

RED

The Official Publication of the Ateneo Junior Marketing Association

Issue One

AJMA



Editorial

Letter from the Editor

If marketing were a color, it would be red. Passionate, striking red. No other color can capture an audience as red can, the way no other field can engage a population as marketing can. We in the editorial board therefore believed that it would be perfect to name Ateneo's first marketing magazine after the color that figures so well with its identity—Red.

Marketing by definition is "the action or business of promoting and selling products or services." (Oxford American Dictionary) In this magazine, we bring life to the standard meaning by presenting our readers with the lives of those who experience marketing. Our articles attempt to illustrate how marketing is able to add spice and purpose to daily events and encounters of even non-practitioners.

Why a marketing magazine in the Ateneo? Red is spearheaded by AJMA, the Ateneo Junior Marketing Association. The student organization seeks to make the average individual knowledgeable of marketing as a tool not only used in business, but also in real life. RED, though, is not just for members of AJMA (or AJMans as they are called). It's for every Atenean, for every student and individual who can apply marketing in his or her life.

So what to expect of a first installment? For RED's pilot issue, we decided to come up with a mesh of different kinds of articles—some light and some that delve deeper into marketing as an industry and as an occupation. Hopefully, this will set the character of RED as more issues are published. We envisioned RED to be a magazine that could entertain as well as educate. Hopefully, after reading through the magazine, both AJMans and non-AJMans alike will be able to gain a better perspective towards marketing; it doesn't even have to be in a profound way, a mere twinge of enlightenment in a reader would mean the world to the people who helped to put RED together.

Of course, there is an AJMA Corner in RED. We came up with that so we could keep the studentry as well as AJMA's members updated on the organization's activities and interesting personalities. Aside from that, the Features section allows the readers a closer look into the lives of people immersed in the field of marketing; the risks they took, their secrets, their ventures, troubles, and successes. In addition to the aforementioned are more articles that we hope you like and learn from. We do hope you have a great read... enjoy your first RED!

Julienne Raboca
Yeni



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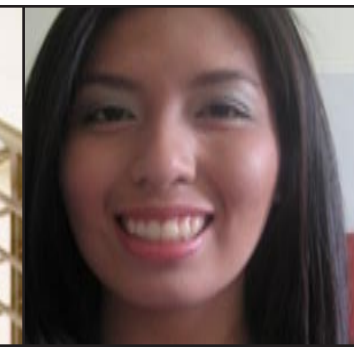
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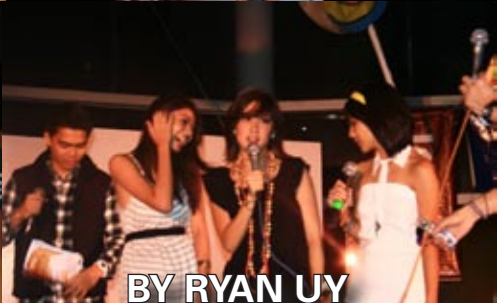
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A Night of Firsts

This year's Shindig Wonderland was a night of firsts. Besides having the most number of attendees, it was the first Shindig that aimed to launch Ateneo talents. Wonderland was the first Shindig to be celebrated at the start of the Second Semester. According to AJMA President Queen Alandy Dy, "usually Shindig happens on a September, just before finals week. Looks like the team this year made a good decision, allowing students to start their second semester of the school year with a blast."



A NIGHT IN

BY RYAN UY

WONDERLAND

WHO COULD have imagined a Shindig so enjoyable and so packed that it would surpass even its wildly successful predecessors? Celebrating its 10th anniversary, Shindig 2007 proved to be the biggest and most successful Shindig yet. Last November 17, in Decagon Silver City Pasig, more than a thousand partygoers attended AJMA's annual and most awaited party.

Welcome to WONDERLAND!

With this year's candy factory theme, Shindig 2007 was entitled "Wonderland." The team, headed by Pamela Solilapsi (III AB COM), Jessa Cruz (III AB MeCO), and David Del Rosario (IV BS Mgt), took seven months of preparation.

After displaying a promising event with its pre-Shindig CHALK Fair at the SEC-C and SEC-B foyers in ADMU from Novem-

ber 15-16, Shindig Wonderland received an overwhelming response, having the largest number of attendees in ten years. Unifying people from various disciplines and universities, Shindig Wonderland had become a common ground for fellowship and fun.

Giant lollipops, candies, and candy canes hang suspended from the ceiling, awing the

partygoers as they entered the venue. A thrust stage served as the centerpiece of Decagon, standing beside a 20-foot open bar tended by AJMA members and officers. The program, hosted by Julo De Guzman (IV AB MEC), Gab Perez (III AB MEC), Chelo Bacarro (II BS COMTECH), and Nicky Mendoza (II-AB SOC SCI) kicked off at 9:15 pm.

The CHALK Segment

Following the opening, which was comprised of a game and a special number by DJ Bonz (II BS COMTECH), was a segment sponsored by CHALK magazine. The segment began with a fashion show featuring Levi's clothing and accessories. This was actually a competition in which Ateneans could showcase their talents in styling and modeling for a chance to win ten thousand pesos. Stylist Greg Camacho (III BS Management) with models Tisha Limcauco (III BS Management) and Arc Tolentino (IV AB POL SCI) bagged the prize money for that contest.

Aside from the fashion show, CHALK magazine awarded cash prizes to three other competitions they sponsored. Yeni Raboca (II BS COMTECH) won the "CHALK Shoot" photo competition with this year's theme "A Samsung Life." Ross Salvador (III BS COMTECH) won the "CHALK Styles" contest for sketching an innovative design for denim jeans. And finally, the Ateneo Music Pool (AMP) headed by Kara Bermejo (V COMTECH) won the Booth Designing Competition (held at the SEC-C foyer during the Pre-Shindig CHALK Fair).



