Imagewest/St. Department

VFTH

1/2/13

WKU's student-run advertising and PR agency, Imagewest, has a big project to complete in the new year, for the US Department of State.

Amy Bingham has more on the huge opportunity advertising students are getting in this week's View from the Hill.

When the US Department of State was looking to reach a younger demographic to recruit Foreign Service Officers, a google search led them to Imagewest.

"The challenge was to create a very strategic very concrete campaign that could be effective for target area of Kentucky and Tennessee specifically."

Weather kept the State Department representative from coming to campus, but WKU's Interactive Video Services allowed the presentation to go on via skype.

"We gave an overview of what our research was, what we've been conducting this semester and results of those."

The two semester project is a unique opportunity for account and design teams to gain real world experience.

" We have to know it like the back of our hand. We're not able to fulfill their needs if we don't know what their needs are."

Impressed with the proposal, the Department of State will now move forward with spring semester students to execute the campaign.

"It's been hard work and it's been a long semester. I'm really pleased to see that she's satisfied by the whole project."

"Very few college advertising seniors can say they worked for the state department before graduation. That's huge."

With this week's View from the Hill, I'm Amy Bingham.

Imagewest was one of four student groups from around the country chosen to participate in the project.  WKU students involved each received a letter of recommendation from the Department of State for their efforts on the campaign.

####