

Edinburgh College students in the running for marketing prize

✘ Two students from Edinburgh College will be up against the best and brightest marketers in Scotland tonight at the Marketing Society Star Awards, where they could scoop the top student prize.

Calum Mackinnon and [Andrew Palfreyman](#) – who are both studying HND Visual Communication at Edinburgh College – made the shortlist in the Star Creative Student category. As the only Further Education students to have been shortlisted at the prestigious competition, both Andrew and Calum will battle it out against four of their peers from the University of Edinburgh, University of Dundee and Edinburgh Napier University.

HND Visual Communication students have had a successful track record at the Marketing Society Star Awards, with graduate Jonathan Walton taking the coveted Creative Student of the Year award at last year's competition. If either Andrew or Calum take home the award, this will be the third year in a row that an Edinburgh College student has been crowned Star Creative Student of the Year.

The Marketing Society Star Awards is an annual celebration of Scotland's marketing community and highlights the best people within the industry, from up-and-coming FE and HE design students to well-known graphic design agencies such as the Leith Agency and The Union, and major players such as Tesco Bank and Standard Life.

As part of the Marketing Society Star Awards, students from universities and colleges in Scotland were invited to submit a creative brief for the high-profile client John Lewis. The

brief challenged students to devise a creative campaign that will establish an emotional connection with John Lewis' consumers, to build upon the success of the high-street brand's famous Christmas campaigns and adverts. The winners of the competition will get the chance to work alongside industry-leading graphic designers at the John Lewis headquarters in London.

Helena Good, design lecturer at Edinburgh College, said: "This is the third year running that our students have been honoured at this national competition, and we're incredibly proud of Calum and Andrew for making it to the finals. We wish them both the best of luck tonight!"

"Last year, our HND Visual Communication student Jonathan Walton won the title of Creative Student of the Year at the competition and fellow student Katy Johnson got the runner-up prize. Their success is an illustration of the highly creative, motivated and employable students that we are dedicated to producing here at the college."

The winners will be announced at the Marketing Society Star Awards tonight 12 June 2014 at The Corn Exchange in Edinburgh. For more information about the awards, please visit stars14.marketingsocietyscotland.com/.