I should do this more often and publicly sing the praises of our Creative Advertising students. Maybe I'll do this at the end of every Semester, or once a month or something. Fall Semester '13 certainly kept our gang busy on a number of live client projects and industry engagement events. We had an exciting series of industry speakers who either came in or were beamed in via Cisco Telepresence. Names of note were Michael Llewellyn-Williams, a Brand Consultant from the UK who has been based in San Francisco for a large part of his career and Randy Rovegno, founding partner at Longboard Marketing in LA. Both these guys spoke to the ADV-129 Campaigns class and engaged with the student teams throughout the Semester before finally sitting on the judging panel on Pitch Day. Both Randy and Michael have had Student Teams debriefed after an intensive morning of pitching. The Blue Cow Award had just been announced. John Sepassi, team leader for Creative Inception, can be seen cradling it firmly in the center of the group.
books published in the past year and engaged strongly with our class. These are Randy’s comments from his Facebook page:

“I wanted to give a shout out to the students of San Jose State. I had the privilege of working with Professor Delacruz and his Advertising class on their final projects and after reviewing all of their proposals, I can say that their strategy, concepts, and presentations are beyond amazing! These students are ready to paddle out into a monster lineup!”

Students in this class worked on a live brief for Tower Paddleboards (http://www.towerpaddleboards.com) based down in San Diego. Students were charged with creating sustainable brand building campaigns on a ZERO BUDGET! The results were astounding. Each team presented the client with a Campaign Book and pitched their ideas live. The client, represented by Marketing Director Ashley Hannawacker, and Randy Rovegno joined the judging panel via Cisco Telepresence - students were exposed to a highly-charged real-life experience with their ideas judged by in-person and virtual professionals. Judging was very, very hard but the Blue Cow Award (a long standing tradition in the Ad Program) went to Creative Inception - Joshua Clark, Julia Marie Wolff, Noam Paoletti and John Sepassi - for their “Dip Into Our World” campaign. Tower felt their idea could be “executed tomorrow” and captured Tower’s mission and Brand Essence. Kaitlyn Winkler from Miami Ad School’s SF branch, arguably the world’s leading Portfolio School, was also on the panel. She hosted a Creative Thinking Day at their School for the Campaigns teams midway through the Semester and was very impressed with the work our students produced.

“It was great pleasure and honor to listen to your groups and help advise where I could.”

-KAITLYN WINKLER, MAS

Social Media solutions as part of Expeletive’s campaign proposals. And merchandising too!

Members of the Jury both in-house and down in So-Cal
“These students are ready to paddle out into a monster lineup!”

-RANDY ROVEGNO, LONGBOARD MARKETING

What else, what else … well, both the ADV-124 Copywriting and ADV-124 Production classes had a very challenging live brief to work on. The client was Talk About It, a company that produces software enabling school kids K-12 to share problems, issues, concerns with trusted members of the school staff anonymously. The client needed a B2B copy-driven campaign targeting School District Supervisors and a B2C Social Media-driven campaign encouraging school kids to adopt the software as an integral part of their technology-led lives. The B2B campaign fell to the Copywriters who created compelling and engaging emails directing supervisors to bespoke social news pages that positioned Talk About It as thought leaders in the field of student focused communication software. Gladys Nortey and Carter Myers, representing the client felt that!

“The students in ADV-124 are very talented”

-GLADYS NORTEY, SCHOOL MESSENGER

Their solutions were effective and more than fulfilled the requirements of the brief. The ADV-125 students came up with engaging ways to encourage kids that Talk About It should be as common to them as Facebook, Instagram, Snapchat or Twitter.
Briefing was fun. The 125 students had Carter and Gladys briefing in-person, whereas the 124 students saw Carter beamed in via Cisco Telepresence. Winning students Viviana Uribe, William Wang, Karena Ho, Kristina Myllenbeck, Tricia Alvernaz, Gregory Lanway, Garrett Blanton, Kristine Young, Jeffrey Sumida, Ja’Van Hall, Jennifer Herald and Claudia Lara were presented with Apple Gift Cards. Viviana was also the recipient of the Big E Award for excellence in Copywriting during the Fall Semester. Smiles all round.
There were other guests and events. We were very fortunate to host Kevin Wakefield and Jim Bosiljevac from DDB in San Francisco. They spoke to the 91 Intro to Advertising class on DDB and the current state of advertising, and worked on a short brief with the Copywriting class. The Spartan Ad Club crashed the party and engaged well with them.

“Jim and I had a great time coming down to chat with some of your talented classmates last semester. We'd be happy to host you when you come to the city.”

-KEVIN WAKEFIELD, DDB IN CONVERSATION WITH LISA SYDES, SAC

So expect more great collaborations between our Creative Advertising classes and DDB.
And there’s more, folks … our ADV-125 Production students were treated to an amazing experience. A live briefing straight outta London via Cisco Telepresence. The guy in the frame was one of my former students, a Copywriter at Collective who goes by the name of Adam Lowe. He connected with us at MIDNIGHT UK time! So kudos to him. The brief was for one of Collective’s clients, Innocent Smoothies. The project was imagined with the promise of introducing the brand to US “Annabels” (also known as yoga moms). Challenging and fun, the briefing was also filmed by Cisco to be included in their suite of marketing videos.

There were many other highs over the Semester but these are the key moments that have stayed with me since we started cranking up the heat on Spring Semester ’14. Watch this space!

John Delacruz
Advertising Prof.