Launching Atenean Talents



After the CHALK segment, AJMA president Queen Alandy Dy welcomed the crowd to Shindig's 10th anniversary. The event was officially opened by the Telebasura Fashion Show. The fashion show highlighted this year's Shindig theme with its vibrant colors and radical designs by Patricia Bautista (II BS COMTECH), Kristine Caguiat (II BFA ID), and Corinna Samaniego (II BS HS).

Ateneo's hottest models ramped to the music of DJ Ysa Villar (II AB IS) at around 10:30 in the evening. One of the crowd favorites was Ateneo Blue Eagle and American model Kirk Long (I AB IS). When asked for the difference between the parties here and in his hometown, he said, "no one throws a better party than here in the Philippines."

A third fashion show entitled Cheena Fashion featured the debut of Cheena Abellon's (III AB IS) clothing line.

Partying 'till Past Midnight

Project head Pamela Solilapsi concluded the program at twelve by thanking the crowd for the wonderful turnout. Not long after that, Atenean beauty Rach Sayed (III BS Management) was hailed as the IT girl of the night. The program ended with the announcement of Candy Power Hour winner Christian Chavez. Besides celebrating his birthday that night, he won two plane tickets to Boracay

sponsored by Sea Air.

The party didn't stop when the program ended, though. Paolo Avila (IV BS Management) emceed while disc jockey Euric Lumanog (IV-BS COMTECH) spinned to hip-hop music that got the crowd dancing. Shindig lasted until past 2:00 in the morning.

A BIGGER Shindig!

So what's coming up for next year's Shindig? "A bigger Shindig!" said Project head Jessa Cruz (III AB MeCO). She said that the heads always try to top the previous year's one, but she quips that the next ones will have a pretty hard time topping the success of Wonderland: Shindig 2007.

FRESH FOR THE YEAR HAVAIANAS 2008 COLLECTION IN STORES NOW



Flat or high?
Plain or printed?
Matte or metallic?

Sure, choice is great. But having it all is even better, especially when it's about Havaianas' 2008 line of fab flip-flops featuring styles and prints ideal for everyone in the family.

The new year ushers in all-new styles from Brazil's favorite footwear brand to put some much needed spring in your step in time for the holidays. Choose from styles that include distinct prints and rich colors like Fresh, Spring, Garden, Honey and Flash Pink for women. Also, check out the understated simplicity of the Slim line's newest additions: Slim Animals in Moss Green and Metallic Nude. Slip into the latest from the Men's Surf, featuring artistically rendered surfscapes and Trend with its cool patterns. Spoil girly girls with the new Kid's Fairy available in Soft Lilac or sneak their feet into Kid's Lighthouse, which comes in Navy Blue and White nautical tones. For equally fun but edgier options for boys, treat them to a pair of Kids Rock or Kids Monsters. Of course, Havaianas also throws in a couple of adorable bite-sized pairs for little ones: Baby Pets in Apricot and Baby Estampas in Rose.

And since you simply must guarantee yourself a pair to usher in year 2008, be sure to visit All Flip-Flops, Celio, Chocolate Clothing CO., Gas, J&S Surfshop, Moana, Nail Spa, ROX, Rustan's, Sepatu, Stoked, The Zone, Orange Juice and Kidsports now. For provincial outlets, visit www.havaianasphilippines.com.

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From AJMA to BRAND MANAGER

by Maxine Maia Ang

KELSEY CHENG is admittedly not a morning person. “The only staple of my everyday life,” she quips, “is my always running late to work.” Unsurprisingly, she does look forward to each day, given that her job is one which most people would kill for. As the brand manager of TAG Heuer Phils., Kelsey is someone who most people have come to associate with having one of the best success stories. Everyday she finds herself immersed in almost all aspects of the marketing world. When she’s not slaving in front of the computer doing media plans or writing up press releases, she’s on the phone talking to other managers from Singapore. Other times, she goes around stores to check out displays and visuals. When asked what she does for fun, she muses and says, “On really ‘fun’ days, I get to meet up with journalists, other people from the industry, and foreign principals.”





Kelsey at the AJMA GA 2006



Just another day at the office

Kelsey's landing one of the most well-compensated jobs in the industry was definitely an outstanding feat among her batch. Not only because she was barely out of college when she was hired (She graduated just this March 2007), but also because she majored in English Literature without even so much as a business elective. Everything she learned about business, she learned from her participation in the Ateneo Junior Marketing Association (AJMA). Once part of the AJMA Force, she became the Assistant Vice President for Public Relations in her junior year. She then went on becoming the Vice President for Public Relations in her final year. "The great thing about AJMA is that you get to meet corporate sponsors and deal with really hard-to-please people for most projects," she acknowledges. "If that's not training enough for the real world, then I don't know what is."

But when Kelsey joined the Ateneo Junior Marketing Association in her freshmen year, she didn't do so with visions of successful careers dancing in her head. "AJMA seemed like a fun organization, especially with all the freebies. Plus, AJMA had the best recruitment people; they sort of talked me into it." She goes on to reveal that she was one of the few who chose to do so. Back in her day, AJMA had quite a different image than the one it has now. "Friendly" was not a word most people before would mutter with "AJMA" in a single breath. She even remembers how people from her batch would refuse to sign up for the organization, reinforcing AJMA's negative image of being an "elitist" group. But now, Kelsey happily notes how the organization has come far from its earlier days. She remains proud of the fact that these days, AJMA is putting more emphasis on member empowerment, regardless of year or course. That's not to say that she begrudges her AJMA career during her college years. Kelsey was never made to feel unwelcomed

in the org even if, as she laughingly points out, "I wasn't even from SOM!"

In answer to most students' fears about not being able to balance both studies and org activities, she looks back at her own experiences. "Of course there were days when everything seemed unimaginably out of hand, but you get by somehow." One could almost picture her, a Chinita dynamo in jeans and heels, running around with books in one arm, and a loudspeaker in the other, determined not to waste a single second. Sleepless nights with a pitcher of coffee to keep her company, she declares, seemed nothing in comparison to projects she handled which eventually turned out "successful and kickass."

