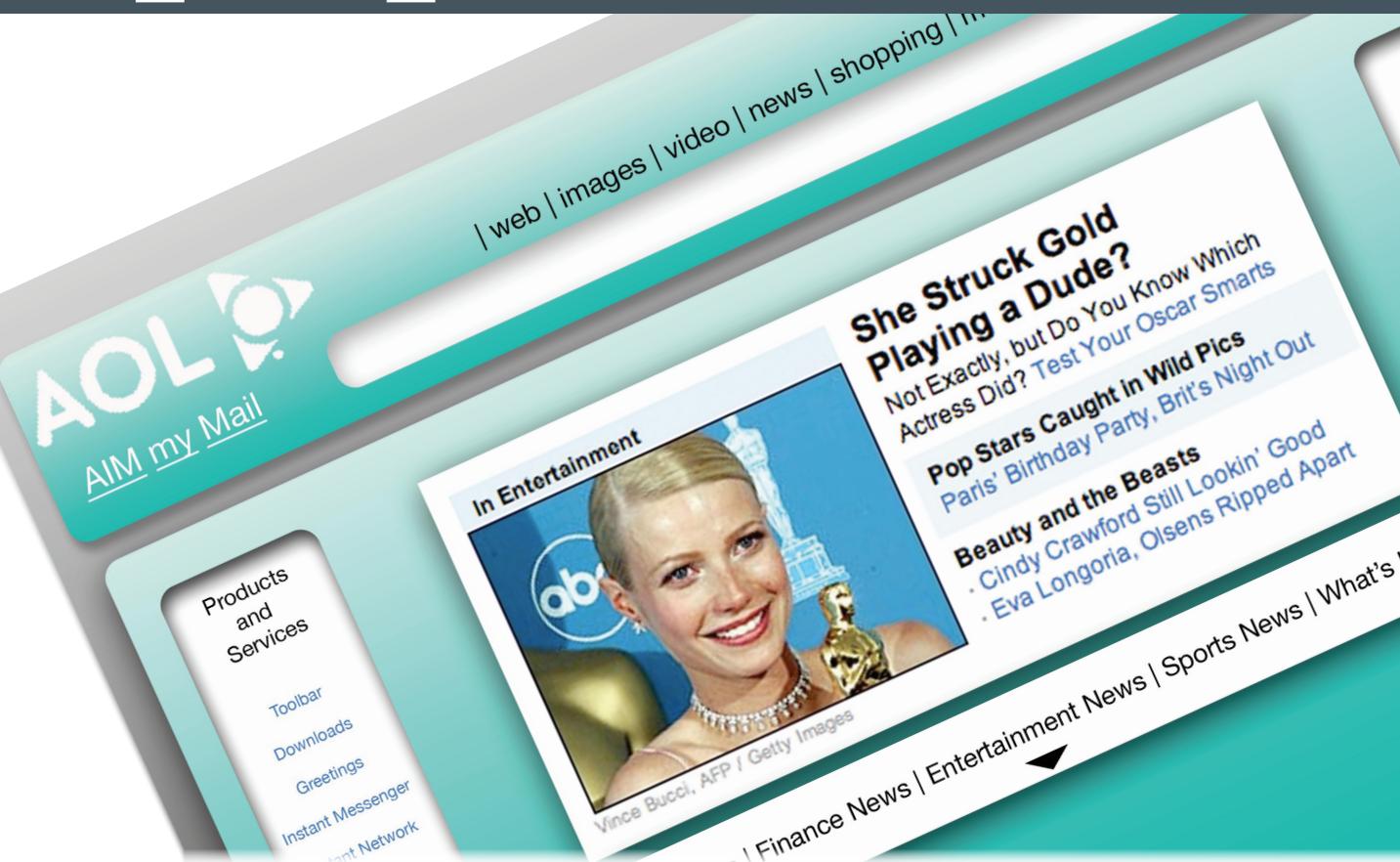
During the first six weeks of the campaign, AOL will not use paid advertising. This is to prepare for the [in]termission and the introduction of the [in]stant network. Two weeks before the [in]termission, banner ads and blogs will be employed, targeting trendsetters and influencers to create buzz for the [in]stant network.

When the countdown reaches zero, AOL will unveil its new homepage and the [in]stant network. Media will then begin a two-week, all-out advertising blitz, introducing the [in]stant network. Afterward, media will adopt a more traditional campaign in terms of placement.



[in]TERMISSION: Big Idea

[in]spiration



The Creative

STATE Advertising is ready to bring a new AOL into consumers' minds by making the brand fresh and upbeat. To aid this repositioning, our art direction proposes a new color, teal, to be the color of AOL.

Based on research, the target audience craves simplicity. By eliminating multiple color schemes and focusing on one universal color, this desired simplicity will be achieved.

Because the [in]stant network is a social network, this campaign focuses on images of people, bridging the gap between technology and the target.

Through all of these changed design elements, STATE Advertising is certain the target will respond in a positive manner to both the [in]stant network and the new image of AOL.

[in] The Moment

[in] the moment tells a story of both a brand and a product. The tagline for the campaign is, "Go Ahead. Be [in] The Moment." STATE's goal is to reposition AOL and AIM as innovative in the minds of the 18-24-year-old audience. This target wants everything in the moment and the creation of the [in]stant network gives it to them.

Logo

Brackets show that the [in]stant network is about connection. Each network is exclusive to a specific location, but that location can be anywhere. The AIM bubble is also kept within the design to give the [in]stant network association with its parent system - AIM.

Color

During research, STATE Advertising found simple colors are more effective in branding. Focus groups provided feedback saying too many primary colors make a brand feel juvenile.

STATE received expert advice that suggested most famous brands have one or two associated colors. Therefore, to give the brand a more sophisticated look, teal and charcoal will be used as the identifying colors.



“ Teal is the new blue...teal is the color of the year. ”

www.trendwatching.com

2008 Trend Report

People

STATE decided to use photos that highlight people using mobile communication in social scenes. This gives an immediate explanation of how the [in]stant network is used and gives the ads a social dynamic that makes people want to get in on the action for themselves.

