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Huntsman Students Create New Marketing Approach Called "The Flash"

It all started with an idea — an idea that then became a reality.

First senior Kevin Schmidt and two other Huntsman students created an approach that allowed companies to advertise more effectively to college students, and then the Flash Marketing Group was born.

Kevin, an entrepreneurship major, said they are able to market to USU students rapidly and effectively using business logo-bearing T-shirts, games, and prizes.

"We give out thousands of free shirts on a campus and then have all the students wear them on the same day — that is what we call the flash," Kevin said. "We have crafted a new and exciting way to market."

The Flash Marketing Group held its first campaign in October for Firehouse Pizzeria. Kevin said the campaign's success showed the effectiveness of their approach to advertising, and led to an unexpected increase in the Flash Marketing Group's business sales.

The Flash Marketing Group's work became more visible after it conducted a successful campaign for the Huntsman MBA program, Kevin said.