



FRUIT GUSHERS

ADVERTISING CAMPAIGN

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EXECUTIVE SUMMARY



Fruit Gushers are a delicious syrup-filled fruit snack by Betty Crocker and General Mills. They are a well-known brand, but they lack a strong advertising campaign. Through extensive research, we gained key insights into our target market and began compiling campaign tactics.

We decided to focus on Gushers' explode-in-your-mouth benefit, pairing the idea with comical ads that appeal to our target market. Our advertisements will run over the course of a year and will be strategically placed on TV shows, in newspapers and magazines, and on the internet.

Our campaign highlights the little things in kid's lives that can get them down, and then shows Gushers turning the situation around - because you can always count on Gushers to make the day better and for the syrup to gush in your mouth.

AGENCY BRAND STRATEGY



Zing! Advertising is an advertising agency established in 2012. It consists of 6 dedicated and proficient workers with a great deal of experience. Zing works closely with clients to create a cohesive message that is true to the brand and true to the agency to create maximum success.

Once a brand and their sales and marketing goals are determined, Zing's research team delves deep into the target market, finding key insights to establish the path of the campaign. Zing! Advertising then toils on the creative concepts, chooses media vehicles, and brings everything together into one cohesive message to send to the target audience, meeting the goals of the client.









SITUATIONAL ANALYSIS

Historical Context

In 1921, the Washburn Crosby Company created Betty Crocker as a way to connect with the consumer on a personal level when dealing with product feedback. Along with four other mill companies at the time, Washburn Crosby was bought out by General Mills that same year. In 1928, General Mills incorporated itself and became the corporation that we know today. General Mills released the first portrait of Betty Crocker in 1936, idealizing the perfect American homemaker.

In 1966, the first “snack” for the company was released on shelves and was known as Bugles. The first fruit snack was rolled out, yes pun intended, in 1983 and was called, you guessed it, Fruit Roll-Ups. Seven years later, in 1990, Fruit Gushers were introduced to consumers.

- 1921**  Better Crocker is established by the Washburn Crosby Company, which is then acquired by General Mills
- 1936**  The face of Better Crocker is released
- 1983**  Fruit Roll-Ups are the first fruit snack made
- 1990**  Gushers are introduced to the public



ENVIRONMENTAL ANALYSIS



Competitive Forces

Fruit Gushers has been one of the leading fruit snacks in the U.S. due to the unique jelly like liquid flavors filled inside the hexagon gummy. The brands main competitor is another Betty Crocker product, Fruit Roll-ups. Fruit Gushers is able to separate themselves from all competitors because of the brand loyalty Gushers already has and the original shape of the jelly filled gummy.

Economic Forces

In the past year, food prices have steadily risen due to economic hard times that have plagued many manufacturing companies. Consumers are turning more and more to the generic brands of all products including snacks. Fruit Gushers have been an established brand for a solid 20 years, therefore has a very loyalty brand following. Although Fruit Gushers cost \$1.00 more than generic and competitor brands, loyal customers are willing to spend the extra money on a product that has been a part of their lives for years.

Sociocultural Forces

Fruit Gushers has been one of the leading fruit snacks in the U.S. due to the unique jelly like liquid flavors filled inside the hexagon gummy. The brands main competitor is another Betty Crocker product, Fruit Roll-ups. Fruit Gushers is able to separate themselves from all competitors because of the brand loyalty Gushers already has and the original shape of the jelly filled gummy.

COMPETITOR ANALYSIS

Welch's Fruit Snacks

Strengths

Made with "Real Fruit Juice" — an eye catching statement to mothers

Carries different varieties, like yogurt covered snacks and also offers holiday packaging

Part of a bigger brand name with over 160 years of brand loyalty

Weaknesses

"Fruit Juice" is a phrase that could cause children to turn away

Fruit by the Foot

Strengths

Kids can be creative when they eat the snack because of its structure

Fun packaging with jokes, trivia, and games allowing consumer to interact with product

Weaknesses

Similar in name to Fruit Roll-Ups so they are easy to mix up

Similar packaging to Fruit Roll-Ups, making them hard to identify on store shelves

Fruit Roll-Ups

Strengths

Have been around the longest - considered one of the first fruit snacks

Over 10 different flavors and varieties partnered with Spongebob and other shows

Offer fun "tongue tattoos" on the snack

Weaknesses

Cellophane wrapping the product can become stuck when you unwrap it, leaving undetected pieces on the snack.

SWOT ANALYSIS

Strengths

- » A total of 12 flavors along with a "Mystery Flavor" and Variety Pack consumers can choose from
- » Some flavors are sugar or gluten free and come in a 90 calorie pack
- » Juicy filling inside to give the consumer something more than just a fruit snack
- » Very nostalgic, therefore a lot of brand loyalty

Weaknesses

- » More expensive than other fruit snacks
- » Introduced later in the market compared to competitors
- » Little brand identity connecting back to Betty Crocker and General Mills
- » Can be sticky and messy if they burst in the bag

