



northlich[®]

The Ohio State University
American Marketing Association Chapter
500 Fisher Hall
2100 Neil Avenue
Columbus, OH 43210

June 26, 2008

Dear BeAware Staff,

Congratulations Ohio State University's American Marketing Association Chapter, your "BeAware" campaign has been chosen as the **PRoject U 2007 – 2008 Campaign of the Year!**

The award for the PRoject U Campaign of the Year is presented to the team who best executed campaign objectives through creative, strategic and targeted initiatives encompassing solid research, media, Web and creative materials while exceeding or meeting expected outcomes.

The BeAware staff exceeded campaign requirements and expectations throughout the duration of the PRoject U competition. The BeAware campaign was built on a strong strategic foundation by surveying 557 OSU students (327 *more* than required) and conducting two non-mandatory focus groups to gauge current brand knowledge and awareness, and determine effective tactics.

Your Web site utilized focus group findings to create an entertaining and aesthetically appealing Web site that garnered the highest Web traffic and lowest bounce rates in the competition. Through your online BeAware Video Competition you encouraged acts of activism and showcased your team's ability to turn adversity into opportunity.

The BeAware creative executions were on-brand, on-message, target-focused, cohesive, professional and eye-catching. These executions strengthened your team's grassroots events such as The Price is Right OSU Style, BeAware Bake Sale and Movie Night. With **1,120,212** media impressions from both paid and free media, your team showcased stewardship of client dollars. By researching your target you identified effective non-traditional outlets such as "toilet teasers," CABS advertising on campus public transportation vehicles and T-shirts that allowed DEBUNKIFY to embrace your campus culture. Not too mention coverage in traditional outlets like the Lantern and Big Ten Network.

Thanks to your efforts, **93.5 percent** of OSU's undergraduate population is now aware of the DEBUNKIFY campaign. By raising awareness of tobacco modeling 64.4 percentage points among your target audience, **82.5 percent** of OSU first and second year students and **75.6 percent** of OSU's entire undergraduate population now knows to "BeAware" of tobacco modeling and can make educated tobacco decisions. Not only have your efforts impacted the lives of OSU students, but your team has established credibility within your department by receiving a nomination for the Fisher business award "Exceptional Application of Business Skills."

The dedication, hard work and creativity of the OSU BeAware team is to be commended. On behalf of Northlich and the former Ohio Tobacco Prevention Foundation, we congratulate your accomplishments and thank you for your dedication to changing Ohio's culture, one student at a time. **O-H-I-O!**

Sincerely,

Kathy Selker
Chief Executive Officer
Northlich, Inc.

Ashley Walters
Account Manager
Northlich, Inc.

Katy Garibay
Assistant Account Manager
Northlich, Inc.