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## Planning Portfolio: The Process of Strategic Thinking in Advertising

Emily Hicks

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# planning portfolio

emily hicks

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“Only themselves understand themselves and the like of themselves, as souls only understand souls.” - *Walt Whitman*

## THINKING ABOUT THINGS I LOVE

### DESIGN

A novice art fan, sartorial enthusiast, and trigger happy photographer; I believe design matters. My talent for art is limited to the doodles in the margins of my notebook, but my love of it is endless. Art, even in the simplest form, impacts people, and can change the way they feel.

### PEOPLE WATCHING

You never really understand a place until you've spent time with the people who live there. I want to travel to learn. It is a gift to know and not just see a person. In the end, I like to think that all of our common humanity is greater than the individual differences. "All souls understand souls."

### PUZZLES

I'm competitive, maybe too much at times. But I love solving puzzles and games, and I like to win. Its simple, but maybe a way to tease and challenge myself everyday, get those neurons connecting. I never like working alone though. I can't work out problems in a vacuum.

### DATA

I'm not afraid of numbers, though I am no mathematician.

There can be creativity found in the numbers. And I like looking for patterns, even in the most quotidian details.

In contrast to the complexity of human behavior, the simple truth in data makes me happy.

## STORYTELLING

Advertising tells a story. It may be a personal story, a brand story, or a simple one.

But, great advertising shares an experience people connect with.

That is what makes it worth listening to.

I am a storyteller. I like looking for that way to connect, especially through all the clutter.

## PSYCHOLOGY

Psychologists look at people with an analytical eye. They study how humans relate, think, act, and make decisions. What motivates them? I wanted to be a psychologist, to study these human connections. But in the end, psychologists turn human observations into data points. I love the study of people, but I want more than a scientific conclusion.

Then I found planning. Planning is psychology with the intent of making a human connection and a creative product. Like a psychologist, a planner observes, quantifies and qualifies, and draws insight. But, in planning the process goes full circle. The purpose is to understand people and then to connect with those very people you were studying. I wanted to be a psychologist, but then I discovered planning and it meant more to me.

NO ONE QUALITY DEFINES ME, BUT ALL PARTS TOGETHER MAKE ME, ME.

# PLANNING

ADVERTISING CAMPAIGNS

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# STATE FARM INSURANCE

## INTRODUCTION

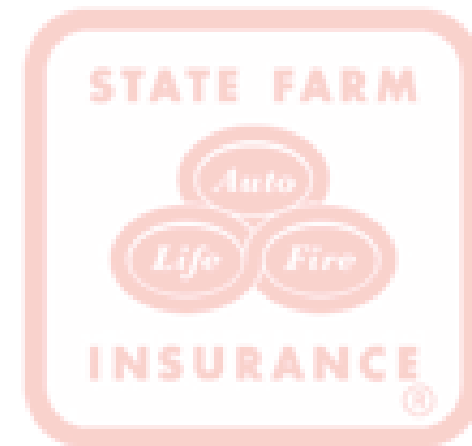
State Farm sees the 33 million young adults in the 18-25 year-old market as critical for long-term growth. The challenge is to determine how, when, and which emerging adults the advertising should talk to.

## PROBLEM

Young adults don't care or know enough about insurance.

## RESEARCH OBJECTIVES

- What does it mean to be adult?
- When do young adults define themselves as adults?
- And how does insurance fit into this schema of adulthood?



## AGE IS NOT A NUMBER

Through literature reviews and an expert interview with adolescent psychologist Jeffrey Jensen Arnett we were able to gain a better understanding of the young adult segment. During this transitional period age is not numerical, but defined by milestones. It is those young adults “on the cusp” of adulthood that are experiencing a unique set of pressures and concerns about pending responsibilities.

We set out to understand these young adults by finding out what it is like to be them. We started out by talking to young people, as many as we could. In one-on-one interviews we talked to them about their concerns, and followed them through their daily lives. In focus groups we asked participants to make collages, and used the Archetype method to un-tap the ‘reptilian brain.’

