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Laurier recognized with 16 international marketing and communication awards

WATERLOO – Wilfrid Laurier University has earned eight platinum and eight gold awards for marketing and communication materials in the 2012 MarCom Awards competition.

Laurier earned three platinum awards for the Inspiring Lives advertising campaign and branding. The university also earned two platinum awards for centennial initiatives, including the Drabble contest book, and *Leadership and Purpose: A History of Wilfrid Laurier University* by Andrew Thomson. Laurier took home three platinums for its alumni magazine, *Laurier Campus*, including awards for design and writing.

Gold awards were earned for the “What’s in a Leaf?” magazine and newspaper advertisements, as well as the Inspiring Lives logo and newspaper advertisement, which appeared in *The Globe and Mail* and other prominent publications. Laurier was also recognized with gold awards for the Faculty of Education Welcome Book, the *InsideLaurier* internal newspaper and for the Spring 2012 cover of *Laurier Campus* magazine.

In addition, Laurier received six honorable mentions for the following:

- Alumni Handbook (Brochure/Handbook)
- Inspiring Lives presentation folders (Marketing/Presentation Jacket)
- Inspiring Lives video series (Video/Film)
- Laurier leaf pin set (Marketing/Specialty Items)
- Spring convocation program (Brochure/Special Events)
- “What’s in a Leaf?” video (Web Video Element/Animation)

“These awards are a testament to the teamwork of all the departments involved and the university’s overall vision. It’s exciting to see everyone’s hard work being recognized,” said Jacqui Tam, assistant vice-president: Communications, Public Affairs and Marketing.

The MarCom Awards program is an international competition for marketing and communication professionals involved in the concept, writing and design of print, visual, audio and web materials and programs. The program is administered and judged by the Association of Marketing and Communication Professionals (AMCP), an international organization consisting of several thousand marketing, communication, advertising, public relations, media production and freelance professionals.

There were more than 6,000 entries in the 2012 competition. Other universities recognized include Texas A & M, Johns Hopkins University and Duke University.

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