



PRESS RELEASE

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UOG wins seven national awards for marketing and communications

Two design projects, an “anthem” video, and three websites developed by the University of Guam have won awards from two separate national competitions — the Collegiate Advertising Awards (CAA) and the Internet Advertising Competition (IAC).

“Being recognized as among the best in the nation in multiple categories and across two award competitions really showcases the ambition and creativity of our marketing and web teams,” said UOG President Thomas W. Krise. “We are incredibly proud of their work and commitment to quality.”

The projects were designed and developed by the UOG Marketing & Communications Office and the UOG Web Team.



- **“Rise Above”:** IAC Award for Best Education Online Video and Best University Online Video

An “anthem” video launched in 2020 to inspire and empower residents to pursue a degree and a rewarding future at the University of Guam. View at: <https://www.youtube.com/watch?v=sEiS-hoWMW8>



(From left) UOG President Thomas W. Krise, Vice President of Administration and Finance Randall Wiegand, and Senior Vice President and Provost Anita Borja Enriquez sport the award-winning Charter Day logo at Charter Day in early March 2020.

- **Charter Day 2020 Logo: CAA Gold Award for Logos/Trademarks/Mascots**
Developed to celebrate the 68th anniversary of UOG’s charter.
View at: <https://www.uog.edu/charter-day/2020>



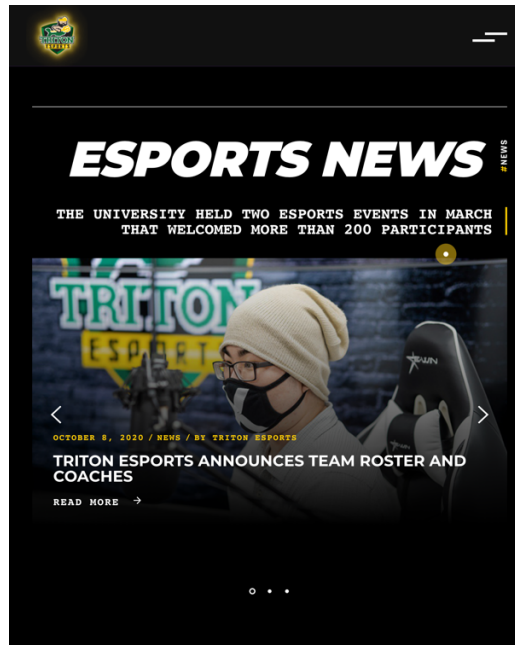
- **Para Hulo’ Strategic Plan Booklet: CAA Gold Award, Special Publications**
The booklet commemorated the launch of UOG’s five-year strategic plan.



- Para Hulo': IAC Award for Best Regional Website**
 The website, launched in February 2020, provides an identity, a home, and a roadmap to UOG's five-year Para Hulo' Strategic Plan.
 URL: <https://www.uog.edu/parahulo/>



- UOG Cares: IAC Award for Best Public Relations Website**
 The website, launched in June 2020, informed UOG students of the various forms of financial, academic, and health and wellness support available to help them stay the course toward their degree during the unusual circumstances of the COVID-19 pandemic.
 URL: <https://www.uog.edu/uog-cares>



- **Triton Esports: CAA Gold for Sports-Specific Website**
The website was launched in June 2020 a digital presence and home base for UOG’s first-ever competitive esports program, Triton Esports.
URL: <https://esports.uog.edu/>

The **Collegiate Advertising Awards** is a national program that recognizes higher education organizations for excellence in communications, marketing, advertising, and promotions. The “Gold” award is presented to projects that ranked in the top 5% of similar-sized schools in the nation for creativity, layout and design, functionality, message effectiveness, and overall appeal.

The **Internet Advertising Competition Awards** program of the Web Marketing Association is a group of volunteer marketing, advertising, public relations, and design professionals looking to set a high standard for online advertising.

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Photo captions:

uog-rise-above: The University of Guam’s “Rise Above” anthem video won two Internet Advertising Competition awards for Best Education Online Video and Best University Online Video.

uog-charter-day-2020-logo: The University of Guam’s logo for its 2020 Charter Day won a gold Collegiate Advertising Award for Logos/Trademarks/Mascots.

uog-para-hulo-booklet: The University of Guam’s booklet for its five-year Para Hulo’ Strategic Plan won a gold Collegiate Advertising Award for Special Publications.

uog-para-hulo-website: The University of Guam's website for its five-year Para Hulo' Strategic Plan won an Internet Advertising Competition award for Best Regional Website.

uog-cares-website: The University of Guam's website for its UOG Cares initiative won an Internet Advertising Competition award for Best Public Relations Website.

uog-triton-esports-website: The University of Guam's website for its new Triton Esports team won a gold Collegiate Advertising Award for Sports-Specific Websites.

Images courtesy of University of Guam