We focused on one question to start with, “what does it mean to be an adult?” Young adults kept talking about “real people” and about the future when they became a “real person.” They said the biggest difference between who they are now and the adults they are trying to become was responsibility and independence. To become a real person, an adult, young adults believe they have to become more responsible and independent.

*“Then you transition out of college. You have financial responsibilities. Living in the world, not just in the sheltered bubble of college.”  
-Adam, 22, college senior.*

They also told us they were scared about the pressure of the “real world.”

*“Real Life, it’s right around the corner and it’s kind of scary to enter the real world.” - Shannon, 21, college senior*

## RESEARCH METHODOLOGY

- Literature Review
  - Scholarly Journals
  - Trade Publications
  - Online Databases
- Expert Interviews
- Ethnography
- Focus Groups
- In-depth Interviews
- Online Survey

## WHO IS RESPONSIBLE?

As young people approach adulthood they become both increasingly less reckless and more responsible. They move from being concerned with only their own needs to starting to feel accountable to others. They are also able to recognize this transition.

*“I think at our age we are really into responsibility of ourselves. We don’t think about other people besides our self.” - Lua, 20, college junior.*

*“There are people who just drive way too fast and take unnecessary risks. There are just people who are a little too cavalier with risky behavior.” - Greg, 23, full time job.*

## FINDINGS:

For young adults, adulthood is defined not by age but by the level responsibility and independence. While most young adults aren’t looking to rush into real life, they know they are on the cusp and don’t know quite how to handle what’s to come.

## CHECKLIST FOR ADULTHOOD

We knew that being adult meant a host of new concerns and responsibilities for young people, but we wanted to know exactly what those responsibilities were. In an online survey young adults were asked to identify the milestones required to achieving adulthood and rank them in terms of importance. They also told us where they thought they were on this journey to becoming a “real person.”

The milestones to adulthood formed a “Adulthood Checklist.”

- Findings a job
- Financial independence
- Graduation
- Keeping a Job
- Renting an Apartment
- Buying a home
- Supporting a Family
- Buying Auto Insurance

The level of importance of any given milestone varied from person to person, but insurance consistently ranked at the bottom. More than half of “Young Independents” (those paying 50% or more of their living expenses) are not even responsible for their own insurance.

Facing adulthood, young adults are confronted with a new and overwhelming transitional period in their life. Young Adults are forced to face milestones they don’t know how to handle. As they move onto new challenges they may admit to fearing their new independence, but desperately want to believe “I can do it on my own.”

## CALL AN AGENT

Young adults have been accustomed to the support of their parents, but now they are on a mission to become “real people.” This means proving they can handle bills, and a job, and even groceries own their own. So when a young adult makes a mistake or hits a roadblock, asking their parents for help is admitting defeat.

This is where insurance and State Farm fits in. State Farm offers local agents that work one on one with clients. Young adults can get the support they need from these agents, without feeling as though they’ve lost their independence. In times of crisis, calling their parents is taking a step back. But an agent provides just the amount of personal support and information that they need.

### STATE FARM POSITIONING

The 33 million Young Adults share a common truth, the need for independence. State Farm agents can provide the desired support in times of crisis, while balancing this need.

# CREATIVE BRIEF

WHAT DO WE WANT THE COMMUNICATION TO DO?

Make State Farm the auto insurer of choice for Young Adults.

WHO IS OUR TARGET?

Young Adults working to earn their newly found independence and shopping for their own auto insurance.

WHAT DO THEY CURRENTLY THINK?

"I don't know anything about insurance and don't have the time to worry about it."

WHAT WOULD WE LIKE THEM TO THINK?

"A State Farm insurance agent can help me in a crisis, I don't have to call my parents for help."

WHAT IS THE BIG IDEA?

State Farm agents are the safety net young adults need.

HOW DO WE MAKE IT BELIEVABLE?

Let insurance manage the unwanted responsibilities of being an adult while you focus on life.  
State Farm agents know everything so you don't have to.

WHAT TONE SHOULD BE USED?

