

# WWU Marketing TikTok Filter Gains International Traction

People all over the world are eager to know which WWU Marketing Professor they are

**Bellingham, WA. March 17th, 2023. [AnnaSandell.com]** A TikTok filter created by students of the WWU Marketing program has gained traction internationally. The filter, named "Which WWU MKTG Prof Are You?", has been used by TikTok users from all over the world.

The filter, which randomly tells the user which WWU Marketing Professor they are, has garnered over 200 uses since its release on March 6th. "The filter has been most popular with children from outside the US, which is an interesting departure from the account's normal viewership of 18-24-year-olds in Washington state", remarked Anna Sandell, one of the filter's creators.

The team behind the WWUMarketing TikTok account also released a video of themselves, and various IMC Alums using the filter. IMC Professor Dan Purdy also made an appearance. Additionally, the video of WWU marketing students using the filter was praised by Sara Slone, a member of the IMC executive team who reposted the video to LinkedIn, dubbing it "One of my favorite things created by the IMC teams this quarter".

## About Anna Sandell:

Anna Sandell is a recent graduate of the WWU Marketing program who aims to bring together strategy and creativity, so that value is both created for and communicated to customers. For more information, please visit AnnaSandell.com or use the contact information below.



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