The UA scored 11 honors during the American Advertising Federation Tucson's 35th annual ADDY Awards over the weekend.

Student Affairs and Enrollment Management and Academic Initiatives and Student Success Marketing took home four awards. Other UA honorees included Arizona Student Unions Marketing, Residence Life, UA BookStores, the College of Humanities and the UA Foundation.

"I feel so fortunate to work with such an incredibly talented group of creative people," said Evi Loveres, art director for Student Affairs and Enrollment Management and Academic Initiatives and Student Success, or SAEM/AISS, Marketing. "It feels great to be recognized for all of our hard work and dedication. I am thrilled for all of the ADDY award winners from the UA."

SAEM/AISS Marketing was awarded the following:

- **Gold ADDY**  
  *Category: Ambient Media ? Single Instillation*  
  *Project: Office of Student Engagement Space*  
  The Office of Student Engagement is housed at the Student Union Memorial Center in a former testing space, which has metamorphosed into an inviting, student-focused center. The multifunctional space includes a reception area, offices for staff and a lounge used for workshops and student gatherings.

- **Silver ADDY**  
  *Category: Illustration*  
  *Project: Admissions Holiday Card*  
  This animated holiday e-card sent to all enrollment management student populations features Wilbur Wildcat overlooking a wintery Tucson landscape.

- **Silver ADDY**  
  *Category: Publication Design ? Book*  
  *Project: AZ Experience Booklet*  
  This booklet contains all the need-to-know information about Arizona Experience, the UA's signature open-house style event for prospective students and their families.

- **Bronze ADDY**  
  *Category: Publication Design ? Magazine*  
  *Project: Honors Eclectic Booklet*  
  This publication is given to incoming honors students and their families during orientation to inform them of what to expect during their first year in the UA Honors College.
Gold ADDY Awards also were awarded to UA Residence Life [4] for the UA Move-In Guide, and to the College of Humanities [5] for the UA Poetry Center Calendars.

The Dress to Dominate Basketball campaign for UA BookStores [6] was awarded a Gold ADDY in the Poster Campaign category and a Silver ADDY in the Photography Campaign category.

Arizona Student Unions [7] marketing department won a Silver ADDY for the exterior design of the Roadrunner Mobile Kitchen food truck, and a Bronze ADDY for the logo design for Slot Canyon Café at the Environment and Natural Resources 2 building.

Finally, the UA Foundation [8] got a Bronze ADDY for its 2015 Annual and Endowment Report [9].

Click here [10] for a full list of ADDY Award winners.

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Links:
[7] https://www.union.arizona.edu/