Capture the real emotions young adults experience in a crisis.  
Show that State Farm is there.

PRINT: MAGAZINE



**MY DAD IS GOING  
TO KILL ME.**

FROM FRUSTRATED TO JUST FINE,  
STATE FARM IS THERE.

Find the agent that can help you at [www.StateFarm.com/yourState](http://www.StateFarm.com/yourState)





PRINT: MAGAZINE



**I SWEAR  
I PUT IT IN REVERSE.**

FROM ON EDGE TO AT EASE,  
STATE FARM IS THERE.



Find the agent that can help you at [www.StateFarm.com/RealMoments](http://www.StateFarm.com/RealMoments)



**NICE MERGE THERE,  
CAPTAIN MINIVAN.**

FROM WORKED UP TO WORKED OUT,  
STATE FARM IS THERE.



Find the agent that can help you at [www.StateFarm.com/RealMoments](http://www.StateFarm.com/RealMoments)

## INTERNET: BANNER



WHO HITS  
A PARKED CAR?!



HOLY S



MOTHERF



## ADDITIONAL CREATIVE

- Television
- Radio
- Social Media
- Webspot
- X-Games Partnership
- MLB Partnership
- Direct Mail
- Billboards
- Wild Postings
- Bus Wraps

## MOBILE: STATE FARM APP

Uses scope technology to show the driver the locations of the closest State Farm approved auto body shops.







# BURTON SNOWBOARDS

## INTRODUCTION

Burton dominates the snowboarding industry and owner Jake Burton is considered father of the sport. Though still controlling over 50% market share the Burton brand has lost its way and needs to redefine its target.

## PROBLEM

Burton is unsure who the brand target should be, and needs to choose between refocusing on the core snowboarder, and expanding to a more mainstream market.

## RESEARCH OBJECTIVES

- Should Burton go mainstream?
- Why do riders love snowboarding?
- And, why aren't more people doing it?





## CURRENT POSITIONING:

Burton is at a crossroads between mainstream and core boarders. While, Burton's success in the mainstream market has significant financial benefits, it has also alienated the core riders who now view Burton as corporate sellouts. The choice is between expansion, or refocusing on core riders.

## SHOULD BURTON GO MAINSTREAM?

We started with a literature review of psychology and sociology articles on the cultural zeitgeist of extreme sports. What we kept reading again and again was that many alternative sports serve as a counterculture of rebellion.

*"In the subcultures of skateboarding and snowboarding the most blatant form of resistance revealed in this study was the opposition to the corporate bureaucratic forms of sport."  
- (Yiannaks, p.48).*

Articles informed us that this core of rebellious riders, pride themselves in hating "the man." We wanted to know for ourselves: Why do these core riders snowboard, and how do they feel about Burton?

We conducted an in-depth ethnography, experienced a painful day on the slopes, and engaged in one on one interviews to figure out just where Burton stood in the hearts and minds of core riders.

Talking with many dedicated snowboarders about the sport and Burton brand further confirmed what we had read.

*"Burton is corporate America." -Toggenburg Rental Shop, 22*

*"A lot of boarders are about anti-establishment."  
-John, 20 snowboarder*

*"I don't like riding Burton because everyone else does."  
-Toggenburg Rental Shop Employee, 15*

**KEY FINDING:** These riders who snowboard to rebel, feel that Burton is too corporate. Burton has to embrace being mainstream because it already is. There is no turning back.

## WHY DO RIDERS LOVE SNOWBOARDING?

Burton is already mainstream in the eyes of core riders and needs to somehow expand the snowboarding market in order to continue business growth. There are a lot of people who love snowboarding, but why? The thrill of rebellion and sticking it to the man can't appeal to everyone.

We went back to our literature review, conducted another ethnography, and more one on one interviews to figure out why all kinds of snowboarders love to ride.

### COMMUNITY FEELING

We quickly discovered something amongst novice and extreme snowboarders alike. Everyone loves the snowboarding community, and people like to snowboard together. People were saying that it doesn't matter if you are the best rider on the mountain everyone supports one another.

