

UPCBA Wins Unilever's 1st Brandtastic Marketing Competition

University of the Philippines College of Business Administration's (UPCBA) team, By Design, emerged as champion in the 1st Unilever Brandtastic Marketing Competition held at the Marriot Hotel in Pasay City last 16 November 2012. The team won Php100,000 and will represent the Philippines in the Global Championship to be held in Singapore on 23 February 2013. The team won over seven other university finalists, two each from the following schools: Ateneo De Manila University, De La Salle University and University of Asia and the Pacific, and the second UPCBA team.

Brandtastic is Unilever's flagship university-level marketing competition. The teams were challenged to come up with a fresh marketing campaign for Close-Up, one of Unilever's leading brands. The campaign's objective is to make young adults switch from their old toothpaste brand to Close-Up. The winning team's "**Close-Up Good Times**" campaign strategy is to expand the appeal of the brand by relating Close-Up to friends and the good times they share. It basically rebranded Close-Up from a product associated to lovers to that of good friends, thereby appealing to a larger market. The team impressed the panel of Unilever judges with its clearly defined target market, creative promotional collaterals, and well-thought out presentation.

The winning team is composed of Princes Mae Angeles, Erika Kathleen Uy and Hannah Erika Yu, with Mr. Julian Gollayan of Unilever, Mr. Nicardo M. Falcis II and Mr. Nelson Ryan Jeturian acting as the team's coaches.

