

NEWS RELEASE

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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.

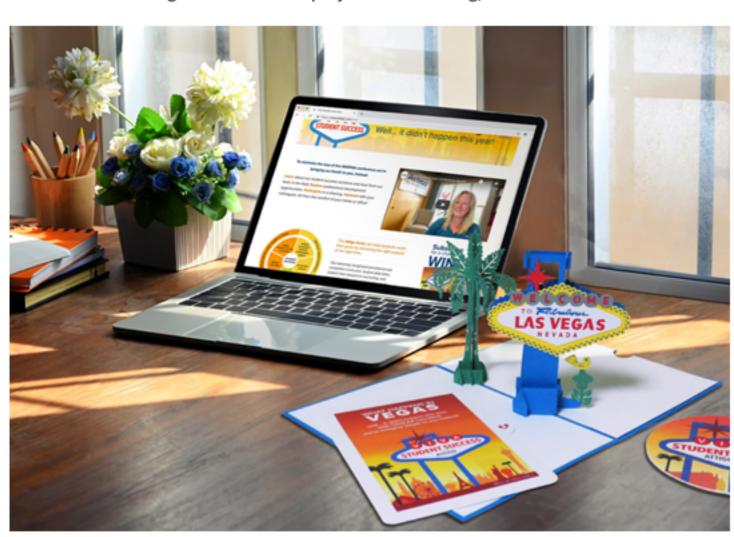


The message was delivered to higher education professionals who had registered for the conference. They received a 3-D popup card that depicted the famous Las Vegas sign and included a coaster and a request to sit back, relax, and visit our virtual booth. Beyond

industry newsletters and its <u>LinkedIn</u> and <u>Twitter</u> 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.

the direct mail piece and online landing page the team drew engagement through ads in



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