There are a million reasons to love snowboarding, but the common theme among all riders was that it was a time to get away with friends.

*"I like snowboarding with my buddies- a big crew of us usually go. It's a way for us to escape."*

*- John, 20 snowboarder*

*"We have been doing this together for 15, no 18 years? We go all over, it brings us together."*

*-Jen snowboarder & parent*

*"I got into it because my older brother was into it. I like doing it with him." -Ryan, 13 snowboarder*

**KEY FINDING:** Snowboarding is social, it is an activity that is meant to be done together.

## WHY AREN'T MORE PEOPLE SNOWBOARDING?

People who snowboard love it, so why aren't more people doing it? More one-on-one interviews and a quantitative survey helped us uncover what it would take to get people on the mountain.

When respondents were asked why they hadn't tried snowboarding, most said they were either too intimidated, or just didn't know how to start.

*"I just couldn't see myself as a snowboarder." -Kristen, 21*

*"I don't snowboard, it seems like its own little world. I wouldn't know where to start." -Zoe, 12*

*"If there were people doing cool tricks on the mountain and then they came over to be and were like 'it's easy.' Then I would go out and try snowboarding." - Dylan, 16*

Respondents seemed to feel that snowboarding is somehow exclusive, a world they may not fit into. Beyond this, they simply don't know how to start snowboarding. Thus far, any interest in the sport hasn't been enough to get them to the mountain.

### SURVEY FINDINGS

Non-snowboarders were asked: "Would you ever try snowboarding?"

- 84.4% said Yes

Non-snowboarders said they hadn't tried snowboarding before because:

- "Don't know how to" (44.8%)
- "Too intimidating" (13.8%)

Other reason for not trying were practical:

- Don't have time to learn (24.1%)
- No snowboarding mountain close by" (13.8%)

**KEY FINDINGS:** The quantitative research further demonstrated that there isn't a lack of interest in snowboarding among non-riders, but fear and uncertainty about how to start.

## BRAND VISION

Burton wants everyone snowboarding. Make it easy for non-riders to get to the mountain, because once they try it they will love it.

## DEFINING THE TARGET

It was discovered that socializing and hanging with friends is a core value among snowboarders. Thus, the perfect target are individuals who like being in groups, pack rats. Beyond that the target has to be physically capable, and have the time and money needed to learn a new sport.

## MEET THE NEWBIES

- 10-15 years old
- \$80,000+ HHI
- Country Size A
- West, Midwest, & Northeast
- Non-Snowboarder



## TAKE AWAY

The ideal target for Burton and this campaign are 10 to 15 year olds, with an emphasis on girls. This target gives Burton the opportunity to revolutionize their mission and get a new type of snowboarder onto the slopes. Teenagers are also extremely brand loyal, and one good experience with Burton means a customer for life.

# CREATIVE BRIEF

## WHY ARE WE COMMUNICATING?

In order to capture the mainstream market, Burton needs to increase participation in snowboarding.

## WHAT DO WE WANT THE COMMUNICATION TO DO?

For first time riders to start snowboarding and form a bond with Burton.

## WHO IS OUR TARGET?

- Age 10-15 (Middle School)
- \$80,00 HHI
- West, Midwest, and Northeast
- First Time Snowboarder

## WHAT DO THEY THINK NOW?

"I don't know how to start snowboarding and I don't think I'll fit in."

## WHAT DO WE WANT THEM TO THINK?

"Burton showed me how to ride and I will forever love them for it."

## WHAT IS THE BIG IDEA?

Uncover your love story with snowboarding.

## HOW DO WE MAKE IT BELIEVABLE?

No one understands more about snowboarders than Burton- they want to give everyone the chance to experience the sport

## CAMPAIGN: FOR THE LOVE OF BURTON

The purpose of the campaign is to help teens discover their love story with snowboarding. "Everyone rides for a reason and I ride for the love of..." The Burton mission is about having fun with snowboarding, and this campaign will spread that message to a new target. While the campaign uses a unique voice to target teenage girls, the Burton tone will be maintained.

