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Marketing Success

University of Dayton

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Marketing Success

Three University of Dayton students brought together people’s love for ice cream and Instagram to secure a place in a global marketing competition hosted by Unilever.

Seniors John Seals, Colleen Sullivan and Lauren Wolford won a spot among the top 10 U.S. teams, and will compete in the North American leg of the company’s Unigame, hosted in New Jersey this January.
The competition challenges college students to find creative solutions for how the multinational company can reach digital customers. See their entry video here.

The students' idea centers on the Talenti brand of gelatos and sorbetti with a “Pints for a Purpose” campaign. It asks customers to reuse Talenti's clear plastic jars in a new way, and then share their idea on social media.

“This contest has given us the opportunity to create an idea, bring it to life, and see it through all the way to the end,” said Sullivan, a native of Long Island, New York. “It was awesome to see what started as a small group assignment transform into something that a lot of people are noticing.”

The students said the competition gives them a chance to apply what they learned in the classroom. They could win $7,000 and travel to London to compete in the final round.

"The talent of our business school students is consistently reflected in their work," said Irene Dickey, marketing lecturer and mentor to the students. “This competition was an optional activity and these team members successfully synchronized their skills, and through intense preparations delivered an amazing and strategic product to Unilever.”

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