



## **King's students win internships with Coca-Cola® for national marketing competition FOR IMMEDIATE RELEASE – May 9, 2013**

London, ON – King's University College is proud to announce that three students from the King's community won paid summer internships with Coca-Cola® offered through a national marketing competition, NESTEA® The Recruit®.

The team *Just Juice It!* was created by William New, third-year King's finance and administration student; Peter Nahinry, third-year King's sociology student; and Nick Palmieri, a King's student in finance and administration who transferred to the HBA program at the Richard Ivey School of Business in 2012. The students came up with the name *Just Juice It!* as a fun and unique way to promote NESTEA® products.

"The chance to work in advertising with one of the top brands in the world is truly an unbelievable opportunity. I still find it hard to believe that I am interning at Coca Cola for the next four months," says New. "This is an extremely rare opportunity for someone my age and I really want to make the most of it."

The winning prize for *Just Juice It!* included a Sheepdogs concert at The London Music Hall on Thursday, April 25. The team also won paid summer internships with Coca-Cola®, where they have been given a chance to work in advertising with one of the top brands in the world. In addition students also returning to school in the fall with one-year paid tuition by NESTEA®.

"I feel very lucky to have the opportunity to work for Coca-Cola® this entire summer," notes Palmieri. "I am hoping to gain experience in working in a fast-paced environment that will be supportive of my ideas at the same time."

First introduced in 2009, NESTEA® The Recruit® competition consists of several promotional challenges, marketing presentations and interviews. Judges score the contestants on a wide variety of marketing skills and how they are executed, specifically through social media and engaging students with online promotions. In the final stages of the competition, teams design a marketing challenge for next year's competition and present it to a panel of judges.

During the first phase of the competition in February, 2013, over 190 teams from eight universities across Canada met with the program judges to prove why they should be a NESTEA® The Recruit® candidate.

On March 22, 2013, the top eight teams from each participating university spent a weekend in Toronto where they completed challenges that tested their ability to think on their feet, apply business skills and leverage their social networks. Based on the marketing campaign "The Start of Something Different®" *Just Juice It!* made every effort to promote "The Start of Something Different®" campaign and represent the NESTEA® brand to its full potential throughout the marketing challenges. Teams were taken to a high-traffic street corner where they had to engage consumers and distribute 100 cans of NESTEA® along with finding unique ways to

promote the product. After two days of putting together their skills and teamwork to the test, the students were given one day to create an integrated challenge for NESTEA® The Recruit® 2014 and present it to a panel of judges.

The winning team says that their student experience at King's gave them the practical and critical thinking skills required to compete in such a prestigious nation-wide marketing competition.

J.D. Han, Chairperson of Economics, Business and Mathematics at King's, notes that the College has a long history of students doing well in competitions.

"Our students are very well-prepared for the real world. Instead of focusing just on theory, our department, as a whole, tries to have more relevance to real world and business," says Han. "There is diversity in our business program at King's where we really try to cater to students who are from different walks of life."

For more information about the competition, please visit

<https://www.facebook.com/kucsc?ref=ts&fref=ts#!/NESTEATheRecruit?fref=ts>

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