Kelsey Cheng is someone who serves as an inspiration not only to AJMAnS but to everyone, as well. She proves that not only does the organization you choose to be active in during college mold your character and build your strengths, but it also plays an important role in your future career.



MARKETING FACE-OFF

Lessons from the Final 4 Competitions
by Jacqueline Gorospe

MARKETING IS an essential business function that every business student is ought to encounter. There is a continuing need to improve customer value in order to adapt to today's highly competitive world. As a regionally recognized center of excellence in undergraduate business education, the John Gokongwei School of Management (JGSOM) aims to provide a student-centered experience by combining the rigors of academic learning with experiential learning.

In line with this, JGSOM holds the Final 4 Competition every semester among its Marketing 101 and 102 classes. The top four groups with the highest over-all scores among all the Marketing 101 or 102 sections are given the chance to present to a panel of judges composed of various industry leaders, aside from the required final oral defense in their respective classes. The Final 4 competition does not only serve as a way to further

train students for the real world, but it is also acts as JGSOM's source for representatives to send to prestigious marketing and/or business plan competitions outside of the school.

Marketing 101 and 102 differ in the approach that each takes. Students in Marketing 101 are challenged with the task of improving the profitability of struggling products existing in the market; whereas in Marketing 102, students have to come up with new products/services after identifying the current needs of society.

Looking back at the sleepless nights and "sleepovers", Kichi Madlansacay (4 AB – Management Economics) recalls how much her group enjoyed the experience of being in the Final 4 and learning about Marketing as a whole. She shares, "You have to believe in your product. You're not doing it for the sake of giving an identity, but because you believe

that it's the best solution." Comprising her group are Man Man Wong, Pauline Lazaro, Pocholo Perreras, Ira Ganhinhin, Nina Felix, and Joseph Aldaba (all from AB Management Economics). Kichi's group, one of the Mkt 101 Final 4 participants during the first semester of SY 2006-2007, worked on Nyam-nyam (biscuit sticks with dip) as their product. Branded as a copycat, Nyam-nyam was proposed to have a new look with its improved packaging, commercial billboards and new focus on experience.

On the other hand, Team ENVON (short for Environmental Innovation), composed of Kirk Chester Damasco, Ken Andrew Sy, Anna Margarita Go, Kristine Anne Lopez and Christian Domingo (4 BS Management), was a finalist and also the over-all winner in the Marketing 102 Final 4 Competition during the second semester of SY 2006-2007. Made from kogon grass and soya bean oil,

their biodegradable plastic was a viable and innovative solution to the ever-growing concern about the environment. The group discovered the potential of this product from a convention and decided to partner with its inventor.

When asked to share their secrets for qualifying in the Final 4, both groups agree that it's all about preparations, creativity and resourcefulness. Kichi Madlansacay (4 AB MECO) believes that a 360° presentation is important. Her teammate also adds, "Marketing is not merely about ads. You must be able to back it up with sources and show that it can be done." Basically, it is using one's creativity with a certain degree of limitations. Of course, getting the right connections is a must. Team ENVON recounts the countless preparations they made along the way. One important key is to have a good visual presentation, which is clear and nice to look at. The group assigned a team member to master the overview of the plan and delegated specific areas to each one, created back-up slides, videotaped themselves before the actual presentation, power dressed and prepared for possible loopholes that judges might see. "You always have to look like you're confident...If you did the paper, you know the business," Kirk Damasco (4 BS MGT) shares. Because the project is done in groups, it is important to think professionally so that the group does not end up affecting friendships. As the group leader, Kirk remembers asking his members at the start

how bad they wanted to win the Final 4. He believes that it is crucial for everyone to be equally driven and focused. In their case, it certainly worked!

"Marketing is always a shiny career option," Ken Sy reveals when asked for his personal opinion on marketing. The Final 4 experience did inspire him to take additional Marketing classes. "It helps stimulate thinking process...helps you think creatively," he adds. For Kirk, marketing taught him about communication and knowing where one should position his product. Kichi's team learned about quantifiable justification in marketing –how everything from font, color to the other minute details can actually make a difference. Everything that you do and plan has to fit the entire picture and also, the identity of the product. "Marketing is nothing without mixing with your consumers. You really have to know people!" Kichi exclaims.

The many sleepless nights were definitely worth it. As they say, victories taste much sweeter when one has worked hard and fully exhausted every possibility. Although no tangible prize was at stake for qualifying in the Final 4 competition, our finalists have proven that there is definitely so much to gain. More than the output, it's the discipline acquired that matters. Now after successfully getting through Marketing 101 and 102, they're even more geared up to face the world as they become great marketers in their respective fields.

Top 4 Lessons from Marketing

Marketing is connecting customers and building customer loyalty and intimacy.

–Joseph Aldaba

Marketing is what makes the product great, what separates McDo from Carl's Jr.

–Ken Sy

Marketing is one's front-liner. It's the first thing that your customers encounter.

–Kichi Madlansacay

Marketing does not create a need. It what makes the person aware of the need. It challenges you as a person.

–Kirk Damasco

Top 4 Tips from Final 4

Choose groupmates who work well with you. There must be a balance in terms of skills/talents.

–Kirk Damasco

Believe in your product. When in doubt, always sound convincing!

–Kichi Madlansacay

Always anticipate Murphy's Law –worst things at the worst possible place and time.

–Ken Sy

Think out of the box. Everyone is saying so much. Be the first one to say it. Be different so you can create an impact.

–Kichi Madlansacay





AIMS 2007

A GATHERING OF BRILLIANT MINDS

by Maan Bernardino

LAST DECEMBER 1-2, 2007, the crème de la crème of the student bodies from Ateneo de Manila University, De La Salle University, University of Asia & the Pacific, Far Eastern University and the University of the Philippines gathered at Ascott Residences, Makati for the 13th annual Ateneo Intercollegiate Marketing Seminar (AIMS).

