Introduction

Hey SMS'ers!

Welcome to the fifth installment of SMS' monthly newsletters for 2020. We will be updating you on the amazing event which took place at the start of semester 2, as well as the exciting collaboration with UNSW's Marksoc. We are also delighted to share an interview with our secretary, Jodie Lee, as well as a marketing campaign by Dove which attempts to promote inclusivity.

To stay updated on all of SMS' events, activities and opportunities, don't forget to like our Facebook page!

Announcements (Upcoming Events)

SMS x MarkSoc Presents: Campaigns from Ideation to Creation

Want to have an exclusive consulting opportunity to come up with a campaign for a real life client and make a social and economic impact? Curious about how client briefs turn into real life marketing campaigns?

SMS is partnering with UNSW's Marksoc to present: Campaigns from Ideation to Creation. Collaborating with UM, a strategic media planning and buying agency, students will be able to:

- Actively form and pitch ideas in response to a professional brief with consultants
- Gain insight into how real professionals develop ideas
- Network with key industry professionals

Don't forget to register for this free online event and follow our socials to stay up to date for future events.

Recap of Previous Events

SMS Mentoring Program Launch

SMS kicked off its annual Mentoring Program on the 8th of September. The Mentoring Program aims to connect students with professionals in the industry, enabling their personal and professional growth. Students are provided the opportunity to seek advice regarding their career goals, while mentors are able to give back by supporting the future leaders of the marketing industry.

This year's online event saw almost 150 attendees, with the number of participants increasing every year since its launch in 2017. Students were informed of the program procedures, followed by a networking session in breakout rooms with mentors as well as fellow mentees. Mentors involved in the program came from a variety of marketing sectors such as FMCG, Media, Digital Strategy, Research, and Technology, representing companies from the likes of Microsoft, Unilever, KPMG, Commonwealth Bank, and many others. We would like to extend our gratitude to all the mentors who have taken the time to attend and take part in the Mentoring Program. Thank you to all our members who attended as well, we hope the program is a valuable experience for everyone.

Marketing Microcosm

In this month's focus on USYD's marketing community, SMS's Secretary, Jodie Lee, has given us a glimpse on how she took advantage of the the unique opportunities COVID has provided as well as the importance of effective digital marketing in the "real" world.

Jodie has been a member of SMS for 3 years with experience in the IT subcommittee, as treasurer and secretary. She also interned in Deloitte this year and currently works as a digital marketer in a startup.

1. What interesting initiatives have you implemented during your time as secretary of SMS this year despite unprecedented times?

I've had the chance to take on several projects. By far my favourite initiative was our Deloitte Case Competition. It's usually something that takes place in person, with all the presentations and all. We were curious to see how well this would translate on Zoom. But innovation shouldn't stop in a pandemic. We held our semi-finals and finals online to great success, with a couple of participants gaining internship positions at Deloitte. What's even better is the potential for future collaborations involving this awesome company now that we had discovered our capability to run successful online events.

2. What experiences have you had in the marketing industry and what are some valuable lessons you have learnt from them?

I recently worked at a startup as a digital marketer for about half a year. One thing that surprised me is how much volume mattered when growing a business online. You could have the best content or ad in the world, but if no one paid attention to it then it didn't matter. Digital marketing needs to be done at a scale that helps your brand be seen more by the right people. Someone out there will want what you are selling - and it's up to you to reach them.

3. If you could go back to the beginning of university, what advice would you give to your first year self?

Growing up, I was always told to work hard and push myself beyond what I thought were my limits. I think a lot of us have that in common at Usyd - we appreciate the value of hard work. But if I could offer one small piece of advice, it would be to know what your working hard for. You can choose a degree and majors and still feel like you don't have a direction. Spend these next few years really figuring yourself out, and ask yourself this: who am I? What do I love to do? What do I want out of the rest of my life?

A Marketing Initiative to Read About...

Dove's #ShowUs Campaign

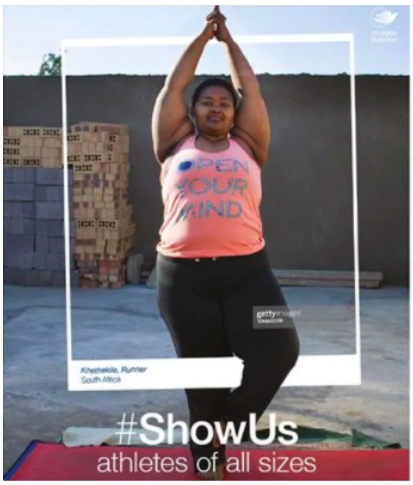
Unrealistic standards of beauty have been perpetuated by images of women in the media time and time again, and across a variety of industries. Dove's #ShowUs campaign champions all women by showcasing realistic images of

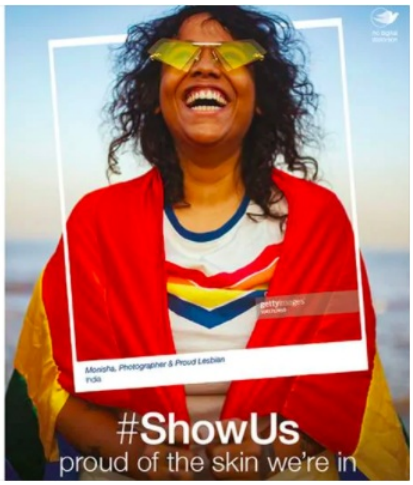
women in the media. In partnership with Girlgaze and Getty Images, Dove features plus-sized, trans, queer, and diverse women in their project, and the best part is, they were all shot by female-identifying photographers in the Girlgaze network.

Dove's initiative to depict diverse and authentic images of women in their advertisements was instigated after a survey revealed that 70% of women still do not feel represented in the media. In collaborating with Getty Images, Dove and Unilever aimed to grant all companies access to the photographs to use for their own marketing campaigns, motivating more brands to represent such inclusive images of women. While Dove aims to prompt consumers to form a broader definition of beauty, critics still ask: is a marketing campaign the right avenue to do so?

As with any social marketing campaign, consumers question the motives of a profit-driven industry in promoting such socially conscious messages. Brands today must be committed to practicing the inclusive messages they promote, as consumers increasingly demand brand authenticity and transparency. While Dove has taken the approach to support female-identifying photographers in their campaign, should the profit made from increased sales as a result of this campaign also go to organisations aiding female-identifying people? Or should Dove take extra steps to commit to a diverse workplace in addition to their diverse campaigns? At a time where information can be readily accessed anywhere by anyone, brands must ensure they prioritise consumer interests and remain dedicated to being socially conscious and responsible organisations.

Watch Dove's #ShowUs Campaign here.





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