Opportunities

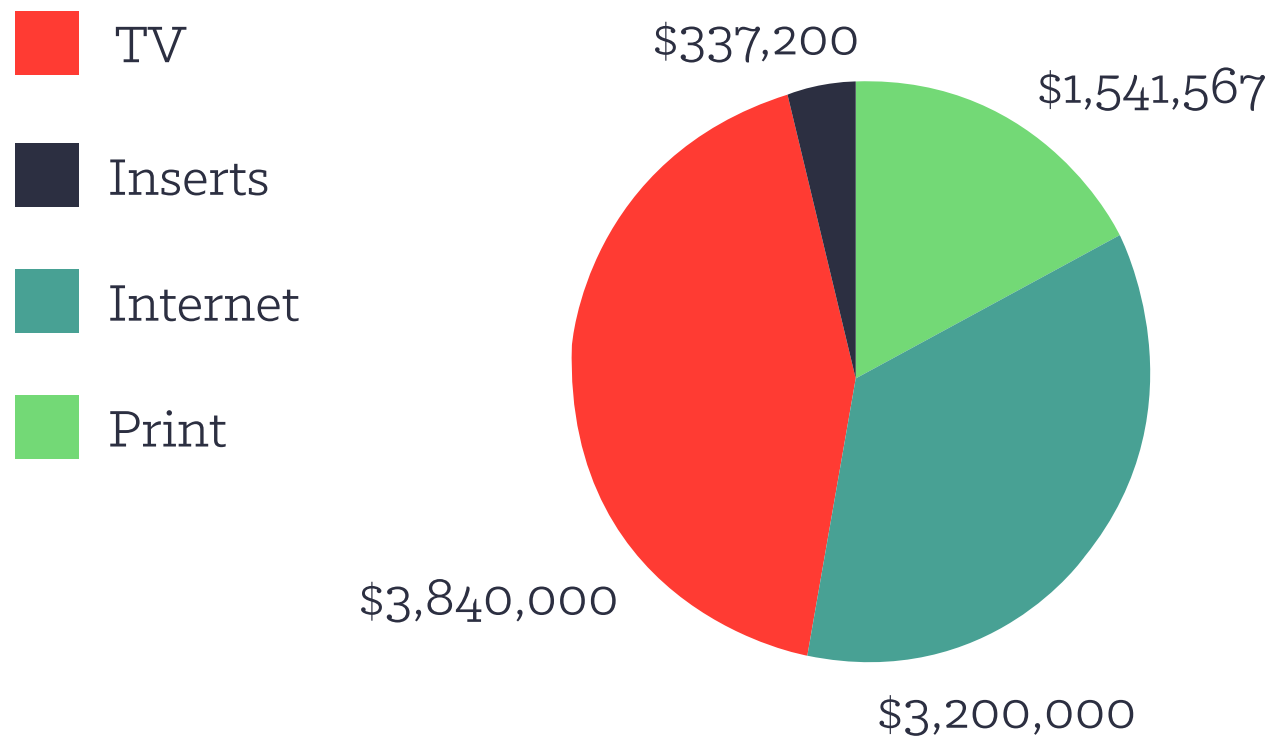
- » Could be promoted as healthier than other fruit snacks
- » Market as a nostalgic piece for young adults who grew up eating Gushers
- » Integrate an online presence for target audience who are gaining online knowledge

Threats

- » Fruit snacks aren't seen as a healthy snack alternative
- » Rising prices in food products
- » Growing market for generic and name brand fruit snacks that cost less

OBJECTIVES

- MARKETING** ▶ **9% SALES INCREASE**
- ADVERTISING** ▶ **75% COMPREHENSION RATE**
70% CONVICTION RATE
- TIME FRAME** ▶ **JAN 2013 - DEC 2013**



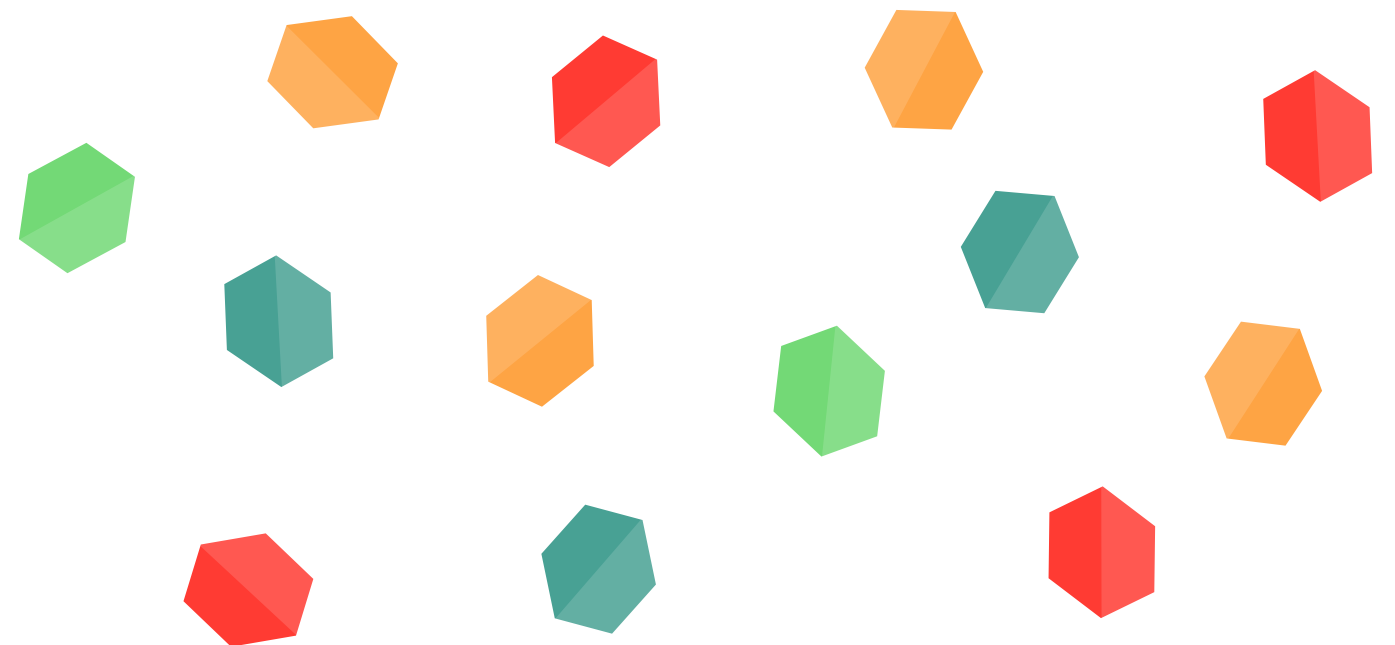
RESEARCH

Objectives

Our primary and secondary target market were both examined very closely in order for us to determine the most successful way to market our product. One of our main goals is to increase sales by 9% so in order to do that we needed to figure out what our customers are looking for. Our objective is to determine who the competitors of Gushers are, how their advertising plans differ from ours, and what people think of Gushers. We want to reach kids, as well as parents that are doing the grocery shopping.