AIMS is an annual event spearheaded by AJMA. It is an all expense-paid marketing seminar designed for the future leaders and innovators of the country.

“AIMS is one of the most prestigious projects of AJMA,” said Kitchie Madlansacay (IV AB MeCO), Project Head of AIMS this year. “It puts together the 50 most brilliant marketing students, known sponsors and speakers, and creates a learning environment that breeds the future movers and shakers of society that AJMA envisions.”

Strategic Consumer Marketing

This year, the seminar’s theme was “Strategic Consumer Marketing.” Knowing that today’s consumers are more empowered than ever, AIMS took on this theme to equip the delegates with the knowledge and skills needed to attract customers and produce brands that add value to the consumers.

The seminar was comprehensive, covering all the essential steps in the marketing process. It was specific, focusing on consumers as implied by the theme, and interactive, cultivating relationships among team members and participating executives.

Revalida Competition

The highlight of this seminar was the Revalida Competition. Here, delegates were grouped into teams. Each team worked together in coming up with feasible marketing plans in response to the marketing cases provided by several companies.

“The Revalida Presentations of this year were remarkable,” said Madlansacay. “It was amazing to see how much work they were able to accomplish in so little time, some teams with videos, radio ads, commercials, etc. The panelists were all pretty impressed with this year presentations.”

Day One

The delegates arrived early morning at the former Oakwood Hotel. After the registration and distribution of the materials needed for the seminar, the program began.

Representatives from Globe spoke to their potential recruits. The “Graduate to Globe” program was discussed in detail. The aforesaid is a telecommunications recruitment program offered to students from the Philippines’ top universities. It has opened doors for previous participants of AIMS and has offered the same kind of break for this year’s delegates.

A series of modules and open forums kept the delegates busy for the rest of the day. After the last module, the guests who would later participate in the fireside chat were introduced.

“A fireside chat, simply put, is a traditional AIMS dinner,” said Carlos Cabanlig (IV BS Mgt), AIMS Promotions Head. “[Here], delegates and AJMA officers as well as guests in the marketing profession bond with each other. They [are given a chance to] share stories of their lives and see what paths they have in common.”

The delegates were given a few hours to rest and work on their Revalida cases before going to Saisaki, where they, along with the executives, had their dinner and fireside chats.

Day two

This was the day wherein the different groups presented and defended the marketing plans that they came up with during the first day. Recruitment talks by Globe, Metrobank, Nestle and L’Oreal also took place in between the groups’ presentations.

The panelists had a tough deliberation because the delegates presented first-rate plans. In the end, however, it was the group of L’Oreal A that bagged the top prize. This group was composed of Arianne Hyden S. Solis (FEU), John Patrick C. Delas Peñas (ADMU), Roberto Ramon S. Sangalang (ADMU), Carl Vincent M. Constantino (ADMU), Joyce Marion L. Petiza (UA&P), and Michelle C. Arias (UP).

Team Nestle A came in second place. Brian Balagot (ADMU) from the said team was awarded as the Best Speaker. His teammates were Denise Marie S. Gamo (DLSU), Bill Kristofer G. Cabal (ADMU), Jan Jizelle S. Ang (ADMU), Kriselda Celina B. Cabrera (UP), and Carmelo T. Del Gallego (UP).

Third place went to Neal Nikko D. Espejo (FEU), Joseph C. Aldaba (ADMU), Gilian Justine S. Pua (ADMU), Joan Paula A. Deveraturda (ADMU), Gab Daez (ADMU), Mary Love Lourdes S. Siy (UA&P), and Debbie Gaile J. Bolos (UP) of team Globe B.

More Progressive

“Being a delegate of last year’s AIMS and now a project head for this year’s AIMS, I found this year to be much more progressive,” said Madlansacay. “The project now was more structured in the sense that stricter rules were implemented, giving an equal footing to all delegates and thus producing remarkable results.”

AIMS delegate Justin Qua (IV BS Mgt) of team Metrobank A said that AIMS was the “first time for me to take part in a seminar/challenge like that. It was really an enjoyable one. I hope that more people will be able to participate in events as prestigious, confidence-boosting, and life-changing.”



THE WINNING TEAM: L’OREAL A

From left to right: Roberto Ramon Sangalang, Michelle Arias, Joyce Marion Petiza, John Patrick Delas Peñas, Arianne Hyden Solis, Carl Vincent Constantino



AIMS 2007 Delegates



4 for Alexis

by Michaella Erika Wee

ALEXIS VENTURA—a name that you’ve practically encountered a number of times before but in much different circumstances. You could have known her as a CAT Corps Commander or a cheerleader back in her high school, or maybe you’ve enrolled in the same ballet class as she also has. Or maybe, you have gotten to know her as her block’s representative, or maybe Celadon’s Human Resource Manager, or even the Ateneo Junior Marketing Association or AJMA’s Assistant Vice President for Corporate Relations (CorRel). If not, well, maybe you’ve spotted her name among the other names, which made it to the much honourable Dean’s List. No matter how you’ve first seen or heard about her, it’s just impossible to miss this vivacious young lady because Alexis Dianne C. Ventura is practically everywhere!

This 19-year old Management-Honors sophomore student is in her second year of service in AJMA, and is, as mentioned, currently holding the position of Associate Vice President in Corporate Relations, wherein she plays a key role in organizing the members of the CorRel team for different projects. Besides her duties in the Corporate Relations department, Alexis has also handled AJMA's socially-oriented project with a twist. MarkeTEACH, the name of the said project, provided teachers and professors from various universities, especially those with little exposure to new and emerging marketing concepts, a chance to participate in an all-expense paid seminar taught by various professionals in the field of marketing. But for Alexis, her role in AJMA does not necessarily have to be limited to the realm of marketing. "For me, the fun stuff comes when you help out in projects that do not really have anything to do with your position, like helping out in SOMasarap during SOM Week...that was fun," says Alexis.

