

Lindenwood University

**Digital Commons@Lindenwood University**

---

Archived Lindenwood Press Releases

Public Relations

---

5-15-2024

## **Lindenwood Student Team Earns Multiple Accolades at American Advertising Awards**

Lindenwood University

Follow this and additional works at: [https://digitalcommons.lindenwood.edu/press\\_releases](https://digitalcommons.lindenwood.edu/press_releases)



Part of the [Business and Corporate Communications Commons](#)

---

**May 15, 2024**

Lindenwood University students took home three trophies and one certificate at the American Advertising Awards – a competition for professionals and students – in St. Louis in February.

The American Advertising Awards is the industry's largest competition, attracting more than 25,000 entries yearly in local competitions. Its mission is to recognize and reward the creative spirit of excellence in the field.

Entrants compete in various categories, and Lindenwood students submitted in social media and out-of-home. Each student team was judged on creative and copy excellence and the ads' ability to command attention. The Lindenwood student team won gold with its entry titled "Emirates Making Your World Smaller." The student team also won a Judge's Citation Award and earned silver with its entry titled "You Can Do It Anywhere." Additionally, the team received another Judge's Citation Award for the "Creative" category.

"Winning the coveted American Advertising (Gold) Award illustrates that my students are able, ready, and competent to work in industry," Lindenwood Advertising and Public Relations Professor and Program Chair Dr. Kristy Tucciarone said. "And knowing that this campaign was to encourage appreciation for other cultures, even better!"

Throughout the competition, Lindenwood marketing students worked through real-world problems and learned how to problem-solve in a professional setting.

Additionally, Lindenwood students immersed themselves in real-world situations and applied the knowledge they learned in the classroom, which led to success. While working as a team and utilizing critical thinking to achieve success, students now have the confidence needed to take into their professional endeavors.

Justin Arties, who graduated this month with a Bachelor of Arts in Advertising and Strategic Communications, said this experience helped advance his advertising skills.

"(Those are) needed to have a successful career in advertising and strategic communications," he said. "I would not be anywhere I am now without the

knowledge I obtained through the teamwork from my group and dutiful counseling from (Professor Tucciarone).”

Tanpitcha Sakornthanvit also graduated this month with a Bachelor of Arts in Advertising and Strategic Communications. Her experience working alongside her team members was memorable.

“Working with my classmates on (the) ‘You Can Do It Anywhere’ campaign is the best thing I did during my time in college,” she said.

Looking to work in marketing and advertising, Sakornthanvit will utilize this experience to help her succeed professionally.

“It shows me the power of friendship and teamwork that we can create amazing things together,” she said. “If I had a time machine, I would do it all over again.”