Secondary Research

General Mills is the conglomerate that owns Betty Crocker. Gushers are a brand of Betty Crocker. On the General Mills website, they give you each a different flavor of gushers with their nutritional information. Other products in that category include Fruit-by-the-Foot, Fruit Shapes, and Fruit Roll-Ups. Flavors and nutritional information for those flavors are also given on the General Mills website. On their website they also claim that no matter which option you choose, it will always be a favorite for kids.



Primary Research

We conducted a survey to figure out if people knew what Gushers were, what their favorite flavor was, and how frequently they eat them. We wanted to see how our target market already felt about Gushers and fruit snacks in general to give us direction in our campaign.

Results



Survey participants were asked to list words that came to mind when they thought of Gushers. The most popular results were:

YUMMY GOOEY
FUN YOUTH

BRAND VALUE PROPOSITION

Gushers has many unique benefits that provide value to consumers in our target market.

Functional Benefits

The product line has a variety of flavors including double dare berry shock, flavor shock including triple berry shock and passion berry punch, mood morphers fruit punch, mouth mixers punch berry, sour triple berry shock, strawberry splash, tropical flavors, and watermelon blast.

Emotional Benefits

Gushers are instantly satisfying. Going off of our slogan, "You can always make it gush," even if you are having a bad day or something bad happens to you, Gushers can always make you feel a little better.

Self-Expressive Benefits

Many of the people that we surveyed agreed that Gushers are a "cool" snack. Kids want to get them in their lunch boxes because other kids see them and want to try them. Because of their unique gushing quality, they are different from other snacks, giving them a cool factor that Welch's can't compete with. Gushers boxes and the snack themselves are a bright color, appealing to children and signaling that this snack is cool and different.

TARGET MARKET

Our campaign will primarily target children ages 6-16. Our secondary target market will be parents of these children, ages 25-45. Our advertisements will be placed in major media vehicles in major cities in all areas of the United States.

Profiles



Hayden is a 6 year old girl in 1st grade. She loves arts and crafts, watching TV and going to her ballet class. She has an older brother and her family lives in a small suburb in Upstate NYS. Hayden likes eating snacks that are colorful and fruity. She always chooses the brightest box when she is shopping with her Mother.



Jordan is an 11 year old from a rural area in South Carolina. He is an only child to his mother and father, who both work at the construction company started by his father. Jordan loves sports and playing video games with his friends. His favorite part of school is snack time and comparing snacks with his fellow classmates.



Justin is a 16 year old junior in high school from Los Angeles. Justin grew up eating Gushers and fighting over who got the last pack with his younger brother and sister. He plays lacrosse in school and enjoys singing and dancing in his spare time. He still loves fruit snacks as something to eat on the go in between classes and lunch.



Karen is a typical mother of 3 from a suburb in New Jersey. She is always on the go, taking her children to play dates, play practices, and school club meetings. Karen is a member of the PTA and volunteers during school functions. She enjoys hosting play dates at her house and seeks new snacks for her kids to enjoy.

CAMPAIGN STRATEGY

THE CHALLENGE

Our goal is to increase sales by 9%, which will also increase brand awareness.

THE INSIGHT

In order to increase sales by 9%, we are incorporating a multi media advertising campaign to increase Gushers popularity among our target and secondary audiences. Our survey shows that Gushers is ranked as the favorite among leading Fruit Snacks (Fruit Rolls, Fruit by The Foot, and Fruit Roll-Ups). However, we found that only 3% of those surveyed found Gushers the healthiest when compared to those competing fruit snacks. Our conclusion of our independent studies leads us to believe that most consumers find Gushers undeniably tasty, but ultimately lacking in nutritional value. We feel that the best way to combat this issue is to separate ourselves from traditional fruit snacks and assimilate more towards the fruit candy market. We are trying to market Gushers as a fruit “treat” rather than a nutritional fruit snack.

THE SOLUTION

Our plan is to create a series of entertaining and humorous print and television ads. In these advertisements we are aiming to position Gushers as a fun and sweet “explode-in-your-mouth” fruit candy rather than an ambiguous “fruit” snack filled with suspicious sugary syrup. Through a series of comical and candid advertisements we wish to increase awareness of Gushers to our target audiences and in turn increase sales by 9%. Ultimately we are aiming for Gushers to be viewed as a candy treat that children lust after rather than a “fruit-based” snack that can be easily substituted.

THE BIG IDEA



_____ HAPPENS,
BUT YOU CAN ALWAYS
MAKE IT GUSH!



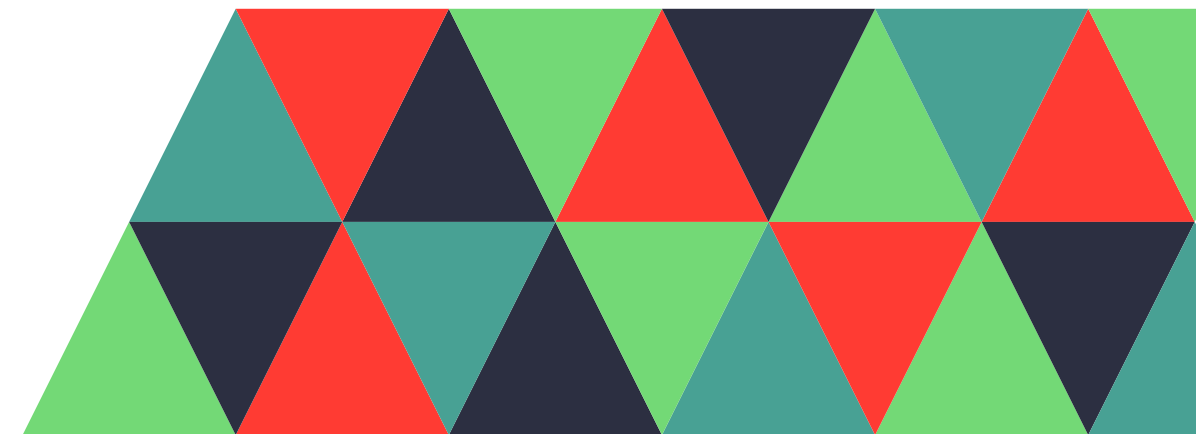
CREATIVE STRATEGY

Art Direction

Since our target audience is so young, we found that the best way to attract them visually would be to have real life pictures of kids rather than an animation or stock photo. Although hard to acquire, having photos of relatable kids in relatable situations is a key part of making these ads work. The color of the type used is in accordance with the colors of the logo and packaging, which creates a visually pleasing brand feel. As for the content, the photos focus on creating a light, sympathetic tone towards problems kids face in their daily life. Situations like losing a soccer game, getting rejected by a girl, and being forced to eat nasty food. At the bottom of the ad we put a url for the General Mills site and a facebook and twitter link so kids and teens can visit our website and social media outlets, further extending our reach.