[in]SPARATION: Creative

Norm Grey, Executive Creative Director of Creative Circus

“ Every great brand has a specific identifying color. UPS is brown. Target is red. Every great brand has a color. ”

College Newspapers

Concept: Two-page ads appear on the front inside and back inside pages of the newspaper, so the ads interact to draw attention and deliver a clear, simple message.

Justification: Color selection and visual suspense attract the eyes of readers to the clear, simple message and call to action. These ads use traditional media with a non-traditional twist.

Target: These are aimed at the most innovative members of the target: 18-24-year-old college students.

Page 2 Monday, February 18, 2008

The Daily O'Collegian

The Daily O'Collegian

SPORTS

Monday, February 18, 2008 Page 8

Features No. 1 fan

2do

OSU Research Week, an opportunity to experience the diversity of research and scholarship within the OSU System, see <http://www.opr.okstate.edu/researchweek/> for an events schedule.

TODAY

8:30 a.m. to 9 p.m. / 9:30 a.m. to 10 a.m. — "Spring Shuffle," circuit workouts, O-Zone Fitness Center, Sereetan Wellness Center.

10 a.m. — Research Week Kick-Off Student Union, Case Study 3.

4:45 p.m. — School of architecture lecture series presents Billie Tsien of Todd Williams Billie Tsien Architects New York/NRC Arch-

Micah McDade is an OSU sports fan, Special Olympian

By STACY PETTIT
Features Writer
features@colly.com

Anyone who knows Micah McDade knows that he is a true OSU Cowboy fan, especially when it comes to basketball.

McDade has been offering advice to the coaches and players on the men's basketball team since the '90s.

Because he has won 56 Special Olympics medals, his expertise can help the OSU boys play tougher, he said.

"I have to remind him that he hasn't beat me yet," Sutton said.

McDade has created some fans of his own while being such an enthusiastic OSU fan. He trains and competes in the bowling, basketball and track categories in the Special Olympics.

Some of the coaches and players go to support him at his games, McDade said.

Sutton said they have gone to watch him bowl. "He has such a great spirit for life," Sutton said. Most recently, McDade has been practicing bowling



Cowboy wrestlers win final home match

By CHRISTOPHER SHELTON
Sports Writer
sports@colly.com

Despite the holiday's already passing, Cal Poly wrestlers seemed to be in a Valentine's Day mood on the mat Saturday when they fell for the Cowboys.

Three pins and a technical fall contributed to OSU defeating the Mustangs 36-6.

The Cowboys (16-2-1) gained momentum at 16 pounds when No. 5 Jake Dieffenbach, a senior, pinned sophomore Ryan Williams in the third period to leap away from the Mustangs (5-8) on the scoreboard.

Scoring two takedowns, a three-point near fall and an escape, Dieffenbach was seven points ahead of Williams, who scored only an escape, before the fall.

Dieffenbach hadn't wrestled since OSU's previous home dual Feb. 3, but he felt his way through the first period and clinched the pin, coach John Smith said.

As Dieffenbach's energy carried to the 174-pound

Foster scored five takedowns, and Basulto answered each with an escape before Foster's sixth takedown led to the pin and into the match.

Foster said the pin was his first as a collegiate wrestler and marks a milestone in his wrestling career.

"College is another level, and I hadn't got there yet, but today I feel like I broke through," he said. "Hopefully I can keep going."

Foster said his training during this first year at OSU has brought him where he is and he has focused on two areas: "Getting bigger and pulling the trigger."

No. 8 Jared Rosholt, a sophomore, didn't hesitate to pull the trigger in the heavy-weight match when he pinned sophomore Jim Powers in the first period.

Rosholt's first takedown was countered with an escape, but his second takedown about two minutes in led to Powers' fall.

Rosholt said he thought the team's momentum started with freshman Neil Eisen's comeback in the third

period. "I think a lot of [wrestlers] probably hit a wall this time of year, but I don't think we

will have several team points scored from those last five matches because technical falls and pins have been rare this year.

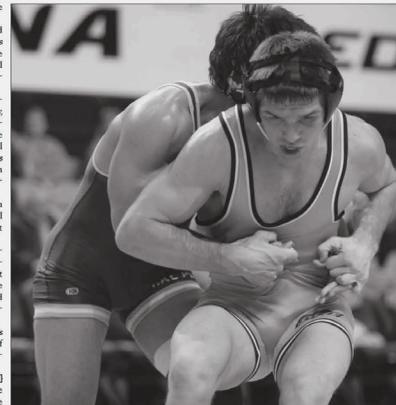
Looking forward to Bedlam in Norman on Thursday, Rosholt said the unusual mid-week match won't change anything except that it will be difficult for Cowboy fans to make it, Rosholt said fan attendance is always important to the team.

Fan turnout aside, Smith said he knows the team will have to wrestle well to beat the Sooners.

"Right now, it's about Bedlam," he said. "It's about reminding ourselves that that match is not given, that we're gonna have to wrestle and probably have one of our better matches to win."

Although many teams struggle during this time of year, Rosholt said the Cowboys are moving forward.

"I think a lot of [wrestlers] probably hit a wall this time of year, but I don't think we



The first [in]stant network system allows users to shorten the distance it takes to be in the moment.

Go ahead...be [in] the moment.

www.aim.com/in

8 p.m. — Halo 3 tournament, Student Union Starlight Terrace.

WEDNESDAY

8:30 a.m. to 9 p.m. / 9:30 a.m. to 10 a.m. — "Spring Shuffle," circuit workouts, O-Zone Fitness Center, Sereetan Wellness Center.

Noon to 1 p.m. — Wellness Wednesday, "Controlling Your Risk Factors for Heart Disease and Stroke" February is National Heart Month, Sereetan Wellness Center lecture hall, must pre-register by today at noon: wellness@okstate.edu or 405-744-9355.

7 p.m. — Women's basketball vs. Texas, Gallagher-Iba Arena.

To publicize an event in the 2do column, send us the vital information (time, place, date and cost) of the event. E-mail: 2do@colly.com; phone: 405-744-6363.

