

NEWS RELEASE

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Contact: Beth Erickson
608-733-2505
berickson@ascendiumeducation.org

Ascendium's Viva Student Success Campaign Wins Hermes Platinum Creative Award

Madison, WI—Ascendium's Viva Student Success campaign was the recent recipient of a Hermes Platinum Creative Award, an international competition for creative professionals, recognizing outstanding work in the marketing communications industry.

"While COVID-19 has generated many somber new realities it also inspired us to find new ways to accomplish our communication goals. Conferences are a key channel for taking our **Attigo**[®] student success solutions to market, and when our premier conference in Las Vegas was canceled this year, we created a virtual, online experience instead," said Ascendium Vice President—Repayment Solutions, Beth Erickson.



The message was delivered to higher education professionals who had registered for the conference. They received a 3-D popup card that depicted the famous Las Vegas sign and included a coaster and a request to sit back, relax, and visit our **virtual booth**. Beyond the direct mail piece and online landing page the team drew engagement through ads in industry newsletters and its **LinkedIn** and **Twitter** accounts.

"All together the virtual booth drew excellent traffic, but it was the chance to 'pivot' and overcome a challenge that made the project so rewarding," said Erickson.



Visit attigo.com to learn more about the Attigo Suite of student success products. Visit hermesawards.com to learn more about the Hermes Creative Awards and to view a list of winners.

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