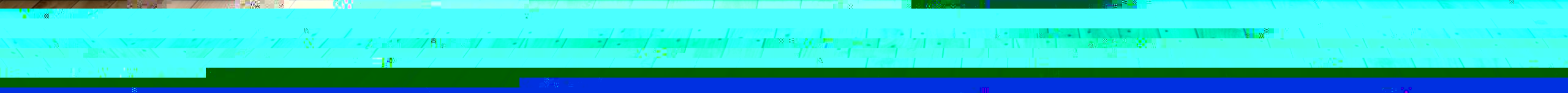


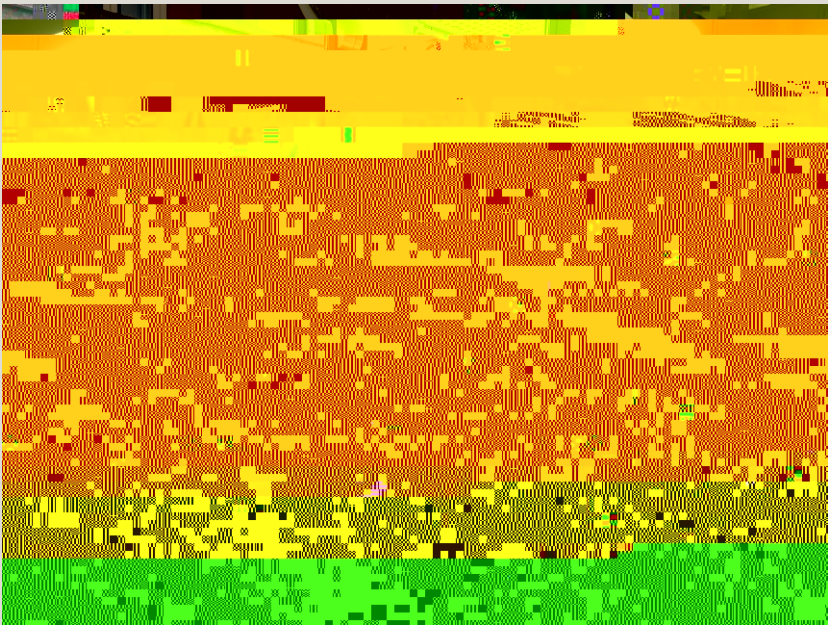
UOB RECEPTIONAL FIELD TRIP

ONE STUDENTS DAY 10AM-4PM