Despite her high participation in AJMA and as well as in her other organizations, Alexis still manages to be a consistent Dean's Lister. So what's her strategy behind this feat of hers? Alexis says that having proper time management and sticking to her priorities are the basic keys to her achievements! Sound easy? Well, only if these strategies were equipped with a genuine passion and an intense motivation to accomplish things exceptionally. "I want to have high grades, and prove that I'm worthy of the position entrusted to me. Plus, it's really hard to deal with the fact that you didn't do your best. So basically, we have to work for the future but at the same time, make the most of our youth," explains Alexis.

When asked about how AJMA can help her in reaching her goals, Alexis says, "I'll get to know more people, who will become my friends and maybe professional contacts in the future too. I'll be more flexible in dealing with different kinds of personalities. AJMA teaches me to be more conscious of how I project myself, and it helps me exer-

cise my leadership and organizing skills too, since we're the biggest organization in the entire campus! But most importantly, AJMA teaches me to think of creative solutions to solve problems, as in real problems, and act with grace under pressure. I want to make mistakes and learn from them now while I'm in college, so by the time that I graduate and enter the real world, I'll know what to do." As we can all see, Alexis truly appreciates every experience that AJMA makes possible. She is fully aware of how helpful the organization is in achieving her goals, and for that, she expresses her gratitude by working hard for AJMA.

Mark Salva, VP for Corporate Relations describes Alexis as a jolly, optimistic person who never ceases to bring humour and motivation inside a department that focuses primarily on marketing and dealing with the tedious tasks of keeping in touch with sponsors. "When it comes to pressing or urgent matters within the organization, she is always able to stand her ground, remain calm, assess the situation, and make the right decisions... It is a sight to see Alexis constantly grow and become a better person/leader through the challenges and events inside AJMA...Not only is Alexis learning much through each event, but the other people working around her too in turn are able to learn things from her as well. She never ceases to amaze anyone by being able to balance both AJMA and academics, and yet still have a social life."

Alexis Ventura is truly one in a million. A natural born achiever ever since high school, Alexis continues to exceed the expectations of her professors and also her peers even during her college years. From acing her academics to successfully gaining the trust of the top management of multinational companies, Alexis proves that anything is possible. She is indeed an inspiration and not to mention a role model not only for AJMAns, but also for every Atenean.



TURNING ON THE SPOTLIGHT

by Victoria Liao

THE IDEA was to make every AJMAN feel like a star. From the red carpet entrance to the flashing lights, SPOTLIGHT was a most appropriate name for AJMA's First General Assembly for the school year 2007-2008. It was held on July 25, 2007 at the Loyola Schools College Covered Courts in Ateneo de Manila University.

AJMA President Queen Alandy Dy (IV BS MIS) and Executive Vice President Enrique Limon (IV BS MGT) began the program by welcoming AJMANs to the event. Hosts Julo de Guzman (IV AB MECO), Gab Perez (III AB MECO) and Christel Boncan (IV- AB Comm), took the floor afterwards.



Turning on the Spotlight



The AJMA Idol final showdown took place with Brian Sy (I BS COMTECH), Hector Yason (II BS COMTECH), Carmina Mangalindan (I BS Mgt), and Kay Abalos (I BS Mgt) competing for first place. Before the champion was announced, the AJMA Dance group performed to songs by B2K, Missy Elliot, Ciara, and the Pussycat Dolls.

Afterwards, the "Get Spotted Rampa" contest got audience members to strut their stuff onstage, followed by the "What Would

You Do to Get a Havaianas?" contest, in which the wackiest winner got a free pair of slippers.

The general assembly was concluded with performances by OPM rock bands Sandwich and Kamikazee.

Starting the Year Right



"The GA turned out well. Even if the bands were late, everyone still had a good time," said Geraldyn Perez (II BS Mgt), co-project head of Spotlight.

Stella Segundo (III BS Mgt), another co-project head of Spotlight, said "Spotlight was a huge success! I couldn't imagine a better way to start off the AJMA year. It [was] the best way to gather every AJMAN to have fun and get hyped up. This is just the start of an exciting year for us."

A DANCE TO REMEMBER

by AJMA Dance Captain Issa Diomampo

IT WAS the night we had been waiting for.

There were eight of us: two boys and six girls representing AJMA for the Company of Ateneo Dancers' (CADS) fifth Inter Organization Dance Competition. The competition was entitled RiB this year: rhythm in blue.

The SY 2007-2008 competition was the second time AJMA joined the CADS Inter-org, and so far little success has been had in breaking into the top three competitors. We were hoping this year would prove different. The prize money to be won was 20,000 pesos for the grand champions, 15,000 pesos for 1st runner up, and 10,000 for 2nd runner up. For the special awards, gift certificates were given to the team which had the best costumes. All teams that placed would be given trophies.

After weeks and weeks of practices, cutting classes, commuting adventures and mis-adventures, financial problems, bruises, and wounds, we were all crossing our fingers for the performance that would finally make everything worth the effort.

It was around 6:30 in the evening of September 19, 2007 when the Henry Lee Irwin Theater in the Ateneo de Manila campus began to fill up with supporters. We were the sixth dance group to perform.

Before going on stage, we had one last round of practice. Our choreographers, Sam Abriza and Aye Alba from the UP Street Dance Club, told us not to expect anything because we hadn't been able to polish the routine as much as we wanted. They saw the other organizations' dance troupes execute their routines onstage and estimated 5th place for AJMA. The calculations were disheartening, but that didn't stop us.

