

Congratulations, ADDY Winners

University Communications
April 2013

University of Arizona units brought home plenty of gold and silver from the **American Advertising Federation Tucson** 32nd Annual ADDY Awards in February. Below is a list of the units and projects that won.

Student Affairs Marketing earned four gold and one silver award for the following projects:

Orientation Calendar 2012-2013 – Gold and Judge's Choice Award

The Orientation Calendar was recognized with a Gold ADDY, the highest award, as well as a special Judge's Choice Award given to works considered best in show. A resource provided to incoming freshmen, the calendar informs them about dates, events and virtually anything else they need to know about the academic year ahead.

Get in the Know: Family Weekend – Gold

Even though it's just over a minute long, this video clip still managed to introduce many of the official details of Family Weekend 2012. The star of the video, Brooke, previews the carnival, pool party, tailgate and other exciting plans for students and their parents.

ADDY Campaign – Gold

Student Affairs Marketing created a conceptual visual marketing campaign unique to the 2012 ADDY awards and was recognized with a Gold ADDY and a Judge's Special Mention. Themed "The Amazing ADDYs," all print and online marketing components reflected the excitement and wonder of the circus through design touches such as a circus tent incorporated into the ADDYs logo and shots of models in full circus garb.

ADDY Copywriting – Gold

Copy that accompanied the "Amazing ADDYs" visual marketing campaign captured the whimsy of the circus, and was recognized with a Gold ADDY. Thoughtful integration of copy into graphic and visual design components of the campaign bolstered the circus theme and made the "Amazing ADDYs" a vivid and memorable award campaign.

Amazing ADDYs Logo – Silver

Created alongside the "Amazing ADDYs" copy and designs, the logo played heavily off of the circus theme. The showmanship and theatrics normally associated with the circus emerged through animated circus tents and spotlights, which framed the logo.

The **Office of University Research Parks** garnered a Gold ADDY for its video, "**Thinking the Impossible**." The office worked with External Relations to develop a video about the science and technology at the UA. "Thinking the Impossible" highlighted how the University has been a global leader in scientific and technological innovation for more than 100 years.

External Relations Marketing earned a Gold and a Silver for two projects:

"Bear Down" Spot, PAC 12 Network – Gold

In collaboration with Crown Chimp Productions, the UA created a completely new concept for this 30-second spot. Depicting images of Wildcats working hard for their dreams, the ad paints a powerful picture of a place where people come together to "turn challenges into opportunities, and opportunities into great human achievement."

"Bear Down" Ad, Football Program – Silver

To promote the UA throughout the football season – to a sea of sports fans, no less – the External Relations marketing team decided to take a surprising, eye-catching direction. Using a photograph of one of the UA's own dance students, the ad connects how Wildcats "dig deep," from our athletes to our teams of researchers, who strive for greatness "on all our fields of excellence."

The Office of the CIO Communications and Marketing Team earned a Silver for **New Research Data Center Grand Opening**. The Office of the Chief Information Officer and the Office of the Senior Vice President for Research collaborated on the new data center to make high-performance computing resources available to all campus researchers. In January 2012, the offices held a sneak peek event for campus and project leadership. In February 2012 they held a grand opening luncheon for the campus research community, along with a ribbon-cutting and open house. The Silver award is for the materials used to promote the events, including "save the date" and invitation cards for each event, a Research Computing brochure and a Research Computing flier.

The project also was one of four award-winning projects for Research Computing at the **Special Interest Group on University and College Computing Services** Communications Awards 2012, where it won a Best of Category award.

The **College of Humanities External Relations Marketing Team** won a Silver for its work on the **Donor Invitation for**

the UA Poetry Center.

An **Arizona Public Media** team consisting of Tom Casey, Robert Jaime, Robert Lindberg and Matthew Ehrichs earned an ADDY Judge's Choice Mosaic Award for its "Your Vote 2012" campaign that featured local community leaders promoting a get-out-the-vote initiative. The videos can be seen on the **AZPM website** ^[3].

The Student Affairs Marketing team also received a bevy of awards from **HMR Publications Group** ^[4]'s Higher Education Marketing at a separate presentation, also in February:

- UA Recruitment - Total Recruitment- Gold Award
- Get In Guide (Student Viewbook): Gold Award
- Cum Laude, UA Honors Alumni Magazine (Publication External): Gold Award
- Search Piece: Merit Award
- SALT Website: Merit Award
- Honors Fee Video (New Media): Merit Award

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Links

[1] <http://aafucson.org/> [2] <http://www.siguccs.org/> [3] <https://www.azpm.org/p/voter-stories/> [4] <http://www.hmrpublicationsgroup.com/>