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# Marketing Excellence

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



## Marketing Excellence

**02.25.2008 | Campus and Community**

University of Dayton marketing pieces aimed at introducing prospective students and parents to UD have been honored in national and regional award competitions.

In the 23rd annual Admissions Advertising Awards sponsored by the Admission Marketing Report, UD won seven national awards, including a Best In Show commendation for one piece.

Created by 160over90, an advertising firm based in Philadelphia, the search piece titled "Essential Truths" received a gold award and one of only 16 Best in Show designations. A search piece is the first mailer sent by a school to prospective students.

Other UD awards included: silver, student viewbook, created by 160over90; silver, Internet/Web site, by UD's Internet development division in conjunction with Beepix; bronze, parent postcard, 160over90; merit, virtual tour DVD by UD's Media Production Group; and merit, high school visit poster, created by Mound Printing Co.

Sundar Kumarasamy, vice president of enrollment management for UD, said the pieces are part of a larger marketing effort to introduce students to UD and contributed to an unprecedented number of applications for next fall's first year class.

"We're building brand recognition with prospective students and their families," Kumarasamy said. "We're trying to get them to remember one thing: UD is a top-10, top-tier Catholic residential university. We are stating boldly and clearly who we are."

The Greater Dayton Advertising Association's Hermes/Addy Awards competition honored UD's Media Production group with two awards. A New Year's eCard won a silver award and the virtual tour received a bronze Addy.

Jennifer Koesters, Molly Wilson and Kimberly Lally of the University of Dayton's enrollment management division managed all of the winning projects.

The Admissions Advertising Awards is the largest educational advertising awards competition in the country. This year, 2,000 entries were submitted from more than 1,000 colleges, universities and secondary schools from all 50 states and several foreign countries. A total of 245 schools received gold awards and 216 received silver.

The Greater Dayton Advertising Association supports the Dayton and Miami Valley advertising community and annually presents awards in 16 categories ranging from traditional to new media.

***Shane White, director of enrollment strategies, 937-229-2200.***