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## **Lindenwood Receives Service Industry Advertising Awards**

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**February 16, 2022**

Lindenwood recently won seven awards at the 19<sup>th</sup> Annual Service Industry Advertising Awards for the *Rethink What You Think About Lindenwood University* marketing campaign.

The Service Industry Advertising Awards (SIAA) began in 2003 to recognize the advertising excellence of service industry providers. More than 500 advertising agencies and over 1,000 institutions participated in this year's awards.

The *Rethink What You Think About Lindenwood University* campaign, which launched in November, included outdoor, newspaper, magazine, and television advertisements as well as an entire website reskin.

The campaign was organized by the Lindenwood Marketing department and created by utilizing extensive marketing research.

"There are so many individuals whose fingerprints are all over this campaign. From our agency partners to my colleagues at Lindenwood, each person's contribution is a part of the Rethink DNA and deserves recognition. It's been such a joy to share this campaign with our community, on campus, and beyond," Director of Marketing, Peter Colombatto said.

This year, the Service Industry Advertising Awards national panel of judges evaluated and rated more than 1,200 entries in forty-five different categories. Of those awards, Lindenwood received six gold, and one silver for the following:

- Gold: Outdoor
- Gold: Newspaper Advertising – Series
- Gold: Magazine Advertising – Series
- Gold: Television Advertising – Series
- Gold: Total Advertising Campaign

- Gold: Integrated Marketing Campaign
- Silver: Website Refresh

Each element of the campaign was created to be relatable and impactful for a wide range of audiences to help communicate the university's mission.

“These awards affirm the hard work we've done so far, but we know there is more to be done. As part of Lindenwood Global, the marketing team is looking forward to optimizing this campaign as we carry out Lindenwood's brand and enrollment missions,” Colombatto said.

The full [list of winners](#) is available from SIAA.