As we ran to the stage to dance to "Gas, Break, Dip" by E-40 and Federation, we were overwhelmed by the loud and heartwarming cheers from our family and friends. Onstage, blinded by the bright lights, giving all that we had, we didn't mind at all the sweat and the breathlessness. All we could see, hear, and feel was the support from everyone giving us the confidence to enjoy and give our best to the dance despite the mistakes we made in the routine.

After performing, most of us changed to our normal clothes, showing how skeptical we were of placing in the top three. We didn't even bother to wait for the awarding before changing out of our costumes, which every winning team should be wearing during their moment of glory. The AJMA team went to their family and friends who in the audience and watched the rest of the other orgs perform with them.

Finally, at the end of the program, the awards were given. The first award to be given was Best in Costume. When Gio Gahol (IV BFA ID), CADs President, announced that it was AJMA, I was shocked. We weren't expecting any awards, not even a Best in Costume one. Surprised but happy, I went onstage to get the prizes. Afterwards, I returned backstage, already satisfied with the turnout of the night's events.

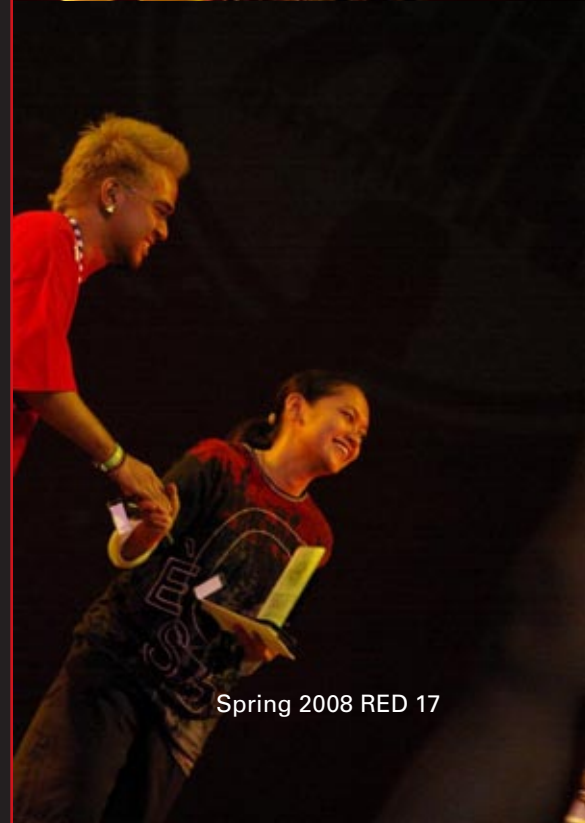
Little did I know that that wasn't the end of the night's bombshells.

At past ten in the evening, Gio announced that AJMA won as 2nd Runner Up, to the team's disbelief and ecstasy. I can't even begin to describe the way I felt. I kept asking my friend if it was real, if it was really AJMA that he said or if I was just hearing things.

AJMA placed in top three!

The dancers ran up to the stage from all corners of the theater. We were jumping and screaming as if we had won the Grand Prize, but that's how it felt. Against all hopes and expectations, we placed. It was truly a dance and a night to remember.

The success wouldn't have been possible without our choreographers, Sam Abriza and Aye Alba from the UP Street Dance Club. And of course, the dancers themselves, namely: Kei Contreras (IV AB POS), Jamaica Obeso (II BS LM), Erika Uichanco (II BS COMTECH), Jet Garcia (I BS Mgt), Sharina Poquiza (I BS Mgt), Cello Fajardo (II AB MEC), Leslie Filart (III AB MEC), and me, Issa Diomampo (III BS Mgt). We had a blast representing AJMA! It was worth it! We'd like to thank everyone who supported... it wouldn't have been possible without you.



MARKETING

A Brief Introduction to the Art of Marketing



by Carlos Cabanlig

G EXPOSED

What is Marketing?

People would normally define marketing as a strategic tactic concerned with promotions, advertising, sales. But little do most of us know, this is only the tip of the iceberg. Marketing goes beyond these terms and covers a broader area. It is the process of planning and executing a wide range of activities concerned with continuously meeting the needs and wants of customers, as well as getting its value in return with a profit. Basically what marketing tries to do is to make the customers happy, which would in turn, make the organization happy as well. It must be able to satisfy both consumer and seller. This way, everyone would be happy.

This idea is commonly overlooked since most of us think that marketing only concerns promotions, advertising, and sales. This is primarily because we see these strategic tactics to be somewhat enjoyable. Promotions are fun, advertising is fun, having a “Yahoo! You’ll buy everything tomorrow” mind-set is fun. Yes, these are very important aspects of marketing, but as important as they are, they would be very useless without having a watertight basis of some knowledge of the customer.

Evidently, marketing is about the customer: it is an attitude of pursuing business wherein the entire organization focuses on serving the customer. Therefore, in order for an organization to get the customer demand-

ing for its goods, it must be able to discern what the customer desires. Through proper marketing research, a business organization will be able to pinpoint groups of potential customers, groups of customers that they target to cater to, their respective needs, and what products or services to develop in order to meet these needs. Moreover, any business organization needs to have a profound understanding of their customers’ attitudes, behaviors, emotions and motivations. Without knowing these information, any marketing tactic as effective as it may seem, will just leave an organization in the dark.

Of course marketing research is not only limited to the customer. Marketing is also about understanding competition. This is not limited to listing down competitors on a piece of paper and sticking it to a dart board. That may be one way of having an aggressive attitude towards competitors (and a whole lot of fun perhaps), but an organization would need more input for it to devise a plan that would make it overtake its competitors. Essential to this, an organization needs to know its industry, as well as the objectives and capabilities of its competitors. It should also be able to predict the possible reactions that competitors may perform upon actions to be executed by the organization.

