campaign portfolio
of
david saenz
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A particular campaign I enjoyed working on. Dentyne Ice targeting students from age 18-24.
Dentyne Ice

Target Market:
College Students 18-24 years old
Tone: Outrageous and Humorous.

Premise of Campaign:

Nothing is worse than getting a fresh new pack of gum only to have it disappear within moments. How upsetting! Therefore, the principle behind the campaign was to put into light the “moochers” who are always there when you take out a pack of gum.

This campaign targets college students very successfully because of the novelty provided by the campaign. Its light and humorous tone deals with real situations that all college students who purchase gum can identify with.

Utilizing the mediums of guerilla, viral/digital, television, and lastly print, an IMC can be developed utilizing the theme of my campaign.

On Campus Guerilla Marketing:

Utilizing internship opportunities on campus. Student “street-teams” can set up small protest areas in heavily trafficked areas on campus. These students will be picketing with the large caution signs, (seen in the print ads) and be handing out small instruction manuals on how to avoid getting their gum taken by gum moochers; these instruction manuals will have attached samples of Dentyne gum.

Digital:

Facebook Application:
Join the Initiative! With this facebook application, users will be able to label their friends as moochers and also be able to create custom caution signs with their friend’s faces on them.
Hulu:
Using Nielson Ratings to determine the shows that are watched heavily by college students, and placing ads in those shows.

Twitter:
Under the hash tag #mooch, Dentyne Ice users can tweet about situations where they have been “mooched.”

Television:
T.V spots based off the print ads, will be played on most popular shows that are watched by our target market, such as MTV.

Package Marketing:
For this campaign, I had the idea of changing the packaging of the gum. The packaging would be “disguised” and give the appearance of common objects that college students would normally carry around. This of course would work around the theme of “stopping moochers”. The packaging would give the false appearance of objects like a wallet, cellphone, and compact mirrors.

Print:
Based off of MRI data our ads will be published in magazines that give the highest impressions to our target market. Such magazines include Maxim, Men’s Health, Cosmo, Glamour, and Seventeen. Our print ads will also be shown in college publications such as Campus Talk.

Three examples of the print ads:
Beware The Mooch

The College Mooch
He cheats off your test, always borrows your writing utensils and
Now he's after your Dentyne.

Join the initiative
dentyne
Say no to moochers
facebook.com/dentyne
BEWARE THE MOOCH

THE BEST MOOCH
BESTIES FOREVER, OR SO YOU THOUGHT SHE LUSTED AFTER YOUR EX AND NOW SHE'S AFTER YOUR DENTYNE.
BEWARE THE MOOCH

THE HOUSE MOOCHERS
You don't even know these people. They trash your crib, guzzle your booze, and NOW THEY'RE AFTER YOUR DENTYNE.
The Council is Coming!

I really wanted to push digital for this particular campaign I had just learned web design and was very eager to start coding and slicing. I made sure to place stat tracker and Google analytics in the code to check on the returns of the web site. In addition to the website, we utilized social media in creative ways, read on for the full campaign.
The Council is Coming!

Problem:

Every year, the University of Florida’s Ad Society has a special advertising event called Ad Council. Ad Council is a wonderful opportunity where working professionals from different disciplines of advertising come and speak at an open forum. There are speakers from BBDO, Deutsch, and Disney to name a few. Last year, Ad Society received an unpleasant e-mail after the event. The e-mail stated that the some of the speakers were very upset about the attendance of the event. The tone of the e-mail was “insulted”.

This year, my fellow directors and I did not want a repeat. Here is a presentation of the campaign I headed to accomplish two simple goals.

- Increase Awareness
- Increase Attendance

Budget:

- $100

Solution:

If there’s one thing we learn in college, it’s to stretch budgets. I had just spent the entire summer learning web design and suggested a viral campaign to promote the event. Skeptical at first, I convinced everyone to put our budget towards purchasing a domain just for the event. We titled the campaign: The Council is Coming!

That was only half of it, how were we going to drive people to the micro-site? Since the theme was “founding fathers”, I suggested to have someone run across the busiest areas of campus shouting, “THE COUNCIL IS COMING!”, a parody of Paul Revere’s catch phrase, (one that had been imprinted in our brains since elementary school) “THE BRITISH ARE COMING!” As our volunteers did this, flyers with only a link to our micro site were thrown in the air. We also chalked the link around campus, used facebook to promote the micro site, and also used Ad Society’s twitter account to “tweet” the event. We even created a “fake” profile for the event. “James Revere” friended ad society members and reminded them to go to the event.
Results:
I placed a stat tracker on the micro site and here were the results a day before the event.

- Over 700 hits within a two week span.
- Visitors from around the U.S, South America, Taiwan, and even Africa were exposed to our micro site
- Needless to say the event was a complete success, the attendance was outrageous, and the speakers were all very pleased with the outcome, no disappointed e-mails this time around.
- Attendance increased by over 70%.