Copywriting

The direction of our copywriting is to give an example of a less than enjoyable situation, while eluding to our product as a vehicle to overcome and brush off a stressful and otherwise unfortunate scenario. Our catchphrase is “ _____ happens, but you can always make it gush”. The blank can be any sort of real world situation that is directly relevant to our target market. These examples include but aren’t limited to rejection, losing a sports game, failing a test, stepping in gum, being bullied, having to dress up for picture day, or something as simple as having to eat broccoli. We are attempting to reach our target market by having relevant and believable situations occur in our advertisements. Simultaneously we plan on playing with a comical undertone allowing for an overall warm and laughable feeling to the advertisement. Our wish is to which create an overall impression that Gushers understands that “these things happen”, and with Gushers, we can help make growing up a little bit sweeter.



EXECUTIONS

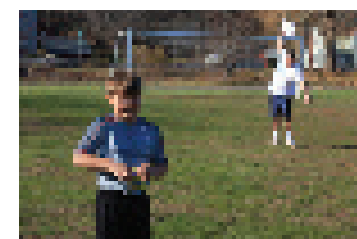
Print

We will be placing a series of ads centered around the aforementioned copywriting and art direction in children's magazines, as well as providing coupons for parents.

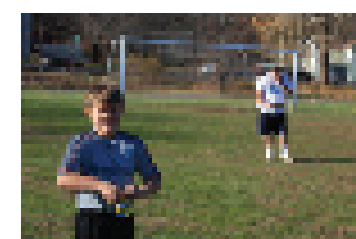


Television

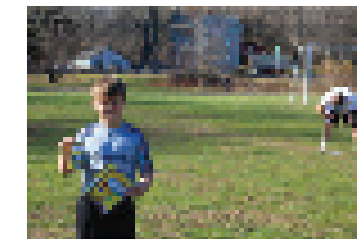
Our TV spots will be placed on networks popular with our target market and will mirror the situations laid out in our print advertisements.



The commercial will open with a child and his coach after a soccer game. The coach is angry because the team has lost.



While the coach is yelling, the child pulls out his packet of Gushers with a smile on his face.



The child eats the Gushers, smiling as the juice explodes in his mouth, as the coach continues to shout.

EXECUTIONS

Internet

We will be utilizing banner ads to bring together our campaign and direct users to the Gushers website.



CREATIVE PRE-TESTING

In order to gauge how effective our campaign was, our team showed proofs of our advertisements to children in our target market. They expressed that they understood the concept of our ads, and they agreed that Gushers are more of a treat than a traditional fruit snack. They liked that we highlighted the uniqueness of the syrup that fills Gushers, and appreciated that we used real kids in the ads and acknowledged their day-to-day problems like eating food they don't like or losing a soccer game.

MEDIA

Objectives

Reach the Target Audience

Our target audience is boys and girls ages 6-16 with a secondary audience of mothers ages 25-45. We want our ads to reach the children so that they ask parents to buy Gushers. We also want our advertisements to reach mothers so they are aware of the product and how it appeals to their children.

Geographic Scope

Our ads will be placed nationally, focusing on regions where there are a large number of people living there that fit our target audience demographically. We want towns with upper-middle class families. These towns contain larger super markets that are more likely to carry Gushers and similar brands.

Message Weight

We will be heavying up our TV ads because we feel that children are more likely to watch TV than read magazines. While the print ads are important, the TV spots will be more relatable and memorable to children because they can see people their age in action. A combination of media maximizes brand awareness.

Strategies

Reach & Frequency

Our Effective Reach will be 75 and our Effective Frequency will be 4.

Continuity

Because Fruit Gushers are a nonseasonal product, we don't feel that it should be pushed during certain times of the year. Our ad campaign will be continuous throughout the year.

Length/Size of Ads

Our TV ads will be :30 seconds long. Print ads will be standard 8.5 by 11 magazine ads, and our banner ads will be 468 x 60 pixels and will be 25 seconds long.

MEDIA CHOICES

Print

Sports Illustrated for Kids

Sports Illustrated Kids is a monthly spin-off of Sports Illustrated. It appeals to a large amount of our target audience of kids, tweens, and young teens. It is a fun sports magazine that uses humor to catch the attention of a well-known hard to reach audience. It is the ultimate destination for sports loving kids to be updated with news, photos, entertainment, and sports information.

BOP

Targeting to 10-16 year old girls, BOP is an ideal magazine for marketers to reach young and media-savvy girls. It is a monthly entertainment magazine that also has a booming website filled with fun and interactive games and activities for tweens.

National Geographic Kids

Nationals Geographic Kids is all about exciting kids about their world. It includes an energetic mix of wildlife, entertainment, extreme sports, amazing kids, and world wonders. Also inside are large pullout posters and maps. It is an award-winning photo driven publication.

Boy's Life

Boy's Life is one of the best magazines for kids, tweens, and teens with active and exciting lifestyles. It is the only publication that publishes two different distinct demographic editons. A younger edition, (ages 6-11) and an older edition (ages 12-17). This opportunity allows a more targeted segment. It has been one of the leaders of the youth culture for over 100 years.



MEDIA CHOICES

Television

Spongebob Squarepants

Spongebob is an animated television series about an overly optimistic sponge that annoys other characters in the fictional underwater town of Bikini Bottom. The show is targeted to two to eleven year olds but remains popular to older generations from teenagers to college students. It is featured on Nickelodeon.

The Aquabats! Super Show!

Featured on The Hub, The Aquabats is an American action-comedy television series. Each episode follows The Aquabats, a musical group of amateur superheros, as they defend the world from variety of villains and monsters.

