

PSHH,
you *really* expect
our target
to move from
awareness
to *consideration*
with that media plan?

#StuffAdMajorsSay

the **ICON**

volume **6** issue **3**

HISTORICAL POLITICAL CAMPAIGNS

Written by Wesley Gates

With the 2012 presidential election just around the corner everyone seems to have politics on their minds. Regardless of where your support lies, it's interesting to look at the advertisements that the candidates produce. In that vein, let's take this opportunity to look back through the years at some of the most famous and influential political ad campaigns in American history.

In this issue of the ICON we'll discuss the 1952 presidential election between Republican candidate Ike Eisenhower and Democratic candidate Adlai Stevenson.

This election set a milestone as the first presidential race to feature televised ads. The first and most famous ad from this election was the "Ike for President" ad. Set to a catchy musical theme this commercial focused solely on Eisenhower's popularity as a candidate. While many other ads from this election took a more serious approach "Ike for President" is still one of the most well-known political ads in American history. It was catchy, memorable, upbeat, and in the end it became an iconic symbol for American ad campaigns.



MEMBER SPOTLIGHT: LESLY PARRA

Lesly Parra, an assistant event planning director, has been an integral part of bringing you good times in Ad Society. But that's not all she does. She is also part of COLSA, Pledge 5 Gators, the Dean Council for the College of Journalism and Communications and plays intramural softball. She also recently got a job as an advertising sales rep at the Alligator.

When she's not busy doing all of that, she enjoys long walks on the beach, piña colodas and dreaming of her future as Queen of England. If the whole queen thing doesn't work out, however, she would like to live in Miami working as an art director for international accounts, specifically concentrated on Spanish campaigns.

Because she's such a rockstar, Lesly is certain that one day her life story will be turned into a movie. When that happens, she would like Michael Cera to play her. Her reasoning? "Put a black wig on him, and I think he would make a great five-foot sassy Latina college girl."

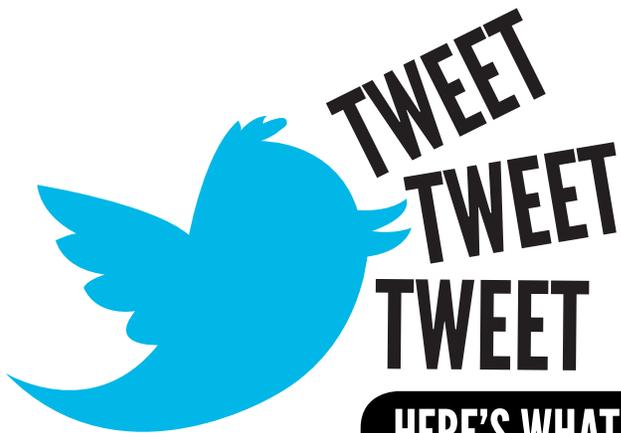
Lesly would like to thank her guru Courtney Perets and her personal chauffeur Erin Butler for helping her to become a baller.

Being the comedian that she is, Lesly wanted to end this bio with a joke: FSU.

Kevin Auerbach went to Santa Fe Community College here in Gainesville and then attended Savannah College of Art and Design where he earned a Bachelor of Fine Arts in Service Design. While at Savannah College of Art and Design, he worked as a community assistant (a resident assistant to the resident assistants).

He now works as a Senior User Experience Designer at Crispin Porter + Bogusky. It is his job to improve the customer experience. He has been working at Crispin Porter + Bogusky for nearly two years.

Before starting work at CP+B, he worked as a service design intern at Shaw Industries where he sought to adjust aspects of the company that could improve both the customer and consumer experience.



HERE'S WHAT YOU'VE BEEN SAYING ABOUT AD SOCIETY:



Awurama Acquah @AwuramaAcquah

30 Sep

I loooooovve @UFAdSociety!! Just got back from the picnic and had so much fun! Can't wait 'til the next one!!



Dustin J Arceneaux @Dstn_J

30 Sep

@UFAdSociety Had a great time grilling with you guys today! I'm really excited about this semester....and also Halloween! :D

A large black circle containing the word "NOTES" in a bold, white, sans-serif font. The circle is positioned in the bottom right corner of the page, overlapping the horizontal lines.

STAY IN THE LOOP

TONIGHT:

After-Meeting Social:

Tijuana Flats

*Join us for a few rounds of
FREE beer, chips & salsa!*

UPCOMING:

October 11 – Ad Fed Luncheon

New Horizons – 12:30 p.m.

October 11 – Professional Headshot Day

\$5 for one, \$8 for two – 4:30 - 6:30 p.m.

October 13 – CFF Tailgate

October 25 – Next Meeting

CSE A101 – 6:15 p.m.

October 30 – Halloween Social

O!O Garden Grille – 10 p.m., \$5 cover

Costume competition!

November 3 – PRSSA/Ad Tailgate

November 4 – Gators March for Babies

November 13-14 – New York Trip

**TWITTER
CONTEST**



Tweet your best caption for this picture to @UFAdSociety, and you could win a prize!

the **ICON**
staff

Director:

Natalie Weiffenbach

Assistant Director:

Wesley Gates