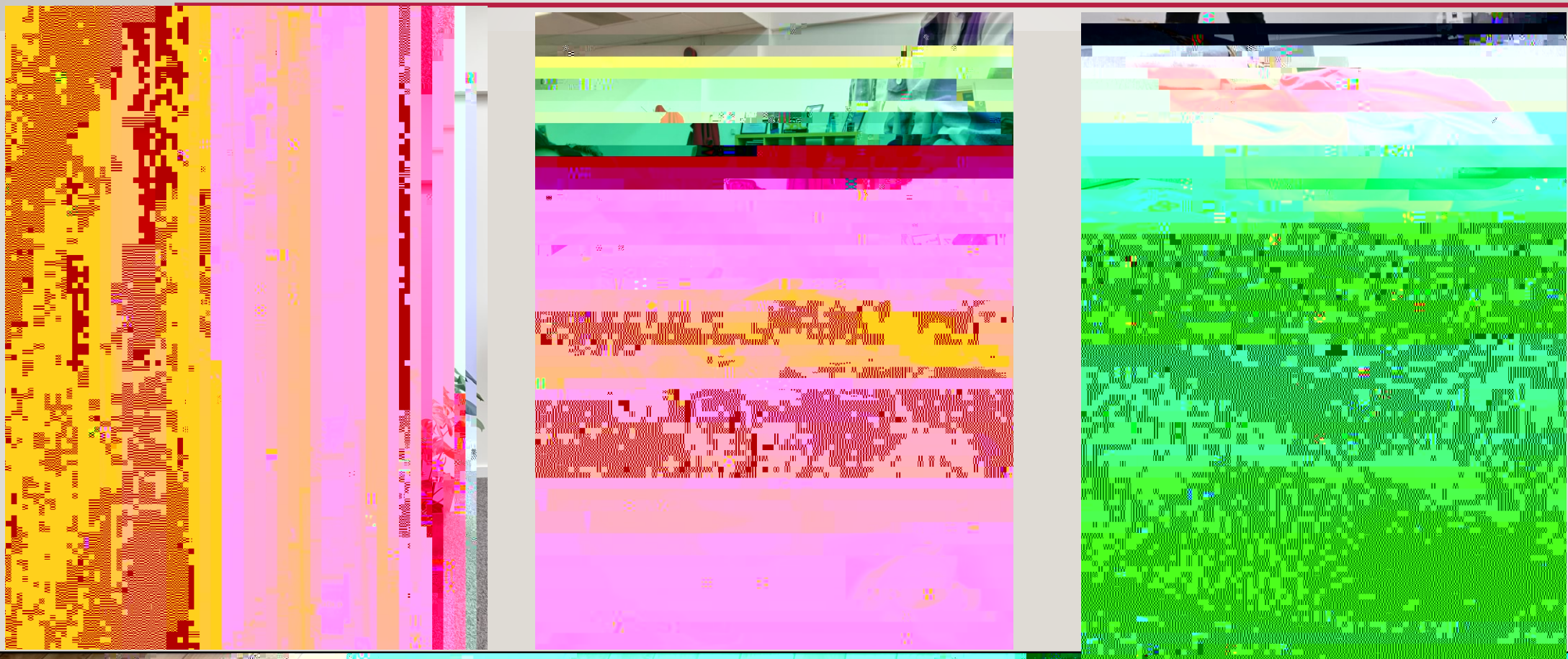




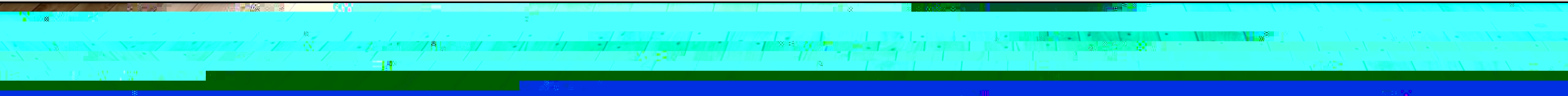
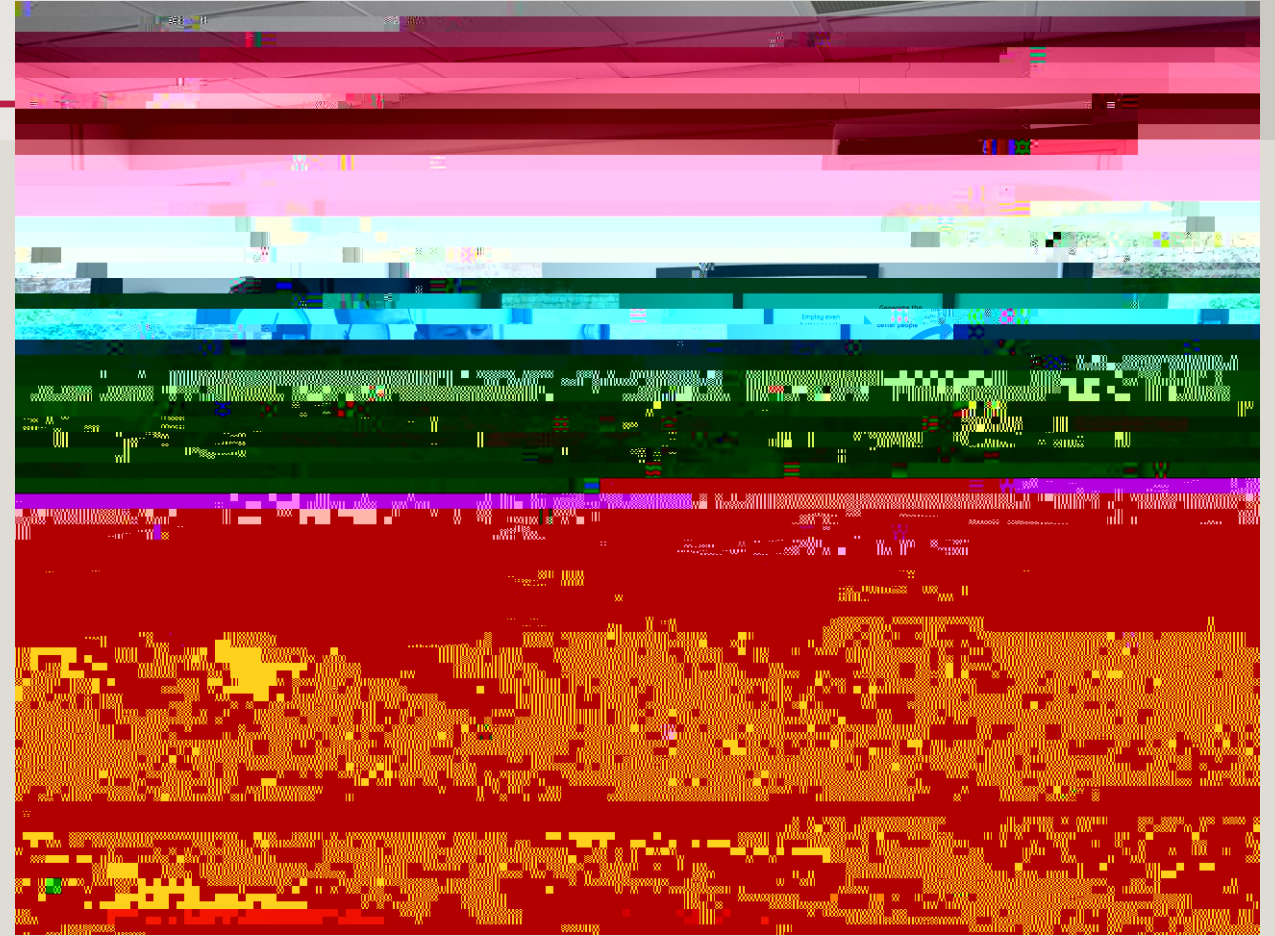
MARKETING BY STUDENTS