MAD

MAD is a television comedy that airs on Cartoon Network. This animated series uses chaotic animation styles and twisted humor to expose the truth behind movies, TV shows, games, and pop-culture. It is considered a favorable "kid-friendly" comedy show.

Breaking Magic

This Discovery Channel television show entices viewers by showing magicians demonstrating how science helps them perform magic tricks and illusions. Hidden cameras are placed on the streets to capture bystanders watch these tricks. Afterwards, the magician explains the reality behind the illusions.



MEDIA CHOICES

Internet

Hubworld.com

Hubworld.com is a fun and playful interactive site designed for kids and families to explore endless, play-driven opportunities. Here you can watch fun video clips and full-length episodes of their shows. Additionally you can play a wide range of games and activities.

Nick.com

Serving as an online portal for Nickelodeon content, nick.com offers online games, message boards, and individual websites for each show that it broadcast. Kids can come here to play games with their favorite characters.

Cartoonnetwork.com

Featuring live-streaming shows and interactive games, cartoonnetwork.com is a fun place for kids and teens. Additionally users can shop online and learn more about their favorite shows.

Kids.discovery.com

Home to puzzles, games, activities, and quizzes, Discovery Kids allows visitors to explore their world. There is also a “tell me” section where they can learn exciting new information about a wide range of subjects.



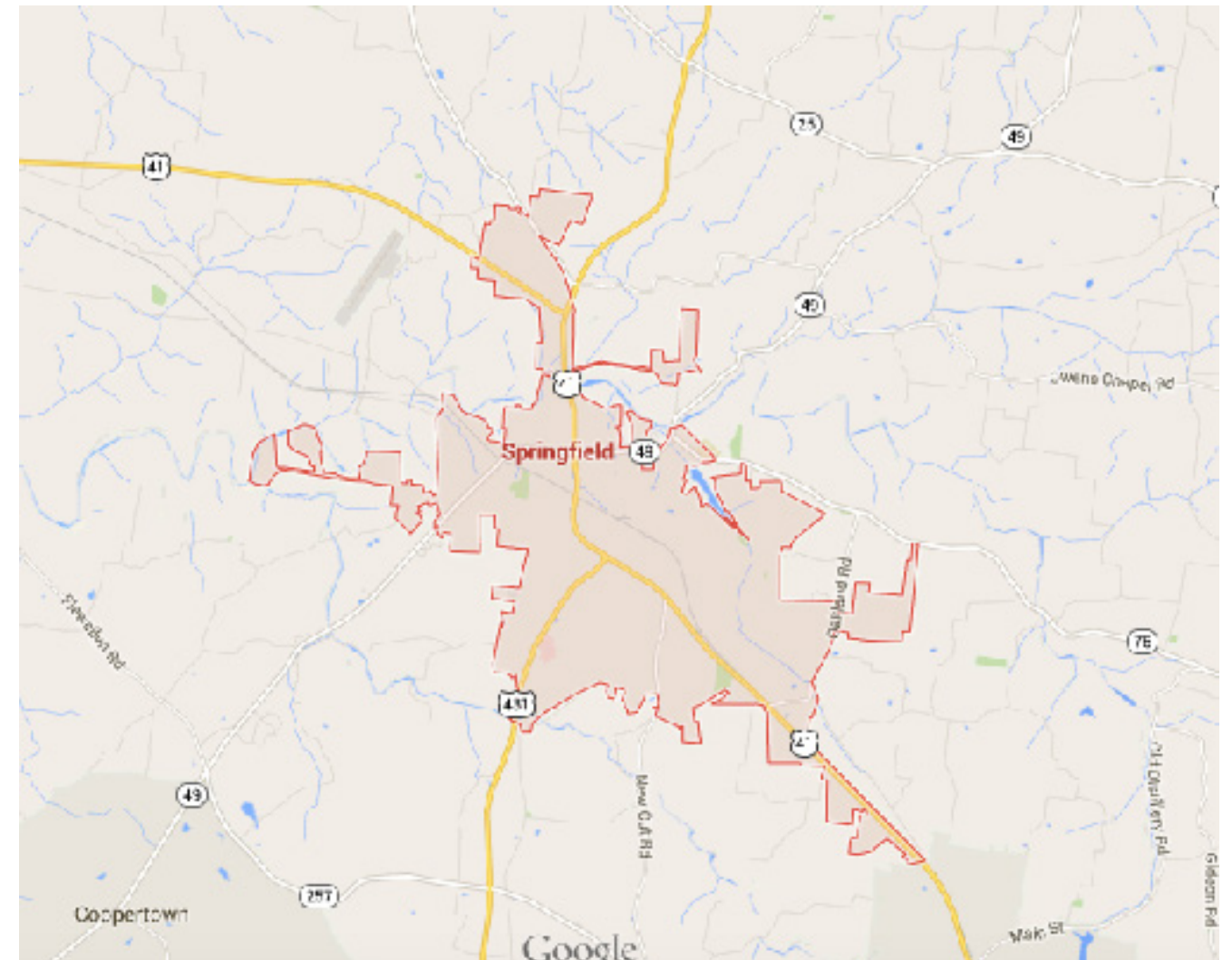
MEDIA CHOICES

Inserts

Springfield, TN

We chose Springfield, Tennessee to represent where we would like to place our inserts in their newspapers. The majority of the population is upper-middle class with children under 18 years old.

Comparable newspapers would be The Gannett, I-24 Exchange, and The Robertson County Times.