McDade will some... But McDade's life... Micah McDade has been known as a big OSU fan for more than a decade. Besides supporting OSU athletics, he

The first [in]stant network system allows users to shorten the distance it takes to be in the moment.

Cowgirls fall to Iowa State E-mail us at sports@colly.com

Go ahead...be [in] the moment.

www.aim.com/in

10:00 am
Research Week Kick-Off
"International Collaborative Research: An OSU-Germany Example"
By Dr. Don Lucca
OSU Regents Professor and Tom J. O'Connell Chair in the School of Mechanical and Aerospace Engineering
Case Study 3, Student Union

8:00 am - 5:00 pm
Gardner Art Gallery Exhibition
Helen O'Leary
Gardner Art Gallery

1:30 pm
"The Art and Science of Oklahoma Funding"
David Priddyjohn, Oklahoma Humanities Council
Carol Stearns, Oklahoma Center for the Advancement of Science & Technology
Kim McCoy, Oklahoma Arts Council
Case Study 3, Student Union

200134903-003 / Mike Powell
200168736-008 / Zen Sekizawa
Getty Images

No body from China allowed in cadaver art exhibit

NEW YORK (AP) — The doctor behind the "Body Worlds" exhibits that show cadavers in different poses says he suspects they were executed victims.

The doctor invented a liquid plastic process that preserves bodies. He has stopped using bodies from China for fear that some of them may be executed prisoners, ABC News reported on Friday.

One such exhibit opened Jan. 18 at the Milwaukee Public Museum and has had 100,000 paid visitors so far, Dan Finley, president of the nonprofit company that operates the museum, told The Associated Press.

"It's the biggest exhibition we've ever done," he said. "The best attended." Finley said every specimen in his exhibit was

there with informed consent. He said it was his understanding that \$,000 people have volunteered to have their bodies — which are skinned for the exhibit — used in future "Body Worlds" shows.

A similar exhibit, called "Our Body: The Universe Within," has been on display at Science Museum Oklahoma in Oklahoma City since November and is scheduled to continue through May.

The exhibit is owned and run by The Universe Within Touring Company of Baltimore, which recently was purchased by Premier Exhibitions Inc. of Atlanta.

Don Otto, the museum's executive director, said he

has been on display at Science Museum Oklahoma in Oklahoma City since November and is scheduled to continue through May.

SEE EXHIBIT PAGE 3

This time, Iowa State paid the Cowgirls back, winning 62-57 in Gallagher-Iba Arena. The victory keeps the Cyclones' NCAA hopes alive.

"[Iowa State] a desperate team right now because they're playing for their NCAA tournament lives," coach Kurt Budke said.

"They played like they wanted it more, they played smarter basketball, just more efficient. When you're talking about a one-possession game, you don't have to look



Internet Banner Ads



200451441-001 / Darrin Klimek / Getty Images

Concept: This series of banner ads will be placed on the same page at the same time and interact with each other as the user rolls over them. It illustrates the connectivity of the [in]stant network.

Target: Both college and non-college 18-24-year-olds who want to connect with people in a new way through the use of the Internet, especially on their mobile device.

Justification: The visuals of these ads are simple but effective. The color theme comes through and portrays a clean, simple message: you can interact easily with people around you through your phone with the [in]stant network.



200499543-003 / Dave Nagel / Getty Images



200431965-002 / Jed Share / Getty Images



6427-000111 / Leland Bobbe / Getty Images

Concept: This series of banner ads will promote the movie theater [in]centives rewards program.

Justification: The ads create awareness that the [in]stant network is available wherever there is Wi-Fi and that you can get [in] bucks by participating in the C[in]ema Trivia game.

[in]SPARATION: Creative

Mall Smart Screens

Concept: Motion graphic visuals draw the attention of the target in malls and provide instructions for connecting to the [in]stant network.

Target: These ads will reach a large part of the 18-24 target as well as the younger audience. The target visits the mall at least once a week and spends more time shopping there than any other demographic.¹

Justification: Using people in the ads emphasizes and visualizes the social element of the [in]stant network, while at the same time detailing the use of the product in the target's specific area.



200363473-002 / Matt Henry Gunther / 200480673-002 / Baerbel Schmidt / Getty Images

Interactive

Concept: An interactive microsite game will be employed to familiarize the users with the [in]stant network and all its uses. The game will incorporate AIM products that will be accessible through the [in]stant network such as AIM Profiles, Messaging, Chat, Comments, Polls and Groups.

Target: Everyone in the target who wants to learn how to use the services the [in]stant network offers.

Justification: Integrating the use of AIM products promotes their use within the [in]stant network, and helps increase trial and usage of their original online versions. By accessing the [in]stant network through their virtual world, consumers will understand how to apply it to their own social reality.



Television



Girl sitting in a laundromat, searching on [in], the instant network.

SFX: Washers and dryers in use.



Guy wearing headphones, walks in with a broken laundry basket filled with mixed colored clothes. Music cues when he enters.

MUSIC: "Laundromat"
Cody Dunbar



MUSIC



Not knowing how to wash clothes, he throws all colors and whites in together and pours in a lot of soap

MUSIC



Concept: The 30-second spot displays how users can interact with people anywhere using the [in]stant network.

Target: 18-24 college and professionals who want to connect to people in a new way.

Justification: The spot shows the uniqueness of the instant interaction of the [in]stant network. It uses understated humor and a generic setting that applies to our target.



Cut to girl giggling at his laundry overflowing. She uses [in] to message him that his laundry is overflowing.



Cut to him looking over his shoulder and pulling off his headphones. He runs to the washer to try to save his clothes.

Fade to gray.



SUPER: www.aim.com/in
[in] logo

VO: Help out a neighbor with AIM's new instant network. See who's in your network, look at their profile on your phone and the rest is up to you. Go ahead...be in the moment.

[in]tegration

The Influence

College students are the innovators of many products – especially new technology. Taking a product like the [in]stant network and marketing it to this group of consumers is a daunting task.

STATE Advertising's tactics will speak to the target audience in a way they have not been spoken to before. STATE will bring the message to their level. The target audience wants to know what is new in technology and the social scene but does not want to hear it from a corporate giant. They want to hear it from their peers.

