



Gold for Marketing students Alice Oliver and Victoria Buxton

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Clean sweep for Newcastle Business School students

Teams from Northumbria University's Newcastle Business School have swept the board at this year's Institute of Direct and Digital Marketing (IDM) Student Marketing Competition.

The high-profile event in London was sponsored by this year's client: The Economist. More than 80 teams were asked to pitch a marketing campaign to The Economist on how to attract more female subscribers to the globally influential publication. Students from Newcastle Business School enjoyed an

unprecedented night with the three teams entered claiming first, second, and third place.

Entering the competition gives students the chance to work on a challenging and real-life assignment. It is also used by lecturers as a valuable teaching resource on marketing and business courses.

Newcastle Business School undergraduate team Be Heard, including Alice Oliver, Victoria Buxton, and Sam Brooks was named overall winners for their campaign pitch, which highlighted the need for female audience to be heard, and engaged through audio versions of articles. Second place went to Kristina Kramer, Sanae Uchinaka, Ixora Voon, Kieran MacNamara, and Natasha Christou, while Sinead Linsley, Emerra Bahari, Nicola Wood, Paige Wheeler, and Ella Thackray took third.

Dr. Vignesh Yoganathan, Senior Lecturer in Marketing at Newcastle Business School, said: “This is a truly outstanding result by all our teams, and one I’m sure will be incredibly difficult to better. The IDM Awards is a prestigious event and a powerful platform for the students to showcase their talents. It also attracts major sponsors, and the success of our students will no doubt enhance their CVs and career prospects.

“Judges from The Economist also praised the teams for distinguishing themselves with pitches that were of industry standard and above, and for displaying highly employable skills. Indeed, as well as receiving a winning cheque for £1,500, the team from Be Heard were so impressive that they have now been invited to spend some time at The Economist’s offices in London to assist with creative marketing. This is a fabulous opportunity!”

Previous competition sponsors for the IDM Awards have included T-Mobile, Guinness, Toyota, Nestle, Student Beans, BMW and Virgin Money Giving.

Professor John Wilson, Pro Vice-Chancellor for the Faculty of Business and Law at Northumbria, added: “We are all immensely proud of this achievement. It reflects both the quality of students we have at Newcastle Business School and of the quality of the teaching we offer.”

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a global reputation for academic excellence. To find out more about our courses go to www.northumbria.ac.uk

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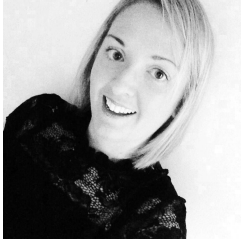


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