MEDIA SCHEDULING



	Jan	Feb	Mar	Apr	May	June	July	August	September	October	November	December	Executions	Costs	
Enter a name for a cell range, or select a named range from the list	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4			
BOP														5	\$310,500
National Geographic Kids														11	\$151,943
Boys' Life														5	\$78,220
Total Costs:														21	\$540,663
TV															
SpongeBob SquarePants														48	\$1,440,000
The Aquabats! Super Show!														28	\$840,000
MAD														20	\$600,000
Breaking Magic														32	\$960,000
Total Costs:														128	\$3,840,000
Online															
Nick.com														12	\$800,000
Hubworld.com														12	\$800,000
CartoonNetwork.com														12	\$800,000
KidzDiscovery.com														12	\$800,000
Total Costs:														48	\$3,200,000
Inserts															
Robertson County Times														350,000	\$210,000.00
The Gannet														200,000	\$120,000.00
I-24 Exchange														12,000	\$7,200.00
Total Costs:														562,000	\$337,200.00
Total:															\$8,918,767

MEDIA BUDGET

Internet

Websites	Reach	Frequency	Impressions	CPM	Cost
Nickelodeon	20,000,000	4	80,000,000	\$10	\$800,000
Hubworld	20,000,000	4	80,000,000	\$10	\$800,000
Cartoon Network	20,000,000	4	80,000,000	\$10	\$800,000
Kids Discovery	20,000,000	4	80,000,000	\$10	\$800,000

Inserts

Newspaper	Reach	Times	Costs
Robertson County Time	245,328	4/month	\$0.05/insert
The Gannet	200,000	4/month	\$0.05/insert
I-24 Exchange	12,000	4/month	\$0.05/insert

TV

Shows	Times Shown	Cost for Each	Cost
SpongeBob Square Pants	48	\$30,000	\$1,440,000
The Aquabats! Super Show!	28	" "	\$840,000
MADTV	20	" "	\$600,000
Breaking Magic	32	" "	\$960,000

Print

Magazine	Number of Pages:	Costs/Page:	Cost:
Sports Illustrated Sports	5	\$62,100	\$310,500
BOP	11	\$16,250	\$151,943
National Geo Kids	6	\$102,520	\$578,220
Boy's Life	9	\$48,625	\$500,904

Production Costs:

\$600,000

TOTAL: \$9,518,767



BRAND ACTIVATION

Gusher Goodies

Since our target market of males and female ages 6-16 are fun and active, especially online, the Gushers website needs to have online games to play. Participants will need to create a username and password to access their own account. (But must have a parent click off on "ok.") Once their account is created, they can start to engage in fun online activities to win points. Those points go towards unique Fruit Gusher prizes that they can send in to be mailed to them. An example of one online game is "Gushered". "Gushered" is a take on the Bedazzled game in which kids have to match up three Gushers of the same color in order to eliminate them. If the amount of Gushers reaches the red line then you lose.

Objective

To promote Fruit Gushers as a fun and unique snack that for kids, tweens, and teens.

Strategy: Have a link on all Fruit Gusher boxes for kids and their parents to go to and earn points for prizes and coupons.

Get Involved with Gushers

Zing! Advertising would like to have kids involved in community service efforts in their local towns. By participating in community service, children can grow individually by helping out the needy. It also helps kids build character and mature into well-rounded teens. Additionally giving back makes kids realize how fortunate they are.

Objective

To show Fruit Gushers is involved within communities and kids and plays a positive role in the consumers lives.

Strategy

We will develop a sidebar link on the Betty Crocker homepage that would lead directly to a community involvement page. On this page those who reach out can find information on how to begin the Get Involved With Gushers events.

BRAND ACTIVATION

Gushers Creativity

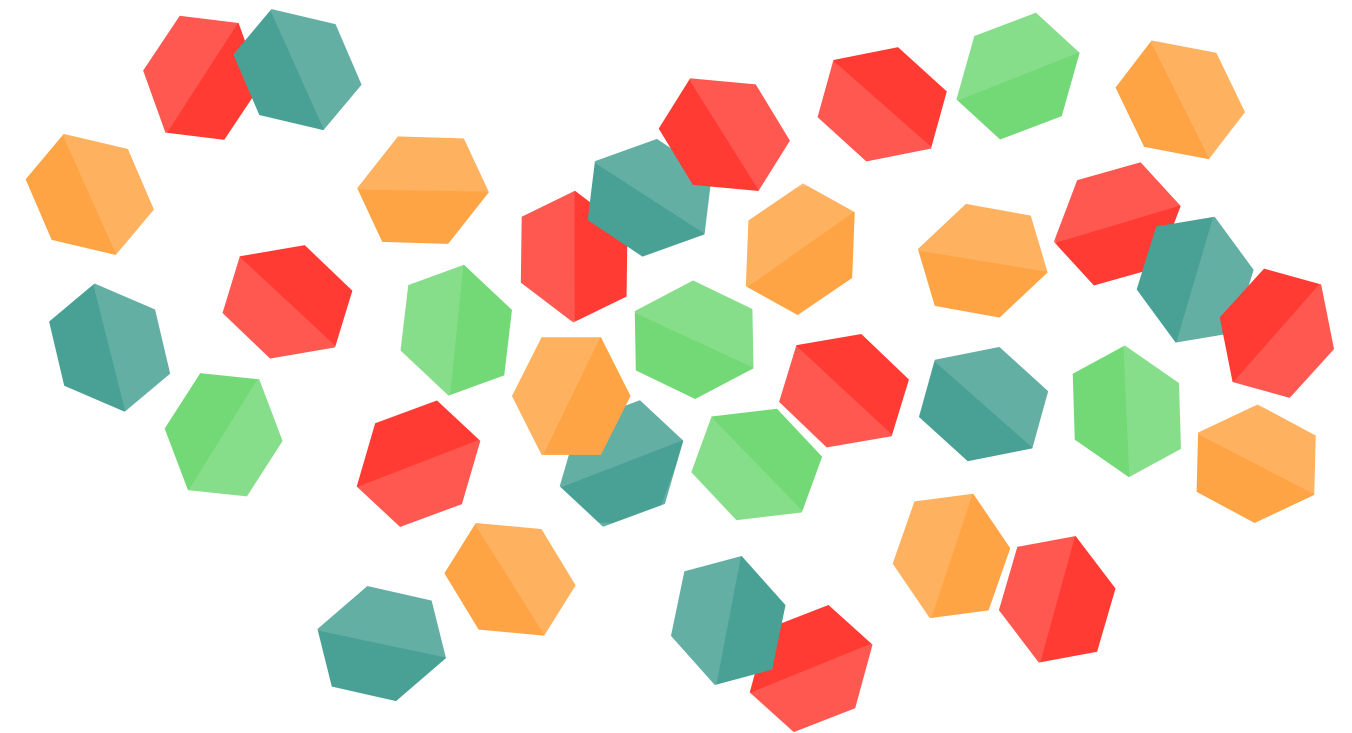
This is an online contest contestants are prompted to build a sculpture out of Gushers. Because of the unique shape of the fruit snack and its adhesive-like nature, Gushers are easy to stick together, especially when the filling is used as a glue. where Fruit Gushers will accept video and photograph entries of boys and girls ages 8 and older. Contestants under the age of 18 are only allowed to participate if a parent or guardian consent form is included the submission. First place prize includes a lifetime supply of Fruit Gushers, second place receives a sponsored Fruit Gushers party, and third place gets the Fruit Gusher pride pack, which includes apparel and memorabilia.