Events, promotions, campus representatives, guerilla marketing tactics and public relations components will speak to the consumer with a voice of clarity.



Public Relations

An integral part of the campaign is communicating what the [in]stant network is to the target audience through various media outlets. Using different public relations tools, STATE Advertising will set the stage for the advertising blitz. This campaign's public relations will remind people AOL is still thriving.

Once our campaign is in full swing, we will distribute media kits and information for all promotions and events to the proper media outlets. This will give the media a greater tool to spread the message of our campaign to our target audience.

Statement:

AOL is excited to be the innovator of the first mobile [in]stant network. The [in]stant network brings people [in] the moment. The [in]stant network joins users who desire to be socially connected at all moments. The focus on the word "moment" does more than simply tell people to get connected now; it also focuses on the brand as a whole. We want to drive people to focus on their social needs right now – everywhere. We want people to be [in].

Objectives:

- Create positive buzz for AOL
- Attract interest for AIM and its products within the target
- Establish credibility of the [in]stant network with the public
- Communicate with stakeholders about the marketing strategy of AOL

AOL Campus Reps

August 2008 - May 2009

AOL Campus Representatives will be the coordinators for all AOL campus events. Reps will employ campus organizations to help facilitate and create buzz for these events. They will serve as the contact for any questions related to the [in]stant network on campus.

AOL will have one campus representative on each of 78 campuses nationwide. Campuses were chosen by largest attendance and geographical location. Each representative will receive a \$2,000 scholarship over two semesters and be held accountable by bimonthly reports. The campus representatives will have a \$2,000 budget for events and advertisements for the academic year. A Wi-Fi capable phone with a service plan will be provided for communication with AOL.

Campus representatives will also be advertising and promoting a summer internship program to college students.

Objectives:

- Promote benefits of the [in]stant network
- Reinforce positive brand image
- Be the voice of AOL on college campuses

AOL Campus Reps Costs

Scholarships	\$156,000
Promotional Budget	\$156,000
Wi-Fi Phones	\$35,000
Total	\$347,000
Impressions	2,656,836
CPI	.1306

[in]centives

continuous

[in]centives is the [in]stant network rewards program that benefits users' specific interests while providing added value to being a part of the [in]stant network.

“ It would be marketing nirvana to know brand attitudes, demographics and competitive brand purchaser behavior associated with every customer. ”

Journal of IMC 2007

Through the [in]stant network, users can accumulate virtual money called [in] bucks. Once a user reaches a certain number of [in] bucks, they can redeem them for gift cards to participating restaurants, stores, airlines or charitable organizations through AIM For Good. Users can spend or accumulate [in] bucks and redeem their rewards online.

Participants of the AOL [in]centives promotion must create and maintain an active AIM account to qualify for rewards.

Ways to accumulate [in] bucks:

- Connecting to others on the [in]stant network
- Solving riddles in Scav[in]ger Hunts
- Participating in AOL campus events
- Playing C[in]ema trivia
- Playing the [in]teraction game online

[in]centives will attract advertisers because it allows them to promote their product to a very segmented market that yields little waste. Advertisers can use the information provided by the [in]stant network and AIM Profiles to choose advertisements that appeal specifically to each consumer. [in]centives will be funded through the sale of advertising space.

AOL is becoming an advertising hub. Through the [in]stant network and [in]centives, AIM will become a prime location for advertising.

Objectives:

- Increase trial and usage
- Increase brand awareness
- Tie all promotions and products together by allowing users to earn [in] bucks by attending events or using the product

E-Waste Day Costs

*Event Costs	\$78,000
Outdoor Banners	\$51,480
Total	\$51,480
Impressions	975,000
CPI	\$.05

*event costs accounted for in campus rep budget

E-Waste Day

April 20-26, 2009

College campuses across the U.S. will hold an event to raise awareness about electronic waste such as outdated computers and cell phones. Partnering with Comedy Central and their campaign called Address the Mess, electronic waste will be collected on 78 different campuses and be disposed properly.

The day's activities will include local bands and acts organized through the campus representative. Using AOL's AIM For Good, people will accumulate [in] bucks by donating their time and electronic waste. Two banners for the event will be provided to each campus to help build continuity.

Objectives:

- Increase brand awareness
- Reinforce positive brand image through green marketing
- Increase usage of the [in]stant network and other AIM products by promoting AIM For Good

Address The Mess
Comedy Central & AOL

Are teaming up to rid you of that Zach Morris cell phone and your Apple II computers.

Plus with AIM's new [in]stant network you really only need your cell phone to be in the moment.

So use the [in]stant network to be in the moment with the world and help clean it up at the same time.

Electronic Waste drop-off station!

Scav[in]ger Hunt Costs

1 Grand Prize: Macbook Air, iPhone, \$300 iTunes	
	\$2,600 x 7 = \$18,200
10 Second Prizes: iPhone + \$200 iTunes	
	\$700 x 10 x 7 = \$49,000
50 Third Prizes: iPod Classic + \$100 iTunes	
	\$350 x 50 x 7 = \$122,500
Total	\$189,700
Impressions	10,320,000
CPI	\$.02

Scav[in]ger Hunt

Nov. 17- Dec. 31, 2009

Through the [in]stant network, users will be able to register for Scav[in]ger Hunts that will help them accumulate [in] bucks or prizes. Users will move from location to location logging into the [in]stant network to solve clues.

Local Scav[in]ger Hunts will be continuous promotions within the [in]stant network. Users earn [in] bucks by participating in local hunts.

Large-scale hunts will occur in seven major DMAs. This 25-clue hunt will award Apple prize packages to people who finish the fastest. The winners will be announced New Years Eve.