Aside from the mentioned, it is equally vital for an organization to assess itself. It

should be able to identify its own capabilities to survive and excel in the market. By knowing its own strengths and weaknesses, an organization will know what areas to take advantage of and what areas to improve on. Also, it should keep an eye out for external opportunities that would benefit an organization as well as potential threats that could endanger and kill the business. Having and updating these information would help an organization continuously develop and further improve its relationships with its suppliers, distributors, and most importantly, with its customers.

In due course, marketing is not limited to putting up humongous billboards along EDSA, sending e-mail blasts to a great number of individuals, calling up sponsors for event sponsorships, and giving out free sachets of newly launched shampoo in supermarkets. Above all, it involves intensive analysis of the customer, the competition, and the organization. It is through such thorough research that an organization will be able to learn the way to the customer’s heart. It is not merely about producing effective products or services and making it available to the customer. Marketing is more of coming up with ways to make the customer need you, want you, and love you.

Key Marketing Terms

Brand A name, term, sign, symbol, design, or a combination of all used to uniquely identify a certain product or service.

Competitive Analysis The process an organization uses to assess competition.

Marketing Mix The mix of controllable marketing variables that an organization uses to pursue the desired level of sales in the target market.

Market Research The systematic gathering, recording, and analyzing of data with respect to a particular market, where market refers to a specific customer group in a specific geographic area.

Market Share The proportion of the total quantity or Peso sales in a market that is held by each of the competitors.

Product Anything offered in the market to satisfy a need or a want.

Target Market A segment of a specific market that an organization has identified as its customers or clients.

Unique Selling Proposition The attributes of a certain product that differentiates it from other similar products in the market.

3 INSTANCES

WHERE MARKETING IS APPLIED IN DAILY LIFE

Marketing may be tied down as a term in the business world, but it is also used in normal, not business-related, person-to-person transactions. Little do we know it, marketing is applied more often than not!

Getting Colleagues to Team Up with You

Marketing is the art of creating a need for the customer. By making your product meet the needs of the customer, they will come running after it.

I remember the activity that our professor made us do prior to forming groups in

my first marketing class. He called each student to come in front to give a reason why the other students should pick him or her as a group mate. According to our professor, we should learn to “sell” ourselves to the others for us to be able to join a group who is in

need of our respective specialties. Obviously, the ones who said that they had experience in business or marketing were immediately approached by a great number of individuals.



Courting

Whenever you see a couple comprised of a pretty, young, beautiful woman, holding hands with a fat, big, unappealing, hairy man, you better give the man some credit. That is what you call effective marketing!

The guy may not look like Tom Cruise or Brad Pitt, but it does appear that he is what all the girl needs and wants. What other reason would there be for this pretty girl to hang out

with a guy like him? Simple! The guy caters to all the needs and wants of this girl. It's not always about killer hairstyles and inch-thick make ups. Packaging may be important in attracting the suitable mate, but it's being able to cater each other's needs and wants that would give substance to the relationship. So keep your chin up and do your best!

Asking for Extra Allowance

Whenever you want the customer to agree with you, you have to make sure that you give the customer enough reason to do so. For example, a good record or reputation of your product will give assurance and would

eventually attract the customer to try it.

This must be the most common experience among all of us. All of a sudden, your friends invite you to a gimmick that they're going to have, for instance. “Pare let's go to Bora this summer!” You want to go so desperately only to find out you don't have any cash on hand.

What do you do? Ask dad for cash!

Most of the time, dad would give you a good crispy ‘no’ as an answer. Therefore, the desperate child would not stop at explaining how a good boy you truly are. You got straight A's, you're a Dean's Lister, you got dad's car waxed up and shiny, you never come home late, and so forth. Eventually dad would say, “Alright. Just promise me that you'll keep it up.” Before you know it, you're on the beach basking in the warmth of the sun.

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Executive Interviews

Interviews by Yeni Raboca and Mikka Wee

AJMA's EXECUTIVE BOARD lets you in on their lives.... get to know more about these officers beyond AJMA!

Queen Alandy-Dy

Age: 21

Year/Course: IV - BS Management Information Systems

Position: President

Citizenship: Filipino

What do you think about when you're alone?

I think about things to do, people and places I would like to visit.

What's your New Year's Resolution?

To give my 101% to AJMA given only 2 months left

Describe what AJMA means to you in one word:

FAMILY

Would you be HUFFLEPUFF, RAVEN-CLAW, SLYTHERIN, or GRYFFINDOR?

GRYFFINDOR - because like the Gryffindors, I never settle for anything less.

If you could be in any other course in ADMU, what course would it be?

Information Design

If you were to make a tagline for AJMA, what would it be?

AJMA: Where dreams come alive.

Which subject (aside from Marketing) helped you the most while working for AJMA?

Project Management

Which ice cream flavor would you be and why?

Strawberry because it's often the favorite of most people.

If there was a novel published about your life, what title would you give it?

The Queen with Passion

Which celebrity portrays you the best?

People would tell me Hilary Duff, Hannah Montana, or Reese Witherspoon. I wonder why? Haha!





John Basilio

Age: 22

Year/Course: IV – AB Management Economics

Position: Vice President for Communications

Citizenship: Filipino

What do you think about when you're alone?

I usually daydream about living a stress-free life. (haha)

What's your New Year's Resolution?

I'll never cut a class again for no reason.

Describe what AJMA means to you in one word:

Friends.

Would you be HUFFLEPUFF, RAVENCLAW, SLYTHERIN, or GRYFFINDOR?

Slytherin- the home of the cunning and sneaky people

If you could be in any other course in ADMU, what course would it be?

I would probably be in Comtech, the home of the creative and technology savvy people.

If you were to make a tagline for AJMA, what would it be?

AJMA: Great People Making Great Things Happen

Which subject (aside from Marketing) helped you the most while working for AJMA?

My philosophy classes inspired me to continue making things happen in AJMA

Which ice cream flavor would you be and why?

I would be DQ's Butterfinger Blizzard (with caramel and cashew nuts) because I'm sweet but sinfully delicious (haha).

