



UNC NSAC Team Wins!

By Caroline Howard Stephens

Congratulations to an outstanding group of UNC-CH journalism students! Our National Student Advertising Competition team won the District 3 competition. They competed against seven teams from Virginia, North Carolina, and South Carolina.

This year's client was Mary Kay, Inc. This is the first district win for UNC since 2002. The team will compete in the semi-finals April 25.

Team members are Taylor Baird, Maddy Baldwin, Molly Ball, Justine Berger, Jimmy Branley, Karly Brooks, Alex Brusko, Megan Canjar, Scott Dobbin, Emily, Halstenberg, Russ Holler, Bekah Meyers, Renee Montpetit, Elyse Schaefer, Janie Sircey, Ashley Templeton, Jonathan Unger, Laura Vroom, and Sophie Wolf.

Q&A with Team Member Elyse Schaefer

Can you tell me a bit about the work that has been put in this semester to prepare for the competition?

During the semester we started off with dividing our class group into teams. These teams were (1) Research (2) Strategy (3) Creative and (4) Media.

For research, we all were constantly finding secondary resources on our target (18-25 year old women), the makeup industry, and the competitors. We created our own primary research through a qualtrics survey that reached over 600 women. We also had many in-depth interviews and took a progressive approach to a creative research strategy using Pinterest.

We had a huge creative brainstorm with the class and then passed a lot of those ideas to the specified creative team. Finally, once our creative ideas were pretty solidified, the media team, which I was apart of, began working on researching costs for

different ideas and understanding how many impressions we could get and how many people in our target we could reach.

Through understanding which services best suited our creative goals we budgeted a yearlong roll out with only ten million dollars.

What do you think set you all apart?

There were a few things that I think set us apart. First off, we go to one of the best programs in the nation for what we do. Second, Our team became more than just people working on a project, we became friends, possibly even family.

Finally, our passion for our project exceeded others. We loved what we came up with, believed in it and supported each other one hundred percent. The judges felt our energy and simply, they wanted to work with us. They wanted to join in on the crazy and have a great time.

How are you preparing for the semi-finals?

First off, we're taking a week to relax. Next week I'm sure we will get back to work and prepare for anything that could come at us during our phone call.

How did you get involved in this team?

I was in Professor Joe Bob Hester's JOMC 490 Managing Online Communities and Social Media in fall 2013. One of our projects was to take a look at Mary Kay digitally and see where their strengths and weaknesses were. Joe Bob talked to our class about the project and I applied. I was extremely happy to have gotten an acceptance email!

What has this experience taught you?

This has been one of the most eye-opening experiences about my excitement and passion for the business. Although this wasn't a class with lectures and tests, I was finally able to take what I've been learning and put it into practice. I had some of the smartest and most innovative members of the J-school to learn from. I got to put all aspects of an advertising campaign together and understand more clearly of where my interests lie. But one of the best things this experience has taught me is what kind of team I want to be apart of in the future. It was all worth it on the #ROADTOBOCA!