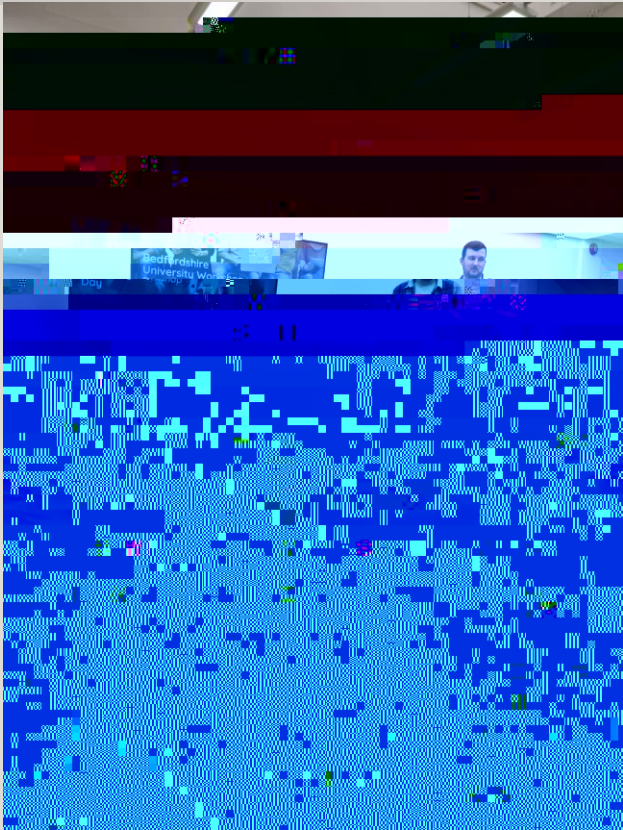
AT HOME WITH GENEROUS HOSTS



LIVING THEIR VALUES



OUR DAY



Brand stand-out

Ad recall

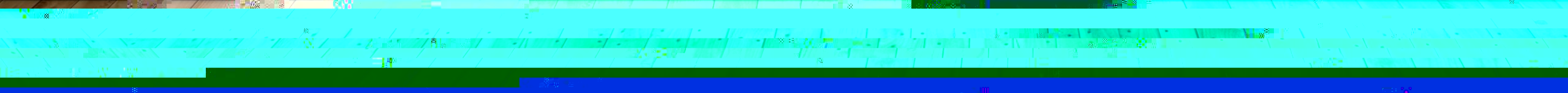