Objective

Encourage creativity among kids using non-traditional methods.

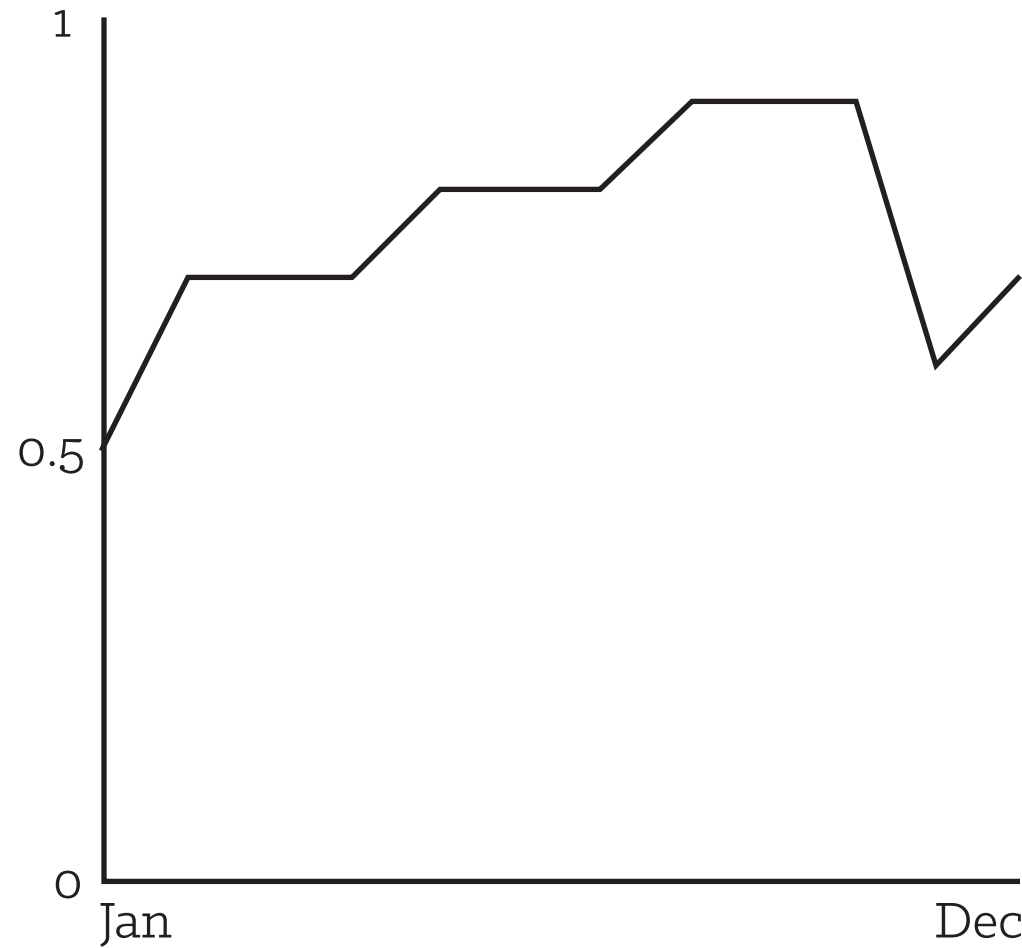
Strategy

Advertise before and during all games on the Fruit Gushers website. Also we will be advertising on YouTube, Discover Kids, Cartoon Network, Hub World, and Nickelodeon.



EVALUATION

Jan	+50%
Feb	+70%
Mar	+70%
Apr	+70%
May	+80%
Jun	+80%
Jul	+80%
Aug	+90%
Sep	+90%
Oct	+90%
Nov	+60%
Dec	+70%
Total	+9.0%



Advertisements will run continuously throughout the year, so jumps in sales will rely heavily on brand activation efforts.

CREATIVE BRIEF

Overview

Fruit Gushers is a well-known fruit snack brand owned by Betty Crocker and General Mills. The brand has a national reach but lacks a strong advertising campaign.

Goals

Our main goal is to increase sales by 9% in our target market within the span of a year.

Target Market

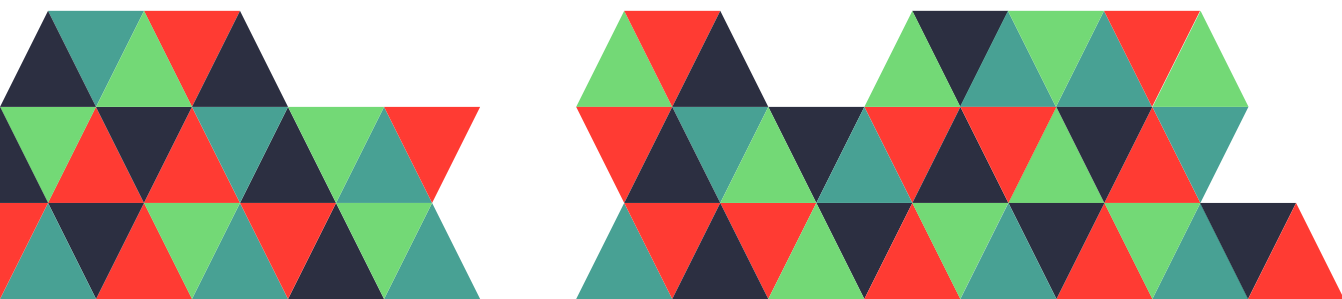
Our primary target market includes boys and girls ages 6-16 with a secondary audience of mothers ages 25-45.

