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ADVERTISING AND STRATEGIC COMMUNICATIONS STUDENTS PROFESSOR RECEIVE AAF AWARDS

May 18, 2020

Lindenwood's advertising and strategic communications students recently received a special Judge's Citation Award: Bright Idea for the creative idea of a "reverse trade show" at the National Student Advertising Competition (NSAC). In addition, Instructor of Advertising and Public Relations Patrick Longo was named Advisor of the Year for his dedication to the competition and his team.

The American Advertising Federation (AAF) facilitates the awards, announcing the Lindenwood team's honor in April 2020 in a Zoom call to the district, which includes schools from Missouri, Iowa, Nebraska, and Kansas.

"I am extremely proud of the students' tenacity and dedication this semester," Longo said. "To be able to continue this competition during an international pandemic and finish strong the way they did makes me know that they are ready to work in the industry."

Longo and Dr. Kristy Tucciarone, professor of advertising and public relations, combine forces to advise the Lindenwood NSAC team. Tucciarone teaches the course in the fall, and Longo teaches the courses in the spring semester.

Each fall a new client is released by the AAF, with student teams receiving the client's problem, key objectives, and budget for a campaign. Students have one year to conduct primary and secondary research and develop an integrated campaign including a media schedule, key performance indicators, and total impressions.

The 2019-2020 client was the first-ever business-to-business (B2B) client presented to students - Adobe. The objective of the campaign was to build a B2B campaign that focuses on increasing awareness for Adobe's advertising technology solutions.

"I love this class because I get to see all the students take on rolls and see them put together everything they have learned in our program," Longo said. "It's fun to watch the light bulb go off and see them get excited about the industry I was a part of for so long."