### MEET BURTONBOARDER & SNOWANGEL



#### CAMPAIGN OBJECTIVES:

- First: To create intrigue in the snowboarding community and hype around the unfolding campaign.
- Second: To get first time riders on the mountain, and help them discover what they love about snowboarding.
- Third: To remind people of what they loved about snowboarding, and build excitement for the up coming snow season during the summer months.

## COMMERCIAL 1: TELEVISION & INTERNET PRE-ROLL

The target is first introduced to the story of BurtonBoarder and SnowAngel through a commercial that will run on national television and before videos online as pre-roll.

			
Scenes of a run down the mountain from the boarder's point of view.	The camera drops into the snow after going off a jump.	Another boarder comes across the camera.	The unidentified snowboarder picks up the camera.
			
The unidentified snowboarder then tapes a ride down the mountain.	They are catching serious air and doing tricks.	The rider stops and looks into the camera revealing to the viewer that it is a girl.	



## VIRAL VIDEO

Video footage of BurtonBoarder painting over a billboard and writing his message to SnowAngel.



## BILLBOARDS





MICROSITE

# FOR THE LOVE OF BURTON

THE STORY

THE JOURNEY

SHARE THE LOVE

LIFE AND TIMES OF  
BURTON SNOWBOARDER

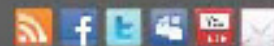
DJ  
BURTON SNOWBOARDER

PARENTAL UNITS



100 : 23 : 07 : 10

DAYS : HOURS : MINUTES : SECONDS  
HOURS : MINUTES : SECONDS  
HOURS : MINUTES : SECONDS





## MICROSITE & MOBILE APP

Fans can help BurtonBoarder in his hunt for SnowAngel by uploading photos.



## BE A PART OF THE JOURNEY

BurtonBoarder will document his search online via Twitter, Facebook, blog, and his YouTube channel. All social media sites will link to the For the Love of Burton microsite where fans can upload photos, follow BurtonBoarder on his eight city tour, or sign up for local promotional events. Also included is a section just for parents where they can get more safety and contact information from Burton.



## PROMOTION: FOR THE LOVE OF MOVEMENT

### LET'S MOVE SCHOOL SPEAKER SERIES

Let's Move is a government organization that promotes healthy lifestyles for kids. Burton will partner with Let's Move to provide school with expert speakers from the program to teach kids about healthy living. The speaker series will be sponsored by Burton and in return the BurtonBus will get the Let's Move seal of approval.

A link to the Let's Move website will also be included under the parents section on the For the Love of Burton microsite.



## PROMOTION: FOR THE LOVE OF THE MOUNTAIN



### BURTONBUS

Burton already runs a Learn to Ride program at mountains all across the country. The BurtonBus will simply provide a free and fun way for teens to get to the slopes. The BurtonBus, staffed with BurtonBuddies, will pick up students at designated locations in each of the eight spot markets. Once at the mountain participants will get free gear, lessons, lunch, and activities for the day.

This is a practical way to foster a connection between first time riders and Burton. By providing all the necessary tools to have a fun day at the slopes, we are eliminating any excuse not to try snowboarding.



## COMMERCIAL 2: TELEVISION & INTERNET PRE-ROLL

At the end of the snow season a second commercial will air both nationally and online. In this spot, BurtonBoarder will finally meet his SnowAngel, and an expansion of the "For the Love of..." campaign will be introduced before the summer months.



Footage of Burton riders showing off their tricks on teh slopes.



I ride for the love of the mountain.



Female Burton rider tearing up the halfpipe.



I ride for the love of me.



