



Isle of Man

International Business School

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Local Marketing Students Runners Up at UK Competition

Three Chartered Institute of Marketing students from the Isle of Man have shown the North West the way by gaining second place in the prestigious Chartered Institute of Marketing student competition, “The Pitch 2007”.

Carroll Powell (EDL), Chris Kent (BDP Marketing), both marketing students at the Isle of Man International Business School, were joined by Laura Sardo (EDL, studying via distance learning) to create a team to compete in this challenging annual competition.



Photo shows from left to right: Richard Slee, CIM Chair, Isle of Man; Carroll Powell, EDL; Laura Sardo, EDL; Chris Kent, BDP Marketing; and Seamus Byrne, Euromanx.

The Pitch 2007 consisted of a creative brief that was sent to all teams. This year’s brief was from Brother, leading manufacturer of office and home ‘all in one’ print, copy, scan and fax units. The brief asked the Pitch contestants to create an interesting or funny viral advertisement which demonstrates why Brother all-in ones are so beneficial to the user. Teams had two weeks to prepare their pitches which were delivered via a three minute presentation to the judges at Manchester Conference Centre on 20th February.

The Manx team, sponsored by Euromanx and mentored by Colin Gundry, Senior lecturer in Marketing at The IBS, captured the imagination of the judges with a witty and clever pitch that impressed them so much that they have even been asked to put their creative ideas into production by Brother. Further details of this year’s competition can be found at <http://www.cim-nw.org.uk/thepitch/pitch07.php>

CIM local chair, Richard Slee said,

<<This is the first time that the Isle of Man has entered a team in this competition and I am delighted, but not surprised, that the team performed so well as we have a great depth of home grown marketing talent on the Island. With the increasing availability of CIM qualifications at the International Business School, I hope to see a Manx team competing every year from now on and I wish this year’s trail-blazing team many congratulations on their impressive efforts. The support of Euromanx and the Business School working together with CIM in the IOM to promote the discipline of marketing in the Isle of Man is a great example of “Freedom to Flourish”.