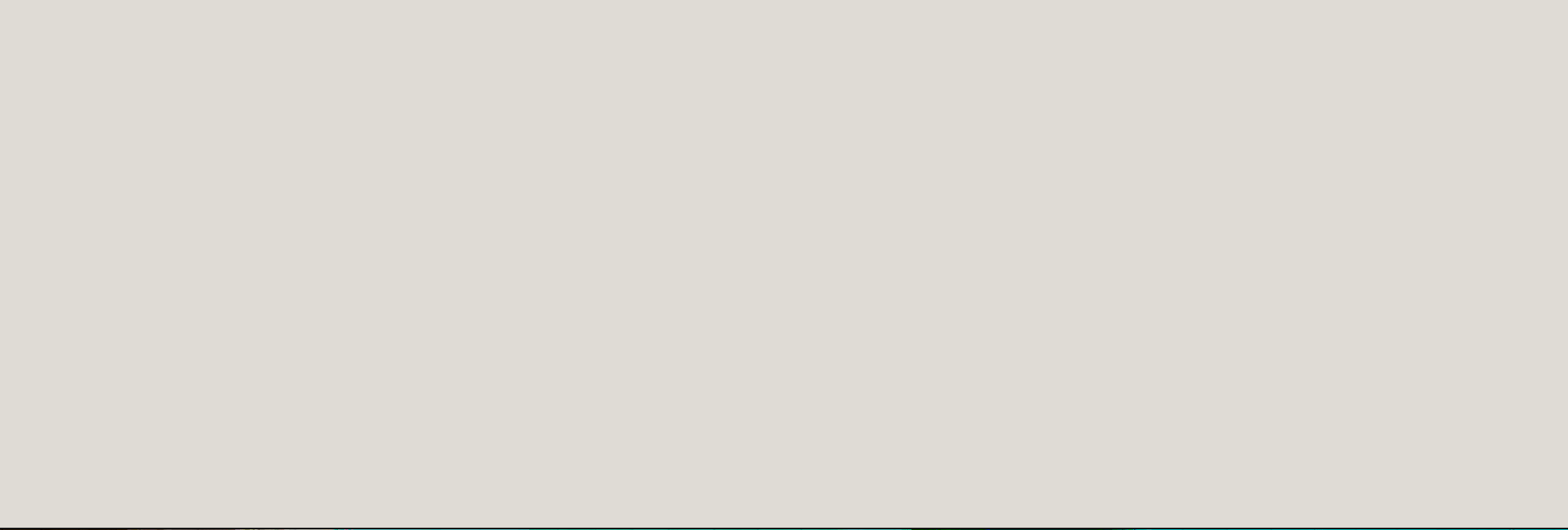
Targeting shown by height; siblings, like sport, like cooking

Targets for chosen brands

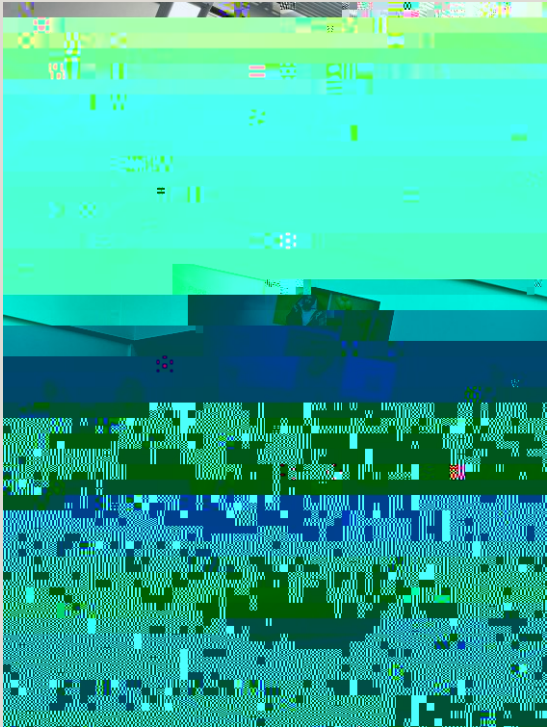
Planning (AIDA)