Footage of a group of riders, snowboarding together

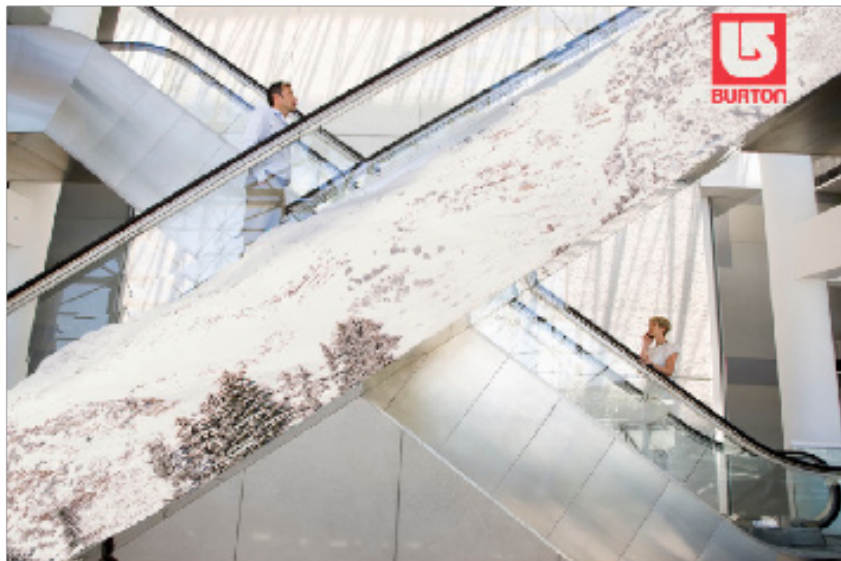
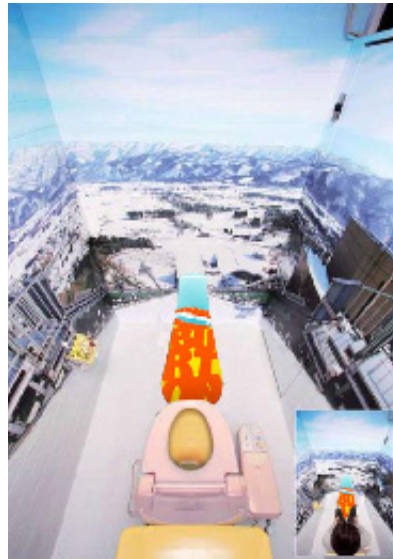
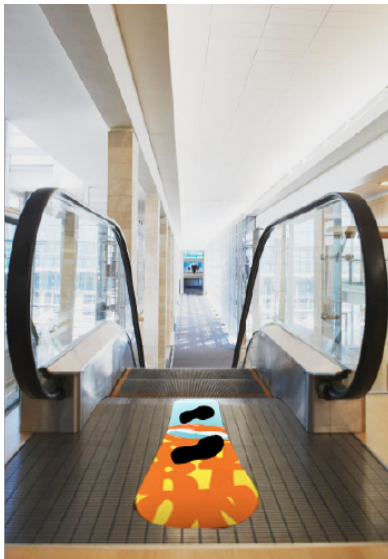


BurtonBoarder finally meets SnowAngel





## OUT OF HOME: MALL ART



## FACEBOOK



Mall art, along with a new Facebook application and game, will be introduced during the summer in order to maintain interest in Burton and snowboarding. Both will give riders the feeling of being on the mountain and remind them why they "ride for the love of..."



# LIBBY'S PUMPKIN

## INTRODUCTION

In 2009, JWT asked its interns to re-launch a campaign for Libby's canned pumpkin. The Libby's brand dominates the canned pumpkin category, but experiences sales almost exclusively during the holiday season.

## PROBLEM

Canned pumpkin is only associated with pumpkin pie and the holiday season. How does Libby's increase pumpkin sales throughout the year?

## RESEARCH OBJECTIVES

- Why aren't people cooking with pumpkin?
- What are the benefits of canned pumpkin?
- Who is the ideal target for Libby's



## WHAT IS CANNED PUMPKIN?

We started out by asking all sort of people, what they taught of pumpkin. We quickly found our answer, not much. No one had given much thought to the product, and most people were completely unaware of the brand.

