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LINDENWOOD WINS 2015 TELLY AWARD

July 6, 2015

Lindenwood University has won a Bronze Telly Award for its recent "At the Center is You" TV campaign. The honor was announced as part of the 36th annual Telly Awards.

The University worked with Geile/Leon Marketing Communications, a St. Louis area marketing agency, to create an integrated broadcast and social media campaign targeted to 17- and 18-year-old prospective students.

Randy Micheletti, vice-president and director of account service at Geile/Leon, said the agency wanted a campaign that was engaging, entertaining and had millennial appeal.

"The campaign communicated with millennials in a relatable manner," Micheletti said. "The hashtag LUforLife worked to create buzz and engagement throughout the campaign."

Lindenwood's Executive Director of Marketing and Communications Scott Queen said the creative work at Geile/Leon, coupled with his staff's social media effort and the high level of student participation, made the commercial a success.

"The spot was very genuine, as a result of student involvement," Queen said. "We put out the call for imagery, and the students answered."

Tellys honor outstanding local, regional, and cable TV commercials and programs, as well as video and film productions and work created for the web. The Silver Council awards submissions based on merit, judging entries individually without comparing them, with Silver being the highest honor and Bronze being the second highest honor. Contest entrants came from all 50 states.

This was the first campaign launched as a result of the branding work recently completed by the agency and Lindenwood.

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Press Release Contact:

Public Relations
Lindenwood University
publicRelations@lindenwood.edu

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