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Global Winners

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University of Dayton, Ohio (url: <http://www.udayton.edu/index.php>)



Global Winners

06.16.2011 | Campus and Community The University of Dayton has won silver and bronze awards for two marketing campaigns in the 2011 Circle of Excellence Awards from the Council for the Advancement and Support of Education (CASE).

CASE is the largest nonprofit education association in the world. Its annual awards program showcases the best work on college and university campuses around the globe. This year's competition attracted 2,500 entries.

The University received a silver award in the collaborative programs category for *Unwrap the Possibilities*, the University of Dayton yearend fundraising campaign, and earned a bronze award in the publications program improvement category for rebranding the R.I.S.E. Forum, the world's largest student investment forum.

The *Unwrap the Possibilities* campaign featured a print and electronic (<http://www.christmas.udayton.edu> (url: <http://www.christmas.udayton.edu>)) version of a Christmas catalog. Although every item purchased through the catalog included a gift to the University, it also included ways for shoppers to transcend the materialistic and give gifts that can change lives, such textbooks for a student in need, scarves and mittens for children at the annual Christmas on Campus celebration, and student retreats to developing countries.

A team of annual giving, University communications and alumni relations staff, along with marketing firm Fahlgren Inc., worked to conceive, write, design and implement the Christmas campaign that included the catalog, direct-mail appeals, social media messaging and integration with University events.

A team of University communications, special events and enrollment management staff worked with the School of Business Administration to rebrand the R.I.S.E. Forum, the University's most visible academic event, by redesigning all collateral pieces. This included save-the-date postcards, registration materials, website, e-postcards, programs, event backdrop, padfolio, media kit, campus banners, online advertising, event signs and promotional videos. Beyond creating a consistent, powerful look for the event, the team's efforts saved 20 percent in marketing costs from the previous year.

The international Circle of Excellence awards program recognizes outstanding work in communications, marketing, alumni relations, advancement services and fundraising as judged by peer professionals at schools, colleges and universities as well as by professionals from outside education. The University of Dayton has won dozens of national and regional honors from CASE for publications, media relations, marketing, e-marketing, design, photography and special events.

For more information, contact Teri Rizvi at 937-229-3255 or rizvi@udayton.edu.