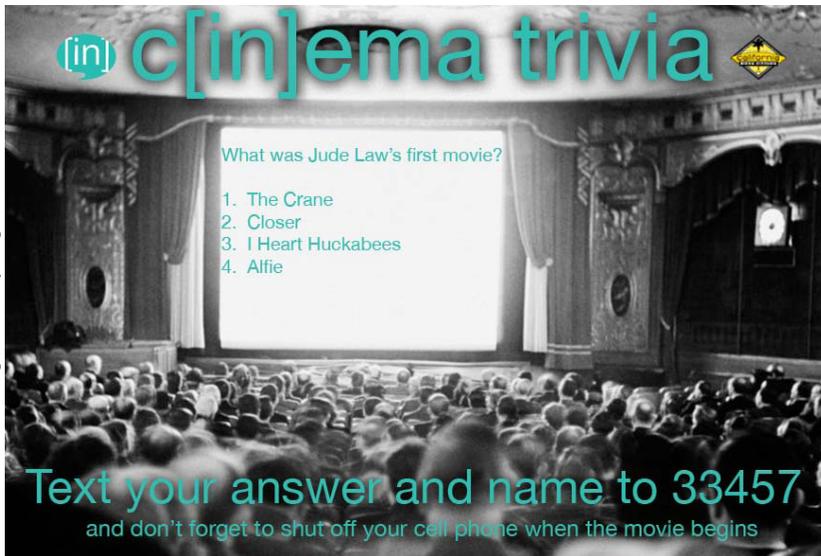


sb10062491v-005 / Brad Wilson / Getty Images

[in]TEGRATION: IMC

C[in]ema Trivia

Dec. 15-28, 2008 & May 25 - Aug. 16, 2009



10150595 / Archive Holdings Inc. / Getty Images

One activity the target audience shares is going to the movies. Especially in college towns, the latest and most popular movies have long lines full of this age group. To get a good seat, movie goers arrive early with nothing to do before the movie starts. AOL will provide interactive trivia questions about pop culture and movies.

These trivia games will contain five questions catered to this audience. Participants will use their cell phones to text message their responses. If all five questions are answered correctly, they will receive [in] bucks.

Objectives:

- Increase usage through engagement
- Increase brand awareness

Cross Promotion

Buffalo Wild Wings: March 2 - April 5, 2009

California Pizza Kitchen: May 25 - June 15, 2009

AOL will participate in a cross promotion with two different restaurants that the target audience frequently visits: Buffalo Wild Wings and California Pizza Kitchen. AOL will provide free advertising via Platform A and the [in]stant network during the promotion with Buffalo Wild Wings and California Pizza Kitchen.

Buffalo Wild Wings will change their beverage napkins and menu inserts to incorporate the [in]stant network theme. AIM bubble inserts for table-top condiment racks will be provided to the restaurants.

California Pizza Kitchen will partner with the C[in]ema Trivia promotion. In exchange for free advertising with the C[in]ema Trivia promotion, California Pizza Kitchen will provide check-presenters featuring the [in]stant network logo. The restaurant will provide receipt printouts with information about how to join the [in]stant network and earn [in] bucks.

Objectives:

- Involve the target while they are eating out
- Create a call to action

C[in]ema Trivia Costs	Cross Promotion Costs
CPI ——— \$.15	CPI ——— \$.0001
Total Cost* - \$1,024,000	Total Cost ——— \$4,200
Impressions — 6,912,000	Impressions — 36,681,000

*costs applied to media budget



Guerilla Marketing

AIM Bubbles Nov. 3, 2008 - Aug. 31, 2009

AIM bubbles promoting the [in]stant network will be placed in locations where people stand in line such as movie theaters, coffee shops and outdoor venues. The bubbles will be in sets of three, engaging people in the conversation.

Thirty bubbles will be placed in various locations in heavily populated areas in seven major DMAs at \$50 per set of signs.

Total Aim Bubbles Cost	_____	\$10,500
Impressions	_____	770,000
CPI	_____	\$.014

Classic Phones Nov. 3, 2008 - May 3, 2009

Classic phones displayed on pedestals with AIM bubbles above them will be placed in seven major DMAs. Each phone will have a motion sensor that will set off a new-age ring. If the phone is picked up, a recorded message will play that explains what the [in]stant network is and how to get involved with it.

One hundred and five displays will be placed throughout seven major DMAs.

Total Phone Display Cost	_____	\$7,875
Impressions	_____	472,500
CPI	_____	\$.02

I'm going to get at least
50 pumps of
butter
on my popcorn

Well, I won't
be taking you to the
hospital when you
have a
heart attack

Be a part of the
conversation.
Be **[in]** the moment.

www.aim.com/in

[in] Street Teams Nov. 3-27, 2008

Groups of people trained to use the [in]stant network, will be sent to seven major DMAs to use the [in]stant network and show people how to use it through demonstration. Teams of 20 people will go into the streets for three weekends to introduce people to the [in]stant network.

Total [in] Street Team Cost	_____	\$69,860
Impressions	_____	35,000
CPI	_____	\$1.99

Currency Stickers continuous

Five-thousand dollars in one-dollar bills will be circulated through each of seven major DMAs. Stickers advertising the [in]centives program will be placed on each bill.

Total Currency Stickers Cost	_____	\$35,800
Impressions	_____	87,500
CPI	_____	\$.41

go ahead.
pick up.

[in]
www.aim.com/in



[in]TEGRATION: IMC

[in]filtration

The Media

The [in]termission is the focus of the STATE Advertising media plan. This aspect of the plan is to create buzz and excitement for the [in]stant network through blogs and banner ads before it is introduced to the market. When interest is at its climax, the target audience will be hit with nearly every medium.

After the media blitz, STATE will take a more traditional approach, mainly implementing a flighting schedule.

Each medium chosen will reach the target audience effectively when and where they are most receptive to the message.

For example, Smart Screen ads will be placed in malls across the country during shopping seasons, and the college target will be reached with college newspaper ads when readership is at its peak.

Objective

STATE Advertising's objective is to reach 85 percent of the target audience efficiently with an average monthly frequency of two or more.

Strategies

- Primarily focus on nontraditional media with a mix of traditional media to increase reach and frequency on a national level
- Connect with the 18-24 target online by advertising on popular sites visited by this demographic
- Incorporate out-of-home media on a national level to introduce the [in]stant network and increase AIM brand awareness

AIM Pro & Userplane

STATE suggests AOL set aside \$550,000 for an internship program to hire and train 100 college representatives to go to businesses in their area and promote AIM Pro and Userplane. Each intern earns \$3,000 and is given an expense account of \$2,000 for travel and lodging.