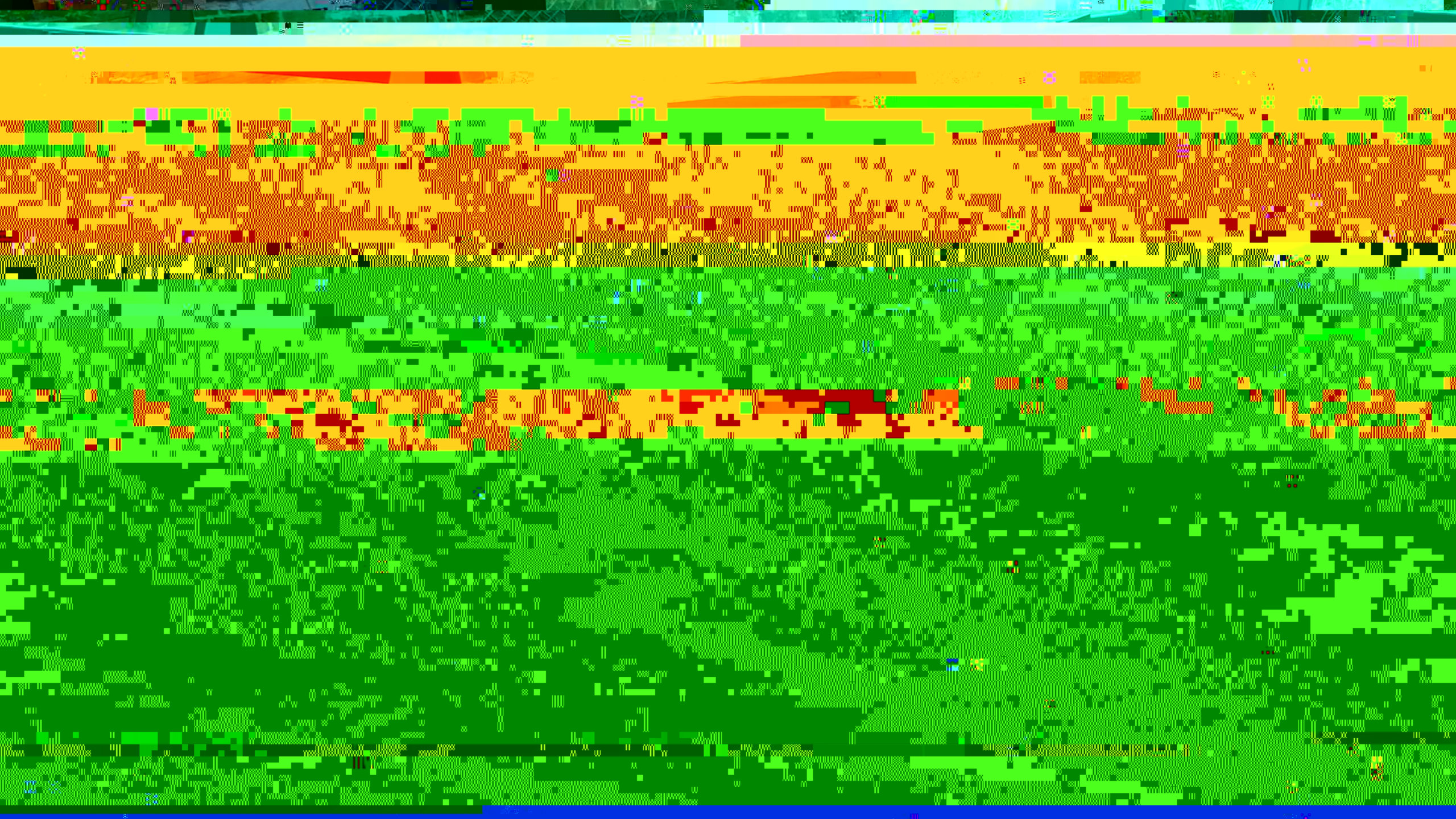
Types of roles