Advertising Problem & Objectives

Fruit Gushers has many competitors and can sometimes become lost in the sea of the fruit snacks market. Gushers needs to be able to separate itself from the other fruit snacks with some sort of USP. We plan to separate them by making sure Gushers is known for its explode-in-your-mouth syrup and that it is more of a treat than a healthy snack.

Competition

Competitors include Welch's Fruit Snacks, Fruit Roll-Ups and Fruit-by-the-Foot.



THE TEAM

Arielle Zelin



Arielle is a junior Integrated Marketing Communications major from New Jersey. As a student at Ithaca College, Arielle is involved in her school's newspaper, The Ithaca. She is a videographer for Multimedia, which is the online section of the student-run paper. During this past summer, Arielle was fortunate enough to acquire an internship with NBC Universal in NYC at Rockefeller Center. At NBC, she was a production intern for Peacock Productions, where she worked on many network pictures and numerous specials leading up to the 2012 Summer Olympics in London. This summer Arielle hopes to intern for Dateline MSNBC and ultimately start a career in television.

Joseph Hollister

Joseph "Joey" Hollister is a junior Integrated Marketing Communications major at Ithaca College. Joey works in the Office of Campus Center and Events Services as an event and marketing coordinator. There, he works with internal clients to help plan and eventually work a variety of events ranging from simple meetings and get-togethers to large-scale yoga retreats. Joey is also the Events Executive for HiFashion Studios, a student-run organization that produces two fashion shows and year, along with a magazine published online each semester. Joey recently returned from participating in IC's pilot program ICNYC. While in NYC, Joey interned at Focus Features, a film production and distribution company that has released over a dozen films including Moonrise Kingdom, Pride & Prejudice, and Eternal Sunshine of the Spotless Mind. After college, Joey hopes to move to the west coast to pursue a career in PR within the film industry.



THE TEAM

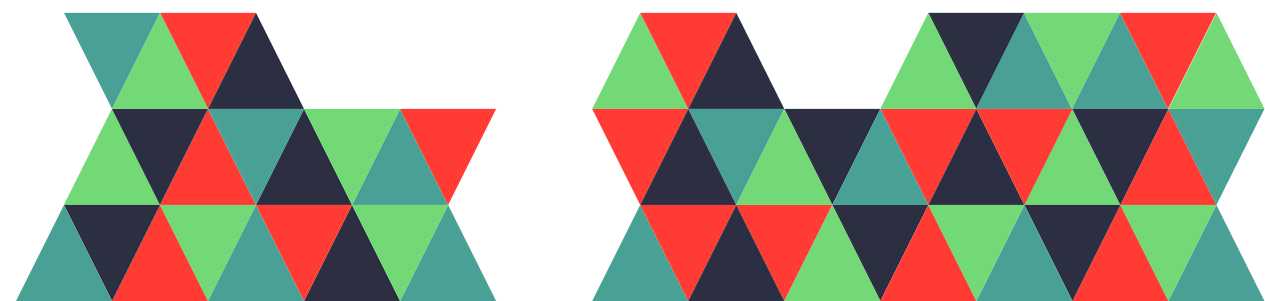
Alana Soumas



Alana is a Junior Integrated Marketing Communications major at Ithaca College. She is from Bergen County, New Jersey. She attended Northern Valley Regional High School in Old Tappan. Alana enjoys watching and playing sports, online shopping, and hanging out with friends. Last summer, Alana interned at Entertainment Tonight and the Insider in New York City where she learned various skills relating to production. She hopes to have a career in advertising after graduating college.

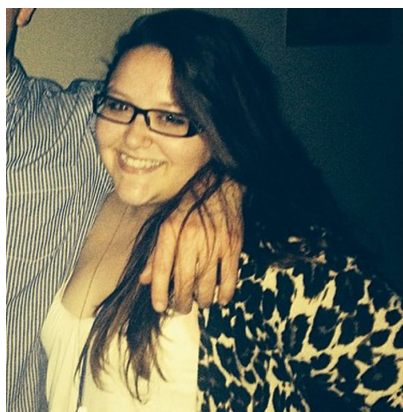
Elbridge Luther

Elbridge Luther is a Sophomore Integrated Marketing and Communications major with a minor in Theatre at Ithaca College. He has been described as a "Renaissance Man" because of his wide variety of interests and skills. In high school he was in the schools jazz band, show choir, and concert choir while also earning his varsity letter playing football, basketball, and track. In college he has branched out into more traditional theatre and has had roles in several shows. As far as career goals go, Elbridge is very interested in pursuing career in artistic directing for a private ad firm as well as potentially freelance work. Some of his interests include playing music and performing in shows. He also enjoys long walks on the beach and getting caught in the rain.



THE TEAM

Alicia Rosa



Alicia Rosa is a sophomore Integrated Marketing Communications major at Ithaca College. Originally from Rochester, NY, Alicia enjoys garbage plates, dogs, and singing in the car to Jesse McCartney circa 2004. This summer Alicia will be interning at Martino Flynn in Rochester as a copywriting intern. She currently works doing freelance design work for Fattell Consulting, LLC where she creates a variety of marketing materials for the company. Additionally, Alicia is a student manager at Terrace Dining Hall where she makes sure they don't run out of Panda Paws ice cream. In addition to having a love for design, Alicia enjoys dancing, spending time with friends, and going to any concert she can.

Will Kogel

Will Kogel, a junior from Long Island, NY, is an Integrated Marketing Communications major at Ithaca College. Will has been a member of the IC Men's Lacrosse team since his freshmen year. His work experience ranges from founding and managing a men's lacrosse club, working as a landscape laborer, industrial painter, lacrosse summer camp counselor, Youth Travel Lacrosse coach, and marketing intern for an industrial landlord's office. He has managed the fiduciary, PR, product design, and social events of a widely renowned Men's Lacrosse Club based out of Long Island. Will has found a way to mesh his experiences on the lacrosse field into his work life, utilizing the connections he has made throughout his lacrosse career in order to fuel his entrepreneurial spirit.

