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Press Release



FOR IMMEDIATE RELEASE

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Cleveland Institute of Art Wins Best in Show and Five Gold National Marketing Awards

Cleveland Institute of Art (CIA), in collaboration with KelmscottEDU, has been awarded Best in Show and five gold national marketing awards from the prestigious Higher Education Marketing Awards Association and the Collegiate Advertising Awards Association.

The esteemed Best in Show was awarded to CIA for their Total Recruitment Campaign in the 33rd Annual Educational Advertising Award competition, the largest, oldest and one of most respected educational advertising awards competition in the country. This award competition is hosted by the Higher Education Marketing Awards Association, publishers of the prominent *Higher Education Marketing Report*.

CIA's Total Recruitment Campaign was chosen from over 2,250 entries from over 1,000 colleges, universities and secondary schools from all 50 states and several foreign countries. In addition to Best in Show, CIA was awarded three gold awards for integrated marketing, search pieces and recruitment campaign.

"We were honored to partner with Cleveland Institute of Art on this total recruitment campaign and thrilled, but not so surprised, to hear that CIA's campaign won Best in Show," stated Kathleen Cross, PhD, Executive Vice President of KelmscottEDU. "CIA is a truly singular institution with a rare combination of a personalized creative educational experience in one of the country's most unique cultural centers."

CIA was also awarded two gold awards for a recruitment series and email marketing from the Collegiate Advertising Awards Association, an elite national award program created to honor distinction in all forms of advertising, marketing and promotion specific to higher education.

Awards from both associations were given for excellence and innovation in overall strategy, copy, design, production, quality and overall effectiveness for the promotion of the institution. Judges consisted of national panels of higher education marketers, advertising creative directors, marketing and advertising professionals and the editorial board of Higher Education Marketing Report.

About KelmscottEDU

KelmscottEDU, the higher education division of Fuse, LLC, is a full-service enrollment and marketing solutions provider for higher education. Located in Chicago, IL, our expansive headquarters houses an unparalleled team of enrollment and marketing strategy experts, an award-winning, in-house higher education agency, e-technology hub, sophisticated printing facility and a mailing and fulfillment center. Serving higher education for over 30 years, the mission of KelmscottEDU is to bring innovation, data-driven strategy and creativity to every client engagement to elevate our university partner's enrollment, marketing and brand. Learn more at kelmscottedu.com.