They will target small businesses with more than 70 employees as well as large corporations with more than 2,500 employees. These representatives will reach eight companies per day and work 80 days in the internship, reaching approximately 6,400 companies. Given a 30 percent success rate, this program will add nearly 9 million AIM accounts and increase usage of Userplane.

College Newspapers

More than 10 million young adults attend college.⁴ Students are constantly getting information about their university, so a popular vehicle to reach this target is the school's newspaper. College newspaper ads will be bought during specific times to help instill the targets' awareness of the [in]stant network.

College Newspapers Cost ——— \$3,100,000
Impressions ————— 64,125,000
CPI ————— \$.05

Newspaper Racks

STATE Advertising will use newspaper racks placed in high traffic locations on campuses to build awareness of the [in]stant network. The racks will be placed on more than 600 campuses nationwide, creating top-of-mind brand awareness. These racks specifically target 18-24-year-olds attending college, and offer a high ROI with a low CPM.⁵

Newspaper Racks Cost ——— \$2,295,000
Impressions ————— 621,000,000
CPI ————— \$.004



[5] Alloy Marketing 2007

Television

Television is a large part of the target audience's leisure time. Eighteen- to twenty-four-year-olds watch an average of 13.6 hours of television a week.⁵ These spots will run for two weeks after the [in]termission to create excitement about the [in]stant network. This medium will be the biggest contributor to reach and brand awareness.

Twenty-eight 30-second spots will be shown two times per episode in each of the seven top-rated broadcast programs for the 18-24-year-old audience.

Top Broadcast Programs:⁶

- Grey's Anatomy (ABC)
- Ugly Betty (ABC)
- American Idol (FOX)
- Family Guy (FOX)
- House (FOX)
- Heroes (NBC)
- The Office (NBC)

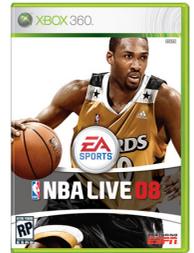


Television Cost ————— \$6,964,000
Impressions ————— 556,920,000
CPI ————— \$.01

[6] "Nielsen Ratings" Nielsen, 2007
 [7] "Video Game Audience" Massive Inc., February 2008
 [8] "MRI Video Game Report" MRI, Spring 2007
 [9] "Cinema Advertising Study" Arbitron, 2007

Video Game Ads

Males in the target audience spend more time and money playing video games than most other forms of entertainment.⁷ The most popular genres in the target are sports, racing and action games.⁸ By incorporating the [in]stant network into their everyday lives, their virtual world also becomes their reality.



Video Games Ad Cost ——— \$1,350,000
Impressions ————— 27,000,000
CPI ————— \$.05

C[in]ema Spots

More than half of the target audience does not mind movie theater ads, and nearly 25 percent of moviegoers say they are more interested in the product after seeing it on the big screen.⁹ Movie going is a social experience, which connects to the theme of the [in]stant network.

Five movies will feature ads during the two weeks after the [in]termission. Two 30-second digital commercials will show before each movie every Friday and Saturday night.

The C[in]ema Trivia promotion will hit the theaters in periods of highest attendance – Christmas and summer. Because the average moviegoer arrives to the theater 24 minutes before the movie begins,⁹ these ads will be seen by the majority of the target.

	C[in]ema Ads	C[in]ema Trivia
Cost —————	\$320,000	\$1,024,000
Impressions —————	864,000	6,912,000
CPI —————	\$.37	\$.15

Banner Ads

The ever-changing world of the Internet continues to capture the attention of the target audience. Repeated exposure to a product through banner ads generates a positive feeling toward that product, and is very effective in reaching 18-24-year-olds, who are the heaviest Internet users.¹⁰

Banners placed two weeks before the [in]termission will target trendsetters and link to the pseudo e-mail. After the [in]termission, new banners will be placed on the target's top-visited sites.

Banner Ads Cost _____ \$1,218,640
Impressions _____ 208,000,000
CPI _____ \$.006

Internet TV Ads

Sixty-nine percent of the target audience watches traditional television programming online.¹¹ The Internet TV show ads will be shown on the same programs as the broadcast TV commercials. These advertisements will last for three months and increase reach and frequency.

Banner Ads Cost _____ \$1,220,000
Impressions _____ 8,839,000
CPI _____ \$.14

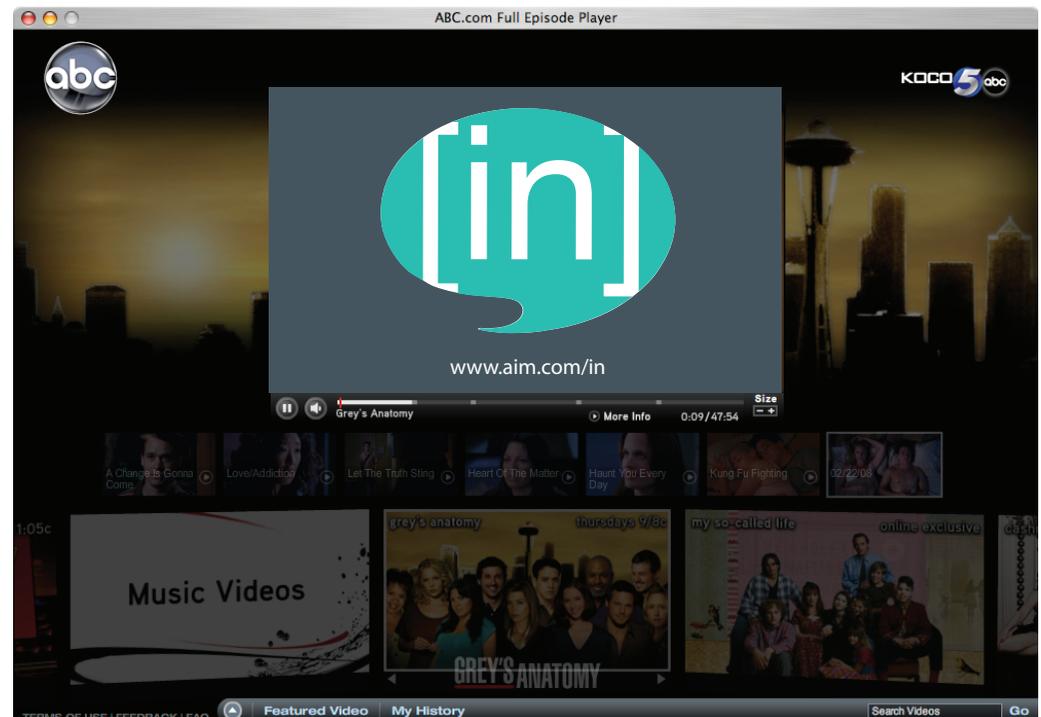
[10] "Attitudes & Behaviors of Males 18-24" Simmons, 2007
 [11] "Survey of Viewer Trends and TV & Online Video" Choice Stream, 2007
 [12] New Media Strategies, 2007

