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GRAVITAS AD TEAM SETS SIGHT FOR FIRST PLACE AT THE NATIONAL STUDENT ADVERTISING COMPETITION

Denton, Texas (February 13, 2017)- On Wednesday April 5, the University of North Texas' advertising team, Gravitass will compete in the annual National Student Advertising Competition.

The District 10 competition is open to the public and will be held at the Fort Worth Hilton convention center. Gravitass invites all of UNT community to watch them present their campaign at 8:50 on the first night of competition.

Last year, UNT's Gravitass team had their highest performance to date, placing second in the National Student Advertising Competition. With the help of five returning members from last year's successful team, the 2017 troop is confident in an even better outcome.

The 24-member team is comprised of 6 subsets including creative, media planning, copywriters, art directors, strategy and production and operations. The creative team is lead by Anila Ademi who is a senior advertising student from Kosova, Bujanoc. Under her leadership are art directors: Christina Rodriguez from Houston, Texas, Mazhar Jilani from Carrollton, Texas and Kevin Carrasco from El Paso, Texas.

The copywriting team is made up of all seniors: Dylan Catherman from Sinton, Texas, Becca Taylor from Yeovil, United Kingdom, Joshua Olivares from Temple, Texas and Sam Kagan from Dayton, Ohio. The media planning team is lead by Advertising major, Daniel Valdez. The team includes, Victoria Garcia from The Colony, Texas, Zuleima Melendez from Frisco, Texas. Christina Thompson from Austin Texas and Ebony Halliday from Fort Worth, Texas.

Allison Bancroft is the strategy leader who is a senior from Mesquite Texas. The strategy members are Justin Wagenhauser from Wylie, Texas, Beatriz Martinez from Alamo, Texas, Shakierra Williams from Dallas, Texas and Kelley Smith from Keller, Texas. The production and operations group is lead by senior, Hannah Wachholz from Austin Texas. The production and operations group is run by Alexandria Coleman from Bartonville, Texas, Meagan Black from Allen, Texas and Brian Anthone from Amarillo, Texas

Taylor Stroud, the current president is a returning Gravitass member from Dallas, Texas. The advisor Brice Campbell has led Gravitass going on three years, and is looking forward to another record breaking year.

"This year's team is really destined for greatness," said Anila Ademi, Gravitass' creative director "with the experience of our returning five members, and fresh new faces, this year's campaign will be ground-breaking."

The 2017 National Student Advertising Competition is sponsored by the ethnic frozen food company, Ajinomoto Windsor, Inc. Each student-led group will be tasked with creating an innovative plans book in response to Tai Pei's unique marketing challenge.

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