

## 2008 COLLEGIATE ECHO DIRECT / INTERACTIVE MARKETING CHALLENGE

sponsored by: Pitney Bowes and Litle & Co.

### Official Winners' List

#### 1st Place Gold Winners

	<u>Undergraduate</u>	<u>Graduate</u>
Campaign Name:	<i>Spice Up Your Mail</i>	<i>Turning Your Home Office Business Green*</i>
School:	University of Northern Colorado	Baruch College
Team:	Francis Matturi Maria Jerez William Dozier	Imanuel Eltanya Aditi Solanki Angelique Wing
Faculty Advisor:	James Reardon	Patti Devine

#### 2nd Place Silver Winners

	<u>Undergraduate</u>	<u>Graduate</u>
Campaign Name:	<i>Send Yourself</i>	<i>It's What Your Business Deserves*</i>
School:	University of Georgia	Eastern Michigan University
Team:	Megan Kemp Halle Amanda Meng Adam Shields Catherine Beaver	Shawna Fleming Walid Khalil Alyssa Koontz
Faculty Advisor:	Jooyoung Kim	Matthew Sauber

#### 3rd Place Bronze Winners

	<u>Undergraduate</u>	<u>Graduate</u>
Campaign Name:	<i>Stamping a New Look on Small Business</i>	<i>Put Your Stamp On It*</i>
School:	Creighton University	Loyola University - Chicago
Team:	Rachel Knust Adrian Suarez-Delgado Matthew Klenda	Angela So Michaela Metzger Sarah Malouf Paige Penningroth
Faculty Advisor:	Natalie Ross Adkins	Mary Ann McGrath

\* Received both Winner and Honorable Mention (see p.2)

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### Honorable Mentions

	<u>Undergraduate</u>	<u>Graduate</u>
Honorable Mention for:	<b>Best Creative Execution</b>	<b>Best Creative Execution</b>
Campaign Name:	<i>Pitney Bowes Campaign</i>	<i>Pitney Bowes Campaign</i>
School:	Creighton University	Baruch College
Team:	Christen Schulte Brennan Miller Mary Rose Dwyer	Eliza Wong Ran Berkman Janusz Czarnecki
Faculty Advisor:	Natalie Ross Adkins	Patti Devine
Honorable Mention for:	<b>Most Innovative Marketing Strategy</b>	<b>Best Media Plan</b>
Campaign Name:	<i>Pitney Bowes Campaign</i>	<i>It's What Your Business Deserves*</i>
School:	Pace University	Eastern Michigan University
Team:	Jennifer Blazer Monica Wilicki Chazeen Pemberton	Shawna Fleming Walid Khalil Alyssa Koontz
Faculty Advisor:	Harvey Markovitz	Matthew Sauber
Honorable Mention for:	<b>Smartest Budgeting Approach</b>	<b>Smartest Budgeting / ROI</b>
Campaign Name:	<i>Express Yourself - Become a Brand</i>	<i>Put Your Stamp On It*</i>
School:	Pace University	Loyola University - Chicago
Team:	Brian Chaveriat Sandra Juliano Brian Monohan Manuel Pelaez	Angela So Michaela Metzger Sarah Malouf Paige Penningroth
Faculty Advisor:	Harvey Markovitz	Mary Ann McGrath
Honorable Mention for:		<b>Best Marketing Strategy</b>
Campaign Name:		<i>Turning Your Home Office Business Green*</i>
School:		Baruch College
Team:		Immanuel Eltanya Aditi Solanki Angelique Wing
Faculty Advisor:		Patti Devine

\* Received both Winner and Honorable Mention (see p.2)