Viral Blogging

Viral is the most influential form of marketing, causing a greater impact on the advertising world than ever before.¹² STATE Advertising will utilize word-of-mouth by infusing the blogosphere through the company New Media Strategies. These bloggers will post updates about AOL's activities two weeks before the [in]termission and discuss the [in]stant network two weeks after it hits the market.

By having bloggers promote AOL and the [in]stant network, the brand gains credibility within the blogosphere of trendsetters.

Viral Blogging Cost _____ \$25,000
Impressions _____ 300,000
CPI _____ \$.08



[in] FILTRATION: Media

Mall Smart Screens

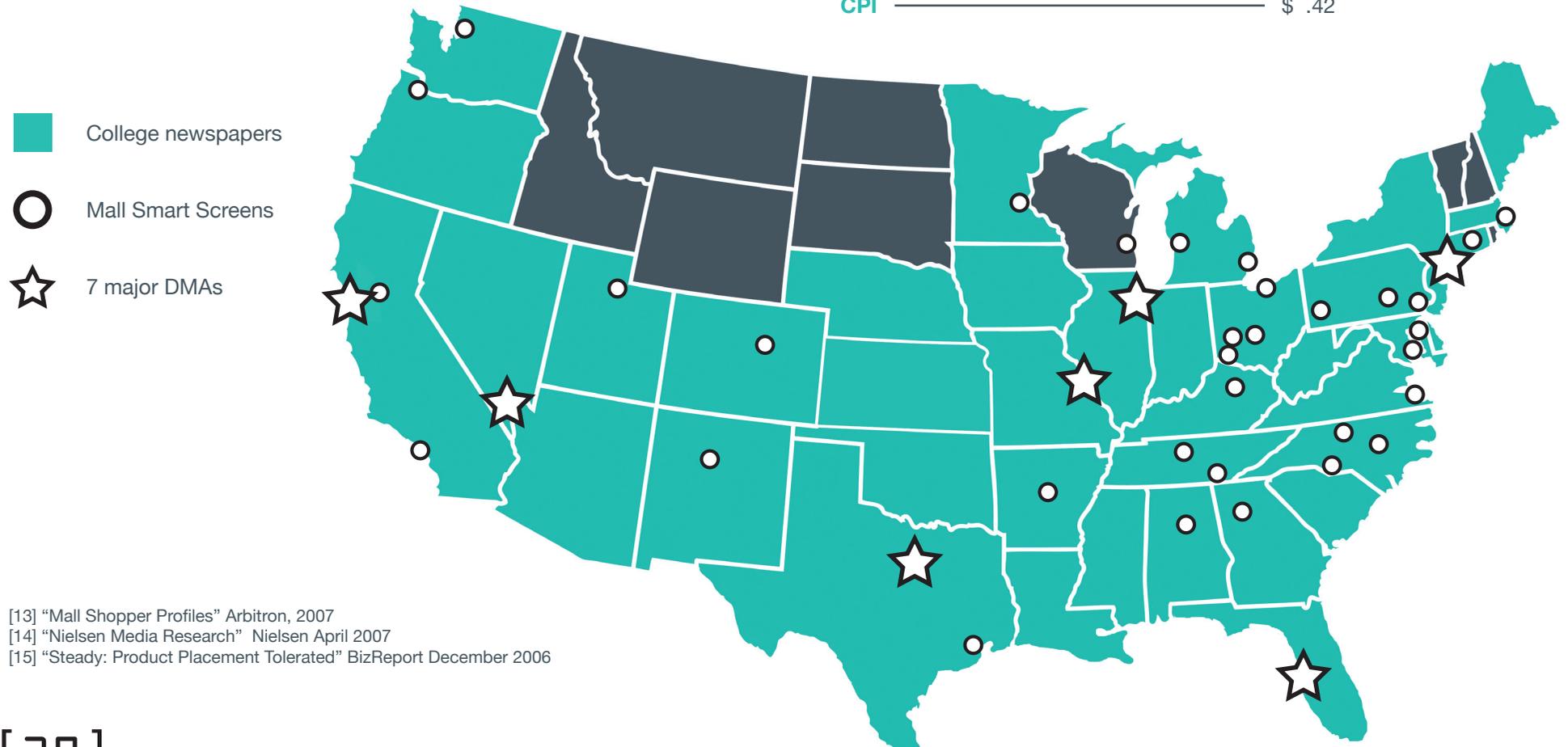
The target audience visits the mall more than 285 million times a year.¹³ Smart Screens, video advertising displays that run 15-second spots, will be placed in malls across the country. Forty-seven percent of mall visitors view Smart Screens and 34 percent of them on average remember each commercial.¹⁴

Smart Screens Cost ————— \$562,000
Impressions ————— 13,933,000
CPI ————— \$.04

Product Placement

Product placement on MTV's *The Real World* creates a way to emphasize and use AIM and the [in]stant network in a social and entertaining way. Sixty percent of viewers felt more positive about a brand after seeing it as a product placement and stated that a few placements within a show are more effective than flooding the breaks with ads.¹⁵ *The Real World* participants will be shown using AIM or the [in]stant network in six episodes for 15 seconds.

