

GREEN REBEL PARTNERS WITH MTU ON MII ANNUAL STUDENT MARKETING CHALLENGE



BACKGROUND

The MTU Annual Student Marketing Challenge, in association with The Marketing Institute of Ireland (MII), showcases up-and-coming marketing talent, highlighting innovation and creativity from the next generation of MTU marketers. This year Bachelor of Business (Honours) in Marketing students worked with off-shore renewable energy consultants, Green Rebel, winners of the emerging company category at Cork Chamber Cork Company of the Year Awards 2022.

THE CHALLENGE

Green Rebel is considering sports sponsorship as a possible means of achieving specific strategic objectives and challenged MTU students to develop sponsorship proposals for the company. The challenge began with 27 groups of students submitting sponsorship proposals for Green Rebel as part of their Sports Marketing module under the guidance of MTU lecturer Conor Kelleher.

THE SOLUTION

Four groups made the final shortlist, pitching their proposals to representatives from Green Rebel, the Marketing Institute of Ireland and MTU lecturers. Each group presented their unique sports sponsorship plans with detailed strategies for how Green Rebel could activate their proposals.

The winning group Alanna Braham, Ben McCarthy, Caolán Callaghan, Danielle Burke and Saoirse Noonan devised a novel two-pronged approach for Green Rebel to pursue, incorporating a short-term component centred on rowing sponsorship and a long-term stretch target of a partnership with Formula E.



Pictured (L-R): Dr. Pio Fenton, Head of Marketing & International Business, MTU; Mia Piccolli, Green Rebel; Caolán Callaghan, BBus Marketing, MTU; Jerry Crowley, Chairperson, MII Cork; Conor Kelleher, Lecturer, MTU; Alanna Braham, BBus Marketing, MTU; Eoin Cotter, Head of Business Development, Green Rebel and Ben McCarthy, BBus Marketing, MTU.

BENEFITS OF THE ENGAGEMENT

Green Rebel offered a unique opportunity to MTU marketing students who gained valuable experience presenting their ideas and developing critical thinking skills. The MII Annual Student Marketing Challenge is one of many examples of the Department of Marketing & International Business engagements with high-level live case assessments focused on providing students with interactive organisation collaborations.

MII Chairperson Jerry Crowley was impressed with the detailed insights into how sports sponsorship could help grow brand awareness for Green Rebel within their marketplace. "I certainly learned a lot, and I am sure that Green Rebel has a few great takeaways from the session that they will soon put into action", he said.

"From our perspective in Green Rebel there has been a huge amount of value in collaborating with Conor and the MTU team and I would endorse any other business to get involved and to look at ways of working with MTU. I think the marketing community in Cork and beyond is in good hands – there were some terrific ideas pitched."

- Eoin Cotter, Head of Business Development, at Green Rebel .

Contact us to connect your Enterprise with MTU. Email us at extended.campusCork@mtu.ie to discuss a collaboration to suit your needs!