*"I didn't know there was such as thing as canned pumpkin." - Respondent, 26*  
*"I like pumpkin pie, but I wouldn't know how to cook with it" -Respondent, 30*



We did find one universe theme: people had warm memories of the holidays and pumpkin pie. Some people even offered us stories about cooking with their Grandma, and learning how to make her special recipe of pumpkin pie. So while many people enjoy the product during the holidays, not much thought is given to pumpkin the rest of the year.

## BENEFITS OF PUMPKIN

We set out to study pumpkin, and all its possible uses and benefits that could appeal to consumers. It was surprising. First we found that pumpkin can be used as an ingredient in hundreds of recipes. Some delicious (pumpkin ravioli), and others just plain weird (pumpkin wine) but somewhere out there people were cooking with pumpkin and loving it.

Pumpkin can be inventive.

Pumpkin is also a SuperFood (SuperFoods, Steven Pratt, M.D). It is extremely high in fiber, potassium, vitamin C, and disease fighting nutrients. All of this and its very low in calories. Libby's is 100% pure pumpkin, and is one of the most nutrition packed foods out there, and no one knows about it.

Pumpkin is good for you.

Pumpkin is cheap. A 15 oz. can of Libby's pumpkin is less than \$2.00. This means getting the same nutrition as other expensive SuperFoods (such as; pomegranate and blueberries) for much less money.

Pumpkin is inexpensive.



## WHO WOULD COOK WITH PUMPKIN?

We found out that most people knew relatively nothing about pumpkin, but when speaking younger women we noticed that the topic seemed to spark their interest. A few mentioned a time they had pumpkin soup, one even asked us for recipes. There seemed to be an interest in cooking with pumpkin among select women in this age group. We set out to find out: What kind of woman would cook with pumpkin?

We started by talking with women aged 25-40 years old. We conducted ethnographies in grocery stores, in-depth one on one interviews, and an online survey- all asking them about cooking. How, when, where, why and for who?

### DEFINING THE TARGET:

#### BUSY

We found that first many of these women are very busy. Cooking may not be their top priority, but it is something they try and make time for. They also enjoy cooking with and for others, and find food is an easy way to entertain.

*"I love to cook whenever I get the chance, it's just hard to find time."*

*"My friends and I try and get together and cook, just spend time going through the process together."*

## RESEARCH METHODS

- Situation Analysis
- Literature Review
- Ethnographies
- In-depth interviews
- Secondary Data  
(Simmons)
- Online Survey

### ADVENTUROUS

These women are adventurous, and aren't afraid to try new recipes or food. They considered themselves blossoming foodies. Cooking a new dish isn't just for the joy of eating it, but they also take pride in impressing friends and loved ones. They don't do it to brag, but to have something new to share.

*"I do try to keep up on new trends, I like recommending things to friends."*

### HEALTH ORIENTED

While these women are health oriented, most women admitted to using quick fixes. When in a time crunch they said they look for something both healthy and easy to prepare. They aren't health fanatics, but diet and nutrition are often in the back of their mind.

## THE NEW HOSTESS

Meet the New Hostess: a completely new target for Libby's. She's younger, a busy professional, and just beginning to test her skills as a homemaker and hostess. The new hostess is trendy, and she is interested in style and design. She is on a budget though, and is savvy to a good deal. Beyond this she's experimental, the first to try new products- she was the first of her friends to have an iPhone. She loves reading new recipes in Real Simple magazine (her bible) but doesn't consider herself a foodie. In the end what is most important to her is making the people she loves happy. Not unlike her mother she realizes food is a way to bring people together.



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### BRAND POSITIONING

*It's time for a new tradition.* The New Hostess isn't looking emulate her mother, but to create her own traditions. While we don't want to lose what is already great about Libby's (warm memories), it is time to introduce a new side to pumpkin.

### CAMPAIGN POSITIONING

The economy has shifted the New Hostess's social life back into the home. Libby's can be a way for her to make entertaining at home more interesting.

**WHAT DO WE WANT THE COMMUNICATION TO DO?**

Expand the way canned pumpkin is used in cooking.

