

PRESS RELEASE

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UOG wins international awards in marketing and communications

The University of Guam has won 20 awards in marketing, communications, graphic design, advertising, and web presence for projects completed in 2021. This is the highest single-year award total for the UOG Marketing and Communications Office.

“All of us at UOG are incredibly proud of the outstanding work by our MarCom team,” said UOG President Thomas W. Krise. “Their creativity and execution have been recognized year after year as exemplary among our peers — not only in higher education and government, but also by contemporaries within marketing, communications, and web design. The praise and awards they've won have also highlighted the excellent work of Tritons across the University.”

UOG won awards across multiple categories from four different competitions.

CASE Circle of Excellence Awards

This year, UOG won its first two Circle of Excellence Awards from the Council for the Advancement and Support of Education (CASE), a coveted awards program in higher education advancement and marketing. UOG's nominations were among 4,500 entries from 28 countries and across 100 award categories.

One judge stated about the gold award-winning UOG 70th Anniversary Mural: “This was a clear favorite among the judges with high marks across the board. The mural project hit on every level: high impact, beautiful execution, cultural significance, and immediate connection with its audience.”

The mural was commissioned and painted by UOG fine arts alumnus and professional muralist Austin Domingo.

NAGC Awards

This year, UOG received three first-place Blue Pencil & Gold Screen Awards and one Award of Excellence from the National Association of Government

Communicators. The NAGC awards program recognizes superior government communication products.

“This publication is extremely well done with graphic consistency and focused writing,” said one of the judges about the “Research at the University of Guam” report, which took first place in technical and statistical reports. “The quality of the publication encourages partnerships and support — the entire goal of its existence. Great deliverable!”

Internet Advertising Awards

UOG won eight Internet Advertising Awards, including two overall “Best of Show” awards for its 2021 digital marketing email recruitment campaign and its online “Big G Weekly” newsletter. The IAA program is the only industry-based advertising award competition dedicated exclusively to online advertising.

Collegiate Advertising Awards

UOG also won six Collegiate Advertising Awards: three gold and three silver awards. The gold awards were received for the 2021 digital marketing email recruitment campaign, the 70th anniversary campus mural, and the matching T-shirt design based on the mural. CAA is a national program recognizing higher education organizations for excellence in communications, marketing, advertising, and promotions of their schools.

Last year, the University Marketing and Communications department brought home 11 awards to the island.

To view the complete list of awards, go to url.uog.edu/marcom-awards.

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Photo captions:



2022-uog-marcom-team-awards-1

The UOG Marketing & Communications team and UOG Web Team hold the awards they received for projects completed in 2021 at the University of Guam 70th Anniversary Exhibit, another of the team's projects, at the Guam Museum. (From left) Laura Pangelinan, Jackie Hanson, Bernie Capindo, Chief Marketing & Communications Officer Jonas Macapinlac, Gene Herrera, Eurich Patacsil, and Matt Raymundo.



2022-uog-anniversary-mural

The University of Guam 70th anniversary mural on an exterior wall of the Calvo Field House won two gold awards and one Award of Excellence from three different national awards programs.



2022-uog-research-booklet

A booklet highlighting the University of Guam's research work in 2021 won a first-place award from the National Association of Government Communicators. The booklet can be viewed at www.uog.edu/research/reports.



2022-uog-70th-banners

Banners on light posts celebrate the University of Guam's 70th anniversary across its campus. The university won a silver Collegiate Advertising Award for its branding of the year-long event.

Photos courtesy of the University of Guam