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Advertising Students Take Home Gold and Silver St. Louis Addy Awards

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ADVERTISING STUDENTS TAKE HOME GOLD AND SILVER ST. LOUIS ADDY AWARDS

March 14, 2019

Two teams of Lindenwood University advertising students brought home a gold award and a silver award at the 2019 St. Louis ADDY Awards, which were presented by the Ad Club of St. Louis on Feb. 21 at Busch Stadium.

The Gold ADDY was for a campaign developed for Crayola to promote multiculturalism. The Silver ADDY was for a campaign developed for Ocean Spray to increase purchases among millennials. The wins are the latest in a collection of ADDY Awards won by students in the Advertising and Strategic Communications program since the fall 2014 semester.

The image is a promotional banner for Crayola's 'One World, Many Colors' campaign. At the top, there is a navigation bar with four colored sections: a green section with the Crayola logo, a red section with 'SHOP PRODUCTS', a blue section with 'COLORING & CRAFTS', and a purple section with 'EDUCATORS' and 'CUSTOMIZE'. Below the navigation bar, a large, vibrant rainbow of Crayola crayons is shown, with their tips pointing downwards towards a central globe of the Earth. Several hands of different skin tones are reaching up to touch the globe. The title 'One World, Many Colors' is written in large, white, bold letters with a black outline across the middle of the image. On the left side, there is a text box that reads: 'Submit your artwork to connect with artists around the world and share your culture to receive a FREE World Cultures coloring book and other Crayola products'. On the right side, there is a text box that reads: 'Click here to submit your cultural artwork'. A Crayola logo is also visible in the bottom right corner.

One World, Many Colors

Submit your artwork to connect with artists around the world and share your culture to receive a FREE World Cultures coloring book and other Crayola products

Click here to submit your cultural artwork

Artwork created for the award-winning campaign for Crayola.

Students in Dr. Kristy Tucciarone's Advertising Campaign Management class developed the Crayola campaign. The campaign's message of multiculturalism would be shared with Crayola's target audience, children, through vivid pictures while focusing on the cultural richness of the many countries around the world.

"I approached the students with the task of creating a multicultural campaign," said Tucciarone, chair of the Advertising and Strategic Communications program. "The students offered several brands to me, which we analyzed for the brand's ability to promote awareness and encourage a dialogue about multiculturalism."



Matt Stocker displays his team's Gold ADDY Award at the recent St. Louis ADDY Award ceremony.

Student members on the Crayola campaign team were Monica Eckelkamp, Taylor Neubauer, Matt Hampton, Casey Link, Tudor Rus, Matt Stocker, Isabella Luongo, and Cristina Silva. As a Gold ADDY winner, the campaign will advance to the District ADDYs, which includes a four-state competition between Missouri, Iowa, Nebraska, and Kansas.

The Silver ADDY-winning entry was a year-long campaign that was initially created for the American Advertising Federation National Student Advertising Competition. This campaign was developed for Ocean Spray to show millennials that Ocean Spray products are relevant to them. The campaign included a hashtag, #Ride Your Wave, and a tagline, "Variety Throughout Your Day With Ocean Spray." Team members on the Ocean Spray project were Tess Augustyn, Alex Marshall, Lauren Pennock, Hannah Saputo, graduate student Oday Alyatim, Evan Collins, Matt Hampton, Jessica Goddard, Andy Nicholson, and Caroline Wright.

THE OBJECTIVE

Develop A Campaign That Shows Millennials Ocean Spray Is Relevant To Them

BIG IDEA



Variety Throughout Your Day With Ocean Spray

Artwork created for the award-winning campaign for Ocean Spray.

Mike McCormick, CCO for Rodgers Townsend and St. Louis Ad Club Board member, took the stage during the ADDY ceremony to encourage those in attendance to continue to celebrate the advertising industry, singling out Lindenwood University in the process.

“Thank you to Lindenwood,” McCormick said. “You guys push harder than any other school.”

Since fall 2014, Lindenwood students have won four team ADDYs, four individual ADDYs, one team Silver ADDY, one district ADDY, and one national ADDY.

“Winning a Student ADDY is a true testament that these students are committed to their future success in the advertising and strategic communications industry,” Tucciarone said. “I truly feel blessed to work with such talented, passionate, and eager students!”

Main Photo Cutline: *Student members of the Silver ADDY-winning team were (top row from left) Tess Augustyn, Alex Marshall, Lauren Pennock, Hannah Saputo, graduate student Oday Alyatim, Evan Collins, and Matt Hampton with Professor Kristy Tucciarone. In the front row from left are Jessica Goddard, Andy Nicholson, and Caroline Wright.*