**WHO IS OUR TARGET?**

The New Hostess, a working woman, and experimental cook, loves to entertain and knows that food is a way to bring the people she loves together.

**WHAT DO THEY CURRENTLY THINK?**

My mom uses Libby's during Thanksgiving to make pie.

**WHAT WOULD WE LIKE THEM TO THINK?**

Pumpkin is the new inventive ingredient I can share with friends.

**WHAT IS THE BIG IDEA?**

It's Time for a New Tradition.

**HOW DO WE MAKE IT BELIEVABLE?**

Libby's helps you create your own traditions.

**WHAT TONE SHOULD BE USED?**

Clever, practical, and modern.

## POSSIBLE CREATIVE

### SHARE YOUR NEW TRADITION

On realsimple.com women have the chance to share the new traditions they've started with friends, and trade ideas and recipes in their own community space. An iPhone App will also be included in this partnership. All women will have the option to receive updates with Libby's ideas for new traditions.

### CREATE YOUR OWN TRADITION: E-VITES

Using the Some E-Cards website women will design their own customizable dinner invitation that can be emailed, printed, or sent to friends via Facebook. Hosts will be able to choose from a list of hundreds of recipes to create their menu, from there Libby's will suggest the perfect pumpkin dish to go along with the meal.

### LIBBY'S RESTAURANT WEEK

During the summer in two major cities (New York, Chicago) a Libby's play on restaurant week will take place in select dining locations. Patrons will be able to order off the regular menu, along with the option of a free Libby's pumpkin appetizer or dessert.

### RE-PACKAGING

Libby's will be re-packaged in environmentally friendly recycled mason jar. The new design will revamp the Libby's image, without confusing current customers who look for the classic Libby's can.



**Libby's** IT'S TIME FOR A NEW TRADITION.

## EXPERIENCE

- The NewHouse. 2009-2010. Director of Planning and Strategy  
Head of account planning for the student run advertising agency. Project director for Sparefoot.com.  
JWT, New York. 2009  
Account Management Intern, Microsoft  
Conducted consumer research, worked on product strategy briefs, and helped manage internal and client relationships. Collaborated to create a new business pitch presented to the client.
- Fallon, Minneapolis. 2008  
Media Planning Intern, NBC and NYSE  
Completed competitive analysis, helped create media proposals, and conducted consumer research.  
Worked in a team to complete an situation analysis, creative brief and presentation to senior management.
- Global Volunteers, Peru. 2008  
Worked with other volunteers to teach English and provide childcare for homeless and at risk children in Lima, Peru.
- Global Volunteers, Ghana. 2007  
Lived and taught English in a rural village in Ghana. Worked alongside local volunteers on a community development projects.
- Service Project, Panama. 2006  
Collaborated with residents of a rural village to develop and build a community center.
- Psychology Research Internship. 2005-2006  
Political psychology mentorship at University of Minnesota  
Assisted in developing a research study on racial redistricting. Created a coding system, sourced articles using Lexis-Nexis, and completed data analysis using SPSS.

## LEADERSHIP

- SAVE. 2007-2010. President  
Student Association for Voter Empowerment.  
Orchestrated a voter registration and education program. Organized a political debate to show case current political issues.
- Sponsor Their Future. January 2008. Director  
Organized and ran a benefit concert for the students of New Akraide Presbyterian Primary School, Ghana. Raised over \$4000 and established a matching grant.

## EDUCATION

- Syracuse University  
Class of 2010  
S.I. Newhouse School of  
Public Communications  
Major: Advertising  
College of Arts & Sciences  
Major: Psychology  
CERGE-EI Prague Program  
Study Abroad 2009  
GPA: 3.6

## HONORS

- Renee Crown University  
Honors Program  
Dean's List 2006, 2007,  
2008, 2009  
Chancellor's Scholarship  
National Honor Society  
All-State Editor 2006

## SKILLS

- Simmons Choices III  
MRI  
Indesign  
Photoshop  
Lexis-Nexis  
SRDS  
SPSS  
MFP  
TNS  
Microsoft Office

## CONTACT INFORMATION

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