Why I am proud:
From conception to execution, I took a leadership role and made the best out of a very small budget. It was an absolute rush to see my ideas come to life and solve a real problem. This campaign was a culmination of all my advertising knowledge and to be able to utilize it was very rewarding. “The Council is Coming” also proved to me the power of the digital medium in being an affordable way to create impressions. I look forward to the day where I can create a large scale digital campaign where budget is not an issue.

Website
The Council is Coming website was under the url, http://www.thecouniliscoming.com. On the micro site, students could sign up for interview dates, a service provided by ad council.

Youtube Video:
The brave soul that ran through campus wearing a Paul Revere costume, this video brought traffic to the micro site.
ADWERKS:

Adwerks is a full service agency on campus that specializes in marketing on campus. As a director of Adwerks I am in charge of the execution of creative, media choice, meeting with the client, and overseeing the overall campaign.

Premise of Campaign:

We had to promote volley ball regionals which was hosted at the University of Florida, the target market was a broad range, from college students, children, local gainesville market, and donor alumni. We needed to increase attendance and get donations from alumni, and to do so we used mixed media consisting of online banner ads, local newspapers (Ocala Star, Gainesville Sun, Independent Florida Alligator), direct mail, guerilla marketing and T.V spots.

Guerilla Marketing:

We decided to set up small booths, where students could challenge friends in volleyball related games for prizes. Winners could win tickets, shirts, and other volleyball paraphernalia.

Direct Mail:

When our team’s graphic designer decided to quit the day before the deadline, I had to step in and create the promotional; direct mail piece. These were sent out to donors for ticket sales.
Digital Design

Here is the digital design portion of my portfolio, I have learned web design for functionality and usability, SEO, and digital/interactive marketing from one of the best Digital Advertising Firms in the country, 352 Media.

T-shirt with QR code. One of my favorite genres of music is electronic, I made this shirt for the ultra music festival. With a QR code reader you can get a “hidden” message.

Digital Design:

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Build Your Future:

Web site design targeted at high school students ready to graduate and interested in a career in building construction. To increase usability, I made the call to actions very prominent, and included large social media icons for direct access on the home page.
UF Humanities:

My work at University of Florida’s College of Liberal Arts & Sciences asks for web site redesigns constantly. This particular redesign on the humanities highlights the Sutton Hoo program that is being taught this semester and in the fall. A general template was created to be implemented this spring.
Intermountain Electronics:
Corporation Proposal for company that sells equipment for mountain mining. Although, I wanted to change the logo, the option was not available, so I decided to highlight the logo as a motif for the web site.
Market Street Pub:

Local bar and my personal favorite place to grab a drink. This web site was right up my alley since I go here every week. I conducted a focus group to get a look into the consumer's experience and found that this “olde english pub” is a favorite, because of its relaxed atmosphere, large beer selection, and awesome specials. I made sure to put the Market Street Mug in the logo, as it is the prominent promotion that MSP carries.
Custom Gears:

“Hipster” and “towny” website created for local bicycle company specializing in custom, colorful hipster bikes. The research I conducted consisted of going to local hipster dives, and pulling inspiration from these places. In the end I decided on a grungy feel that highlights the bright, saturated, and bold colors that hipsters tend to showcase, like a badge of individuality.
MLSIQ:

Real Estate Company in South Florida wanted a restructuring of their form fields. I coded the form fields large and visible as the demographic that would be using the web site are older men who are not computer savvy.
Twitter Page:

Every brand needs an identity, as a marketing tool I designed my twitter page to be different and to portray my feelings about school at the time. I learned that real learning is done in the real world.
Logo Design

MLSiQ

dynamic
new.
standard.

custom gears

kickin' wings

doggy days

LIGHTHOUSE

pack it up!

LINK to PINK
Print Design:

A hobby of mine, graphic design is an outlet for my creativity. Learning graphic design has helped me execute my ideas because as college students we don’t often have access to post-production studios. Freelance design work also pays the bills and gets me free meals and bar tabs. For more of my work, check out my one page portfolio, plaza. ufl.edu/david5ae.
My name is David Saenz, I am a tech savvy ad major at the University of Florida. I began my college career as a Computer Science Engineer only to realize I love advertising. Nothing is more rewarding than seeing my ideas come to fruition and more importantly, solving problems. The digital age has allowed us to be more creative with the execution of ideas, and I want to be where cutting edge technology meets creative strategy.

My internship experiences have carried me from media planning to sales, account management to creative, and what I have come to realize is, as advertisers we need to be great at everything, especially when it comes to digital/interactive.

I am an extremely hard worker, a trait from my father, and a quick study, definitely from my mom’s side. Half taiwanese, and half colombian I love traveling, and believe that when we learn about different cultures we obtain universal truths. In my free time, I do tri-athlons, intramural sports, design, blog, tweet, Google Read, and live on facebook. I think I would have my iPhone surgically grafted to my hand if I could.

I am currently learning FBML, facebook’s version of html, to better brand the UF College of Liberal Arts & Sciences’ facebook page, as well as freelancing, and directing Adwerks, Ad Society’s in-house advertising agency. I graduate this spring, and am excited for what the future holds.

David H. Saenz