If there was a novel published about your life, what title would you give it?

JOHN

Which celebrity portrays you the best?

No one. I'm simply unique. Haha.



Celine Dee

Age: 20

Year/Course: III – BS Management

Position: Vice President for Human Resources

Citizenship: Filipino

What do you think about when you're alone?

Where'd everyone go?

What's your New Year's Resolution?

Laugh at myself more and enjoy all opportunities that come my way.

Describe what AJMA means to you in one word:

Forever.

Would you be HUFFLEPUFF, RAVENCLAW, SLYTHERIN, or GRYFFINDOR?

Hufflepuff, 'cause I'm hardworking, dedicated, and loyal.

If you could be in any other course in ADMU, what course would it be?

MGT-H.

If you were to make a tagline for AJMA, what would it be?

Expect the Unexpected.

Which subject (aside from Marketing) helped you the most while working for AJMA?

Organizational Behavior

Which ice cream flavor would you be and why?

Cookie Dough 'because it adds kick to plain Vanilla.

If there was a novel published about your life, what title would you give it?

The OC: the ultimate guide to Organized Chaos

Which celebrity portrays you the best?

Jackie Chan 'cause he does his own stunts. He's real!

Stephanie Lorraine Yao

Age: 19

Year/Course: III - BS Management

Position: Vice President for Events

Citizenship: Filipino

What do you think about when you're alone?

How I can make a difference in this world! (okay, that was a joke, obviously..) Oh nothing really, I just space out and think of nothing.

What's your New Year's Resolution?

For this year, I actually decided not to have a new year's resolution because I noticed that during the past year, I tend to break my new year's resolution just weeks after the year starts.

Describe what AJMA means to you in one word:

AJMAzing!!!

Would you be HUFFLEPUFF, RAVEN-CLAW, SLYTHERIN, or GRYFFINDOR?

Gryffindor, just because I think that it is quite an honour to be included in that group.

If you could be in any other course in ADMU, what course would it be?
BS Mathematics

If you were to make a tagline for AJMA, what would it be?

AJMA, your path to success! (haha but honestly I wouldn't change the original tagline of AJMA because in AJMA no matter what obstacle we face in the end we always make things happen!)

Which subject (aside from Marketing) helped you the most while working for AJMA?

[I think any subject whether it may philosophy or theology, even something far from business, AJMA has helped me a lot.]

Which ice cream flavor would you be and why?

Chocolate Chip Cookie Dough. I may seem plain and ordinary from the start but if you get to know me better I definitely have more to offer



If there was a novel published about your life, what title would you give it?
Live, Love and Eat!!!!

Which celebrity portrays you the best?
Zhang Ziyi HAHA

Santini Lanz Chanto

Age: 20

Year/Course: III - BS Management

Position: Vice President for Public Relations

Citizenship: Filipino

What do you think about when you're alone?

What will happen to me when I graduate from Ateneo

What's your New Year's Resolution?

I will not cram.

Describe what AJMA means to you in one word:

Friends

Would you be HUFFLEPUFF, RAVEN-CLAW, SLYTHERIN, or GRYFFINDOR?

Gryffindor because it's where all the action happens (and Harry Potter is also there!)

If you could be in any other course in ADMU, what course would it be?
BS Management Honors

If you were to make a tagline for AJMA, what would it be?

AJMA - the name says it all

Which subject (aside from Marketing) helped you the most while working for AJMA?

LS101 - Organizational Communication

Which ice cream flavor would you be and why?

Chocolate - Everyone loves chocolate!

If there was a novel published about your life, what title would you give it?
"Fast Forward to Yesterday"



Which celebrity portrays you the best?
Adam Sandler - I like to make people happy.

Mark Douglas Salva



Age: 20

Year/Course: III – BS Management

Position: Vice President for Corporate Relations

Citizenship: Filipino

What do you think about when you're alone?

Time's so fast, seems like it was only yesterday that I was freshman in to Ateneo. What am I going to do after college?

What's your New Year's Resolution?

To become a better person overall (be it with my relationships towards my family and other people, with my academics, AJMA, etc.) and to be a go-getter! I must try to exude a can-do attitude! I shall live my life to the fullest with no regrets.

Describe what AJMA means to you in one word:

Family.

Would you be HUFFLEPUFF, RAVENCLAW, SLYTHERIN, or GRYFFINDOR?

Gryffindor! Because I'm brave and adventurous like Harry Potter, yeah!!!

If you could be in any other course in ADMU, what course would it be?

AB Management Economics.

If you were to make a tagline for AJMA, what would it be?

AJMA – We breathe marketing.

Which subject (aside from Marketing) helped you the most while working for AJMA?

Leadership & Strategy. I learned much about the concepts behind cooperating and working well with others, as well as organizational structures and ways on sustaining/making an organization grow.

Which ice cream flavor would you be and why?

Rocky Road! I have a balance of being stern and serious at times, but I also have a soft and sweet side.

If there was a novel published about your life, what title would you give it?

THE SALVALICIOUS SALVIFIC SALVATION ARMY!

Which celebrity portrays you the best?

Jet Li, because we're Chinese like that. Or Brad Pitt



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Megamall - 2nd Floor, Building B

North Edsa - 2nd Floor

San Lazaro - 2nd Floor

Sta. Mesa - Ground Floor

SM Department Stores, Ladies Department

Eastwood City - 3rd Floor, City Walk 2

Ali Mall - 2nd Flr, Cubao

Market! Market! - Ground Floor

Sta. Lucia Mall - 3rd Floor
Tutuban - 2nd Floor

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AJMA Elections 2007-2008

Get to know the next leaders of AJMA:
AJMA Meeting de Avance/Voting Day
Sec B Lecture Hall
February 8, 2008

Business Cluster Election Week
Last Day to Vote for your next AJMA Officers (9:00AM-3:00PM).
February 11, 2008

RED