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ADVERTISING AND STRATEGIC COMMUNICATIONS STUDENTS AWARDED THE GOLD ADDY

May 13, 2020

Lindenwood advertising and strategic communications students were awarded the Gold ADDY at the American Advertising Federation AdClub St. Louis Ceremony earlier this year.

The ceremony took place in the Caramel Room at Bissinger's. Students on the gold medal-winning team included Monica Eckelcamp, Andy Nicholson, Katelyn Weaver, Savannah Kaatman, Casey Link, Lauren Grayek, Tudar Rus, Kaylin May, Rachel Mangan, Hannah Saputo, Kyle Lee, Taylor Neubauer, and Maysa Clay.



Before competing in the local ADDY Awards, Lindenwood students were tasked with a case study where they helped a real client solve real problems. The program is offered to universities who have an American Advertising Federation (AAF) student chapter. Students compete against teams within their district. These teams were made up of schools from Missouri, Iowa, Kansas, and Nebraska.

The competing teams all shared the common client - Wienerschnitzel. Wienerschnitzel is an American fast food chain founded in 1961 that specializes in hot dogs, also known as the World's Largest Hot Dog Chain. Wienerschnitzel locations are found predominantly in California and Texas, though others are located throughout the U.S.

Students were given the task to develop a campaign that would change the perception of hot dogs. This particular campaign was unlike previous ones in that students were to change the perception of a product category, not Wienerschnitzel as a brand.

Based upon research, Lindenwood students learned that people are misinformed about what ingredients are in a hot dog. For this reason, they were asked to show and tell them. Given this direction, the advertising and strategic communications students developed the ideas "What's in your wiener" and "Just Being Frank."

The campaign consisted of Weenie Wednesday (a pledge people take to eat hot dogs every Wednesday), a sponsorship with MLB (allowing street teams to have access to all home games), an airport mural, a movie theater quiz, billboards, various website landing pages and pop-up ads, Pandora ads, TV and radio ads, as well as digital advertising ranging across multiple platforms, such as Facebook, Snapchat, Twitter, and Instagram.

Photo cutline: left to right, Dr. Kristy Tucciarone, Kaytlin May, and Savannah Kaatman