

PROMOTIONAL CHALLENGE CAMPAIGN 2010 VOLUME 3



The Promotion and Marketing Technology, under Marketing Program recently organized the Promotional Campaign Challenge Volume 3 2010 held on 9th October 2010. There are six groups took part in the competition with aims to create creativity and teamwork among members to produce a corporate ad for Universiti Malaysia Sabah. Each group presented their ads and storyboards in front of four panels of judges, namely Mr. Yuzainy Janin, Mr. Jaratin Lily, Miss Bamini Balakrishnan and Mr. Charlie Albert. The evaluation will be based on creativity of advertisement, potential for commercialization and the entrepreneurship value. The winner received trophies and medals and the event becomes an annual event for Marketing Program.