Product Placement Cost ————— \$1,350,000
Impressions ————— 3,222,000
CPI ————— \$.42

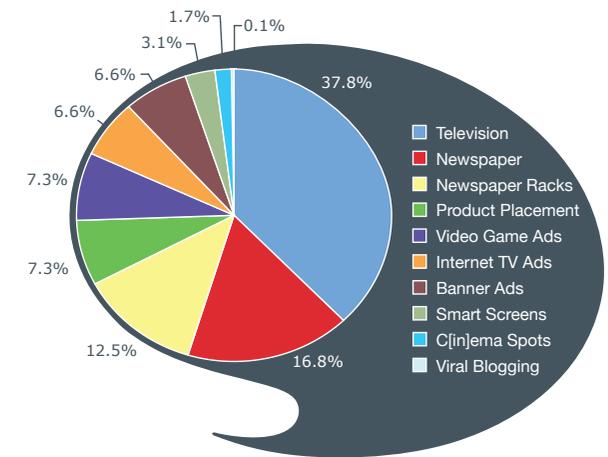


[13] "Mall Shopper Profiles" Arbitron, 2007
 [14] "Nielsen Media Research" Nielsen April 2007
 [15] "Steady: Product Placement Tolerated" BizReport December 2006

Media Results

Television	\$6,964,000
College Newspapers	\$3,100,000
Newspaper Racks	\$2,295,000
Product Placement	\$1,350,000
Video Game Ads	\$1,350,000

Internet TV Ads	\$1,220,000
Banner Ads	\$1,218,640
Smart Screens	\$562,000
C[in]jema Spots	\$320,000
Viral Blogging	\$25,000



	College Newspapers	Newspaper Racks	Broadcast TV	Product Placement	Internet TV Ads	Viral Blogging	Mall Smart Screens	Banner Ads	Video Game Ads	C[in]jema Spots	[in]centives	E-Waste Day	Scav[in]ger Hunt	IMC Guerilla	Campus Reps	Cross Promotion	[in] Street Team
September																	
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[in] FILTRATION: Media

[in] The End

Creative

The creative elements of this campaign have effectively bridged all media outlets and promotional events together with one unified look. Whether consumers are looking at a mall Smart Screen or playing C[in]ema Trivia, they will know at first glance they are seeing AOL. STATE Advertising has created this new brand to convey a realistic image to the target audience. Eliminating the use of too many colors and unifying the message is necessary to convey a simplistic, yet effective, campaign.

IMC

STATE has developed a unique integrated marketing communications campaign specific to the 18-24 demographic. Every function of this campaign works together cohesively to ensure target audience involvement with the [in]stant network. [in]centives is the backbone of the promotions that ties everything together. Campus Representatives, restaurant cross promotions and C[in]ema Trivia are inexpensive, attractive ways to involve the audience.

Media

To introduce the [in]stant network, STATE Advertising takes an innovative media approach to launch AOL's new product. The campaign begins with a period of zero advertising, followed by viral marketing to create excitement among the influencers of the target audience. After creating an interest in AOL, STATE will flood the market with multiple media, hitting the target audience everywhere possible for two weeks. The campaign will effectively reach 95 percent of the target audience with an average monthly frequency of 2.6.

Costs

IMC Total Cost _____ \$716,415
Total Impressions _____ 58,909,836
CPI _____ \$.12

Media Total Cost _____ \$18,404,640
Total Impressions _____ 1,504,203,000
CPI _____ \$.013

Production Costs _____ \$1,500,000
Internship Program _____ \$550,000
**[in]stant network
and Web site redesign** _____ \$500,000
Evaluation Research _____ \$250,000
Agency Fee _____ \$2,760,696
Contingency _____ \$318,249

Total Cost _____ \$25,000,000

Summary

STATE Advertising has created a campaign based on an innovative idea that takes AIM Messaging and AIM Social Media to a whole new level. The [in]stant network is a unique product that applies to the lifestyle of the 18-24-year-old target.

The [in]stant network, along with a fresh, redesigned AOL, will make this target need AIM again wherever they are. Head-turning promotions and inventive media strategies will get the target excited about the new product and the new AOL. With \$25 million, STATE Advertising has created a campaign that will change the face of AIM and generate more than \$90 million in revenue for AOL.

[in]come: Business Plan

STATE Advertising understands AOL has become a company driven by advertising revenue. The end of their subscription service led to a \$665 million decrease in revenue in the following quarter.¹⁵ AOL needs a product to drive site traffic and help increase their profits from advertising. AOL needs the [in]stant network.

Objectives:

- Increase trial and grow usage of AIM products by 15 percent
- Bridge the gap between AIM Messaging and AIM Social Media
- Increase AIM brand awareness

The [in]stant network accomplishes each of these tasks. By introducing an entirely new mobile social network to the marketplace, STATE Advertising will increase brand awareness. By linking this mobile network with AIM Profiles, the campaign also will bridge the gap between AIM Messaging and AIM Social Media. By allowing users to access AIM Profiles, Messaging, Chat, Comments, Polls and Groups through the [in]stant network, STATE Advertising will increase product usage.



STATE Advertising's goal for the [in]stant network is a 10 percent success rate within the target audience. This will lead to 5 million accounts, and applying AOL's same rate of 4.2 views per day among its users, will generate more than 7 billion hits. During 2007, AOL's advertising revenue was more than \$2 billion with 170 billion page views; an income of \$.011 per view.¹⁵ At this same rate, STATE Advertising's [in]stant network would potentially earn \$72.2 million in advertising revenue during this campaign.

The campaign also generates more than 1.6 billion visits to AIM's network of pages among the 12-24 demographic alone. This is a 12 percent increase in traffic among this target, which accounts for 32 percent of all AIM users and translates directly into \$18.2 million in a advertising revenue.

STATE Advertising and the [in]stant network increase traffic on AIM's network of pages in the 12-24 demographic by 57 percent. If one out of every three visitors uses one of AIM's multiple products, STATE Advertising will have achieved the goal and increased usage by 19 percent.



AIM monthly usage



Chat monthly usage



Comments monthly usage



Groups monthly usage

[15] "Time Warner Inc. Reports First Quarter 2007 Results" Time Warner, 2007

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