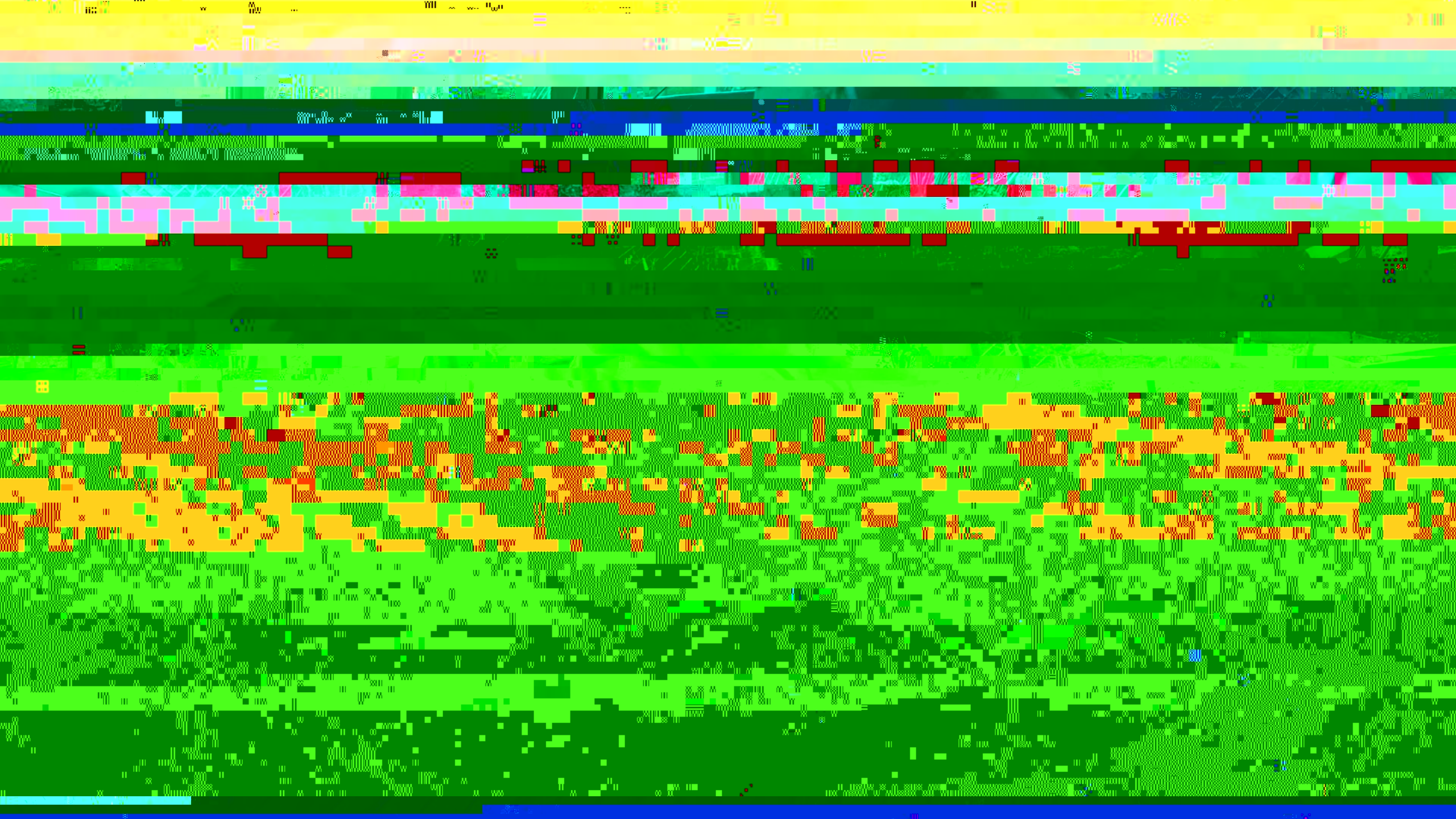
The pitch



THE PAC-A-MAC PITCH







FEEDBACK

