



Jul 10, 2014 00:00 BST

Newcastle Business School takes gold at Google

A team from Newcastle Business School at Northumbria University, Newcastle, has been announced as winners of the annual Institute of Direct and Digital Marketing's (IDM) national student competition at Google HQ.

The competition asked marketing students throughout the UK to submit a direct and online marketing communications campaign for GAP 360, a travel provider with objectives to become the market leader in gap year travel by 2016. Just under 100 entries were received from Universities across the UK and three of the four finalists were from Northumbria University.

The winning team consisted of a group of six students from the university's BA (Hons) Advertising Management programme who won the panel over with their creative ideas and entertaining pitch. A total of 16 Newcastle Business School students entered the competition, all of whom undertook the Direct and Online Marketing module within their course as part of their undergraduate degree.

Richard Gay, principal lecturer in marketing at Newcastle Business School, said: "Northumbria University has a long and successful history with the national competition, winning one bronze, three silver and two gold awards in the past three years alone. This is an incredible achievement that nods heavily to the hard work and dedication of all students and staff members involved throughout the competition process.

"The Institute of Direct Marketing has a worldwide reputation for standing as the leading forward-looking institute for marketing practice, and to be recognised year on year for our young talent is no small feat."

Danielle Brown, 22 from Blyth, was on the winning team, The Gap Packers: "The competition enabled us to work on a direct and digital marketing campaign project from concept to pitch and then present to the actual client, which was a great experience. We had to develop a creative which would appeal to the client's target audience but then also incorporate elements of tracking and evaluation to show its success.

"Each of the teams from Northumbria University had really strong campaign ideas, we're over the moon that we won amidst such strong competition."

Mike Cornwell, IDM CEO, said: "I continue to be astonished at the standard of entries to the IDM Student Competition. The mission of the IDM Trust is to inspire the best young marketing talent, nurture them, and help them apply their talents to a career in marketing by introducing them to the employers who can help them shine. This year's Student Competition suggests the future of the profession is in great hands." Those wanting to find out more about how to launch their career in Marketing at Northumbria University are welcome to register for the University's next open day on 27 September by visiting www.northumbria.ac.uk/openday

Northumbria is a research-rich, business-focussed, professional university with a global reputation for academic excellence. To find out more about our courses go to www.northumbria.ac.uk

If you have a media enquiry please contact our Media and Communications team at media.communications@northumbria.ac.uk or call [0191 227 4571](tel:01912274571).

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