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PRISM Adds New Client, Coca-Cola

BLACKSBURG, Va., November 14, 2017—PRISM, a student-run advertising agency housed in the Pamplin College of Business, has added a new client, Coca-Cola, to its portfolio of work.

PRISM has teamed up with Coke to execute the winning campaign of the 3rd annual Barracuda Bowl. PRISM will start the implementations of the campaign in the Spring of 2018.

Virginia Tech Pamplin College of Business's Marketing Department partnered with Coca-Cola to host season three of Barracuda Bowl. This competition is open to all marketing majors to compete to win the top campaign plan of a specific prompt. This year's prompt was, "How can Coca-Cola leverage the power of gaming to reach teens and recruit the next generation of brand loyalists?"

The winning pitch came from James Bittner, a junior marketing major. His plan includes bringing together different gaming leagues and clubs on Virginia Tech's campus, including the newly formed American Collegiate Esports League (ACEL), for a "Game Day" sponsored by Coca-Cola. Bittner's idea will become reality in the Spring where he will be given a budget to execute his campaign.



“At Coca-Cola, we are thrilled to be partners with Virginia Tech,” said Shannon Wighington, Marketing Assets Manager for Coca-Cola. “The Barracuda Bowl is always very exciting for us to be part of so to see people like James and the rest of the contestants come and present phenomenal ideas that are relevant to our target consumers is invaluable information. We’re really excited that James is our winner and we cannot wait to bring his program to life.”

PRISM will strengthen Brittner’s winning plan with a team of members including, an account manager, graphic designer, social media strategists, and a data analyst. The team will be led by PRISM’s faculty advisor, Donna Wertalik, and the organization’s chief marketing officer (CMO), Ana Nosal.

“PRISM can help James’s idea by enforcing his strategic goals of the plan, as well as aiding him in the creative design department. PRISM will provide the necessary manpower to bring his

ideas to life and deliver a huge on-campus activation for Coca-Cola,” stated Ana Nosal, CMO of PRISM.

The team will establish key performance indicators for the campaign activation, creative design, social media strategy, and data analytical insights. Each category will be assessed and monitored to track overall success of Bittner’s campaign. PRISM will use their efforts to create awareness of the Barracuda Bowl event and strengthen the reach of the winning idea.

To see more from PRISM and stay updated on their work, follow their social channels.

Twitter: @VTPRISM
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About PRISM:

PRISM is an interdisciplinary advertising agency, run by the next generation of creatives, strategists, analysts, and marketing mavens. The organization’s members comprise of a variety of majors with diverse talents that help create PRISM’s unique work. As student advertisers, they have a deep understanding of the ever-changing digital landscape and have a close eye on the latest trends.