

## **2011 STONY BROOK UNIVERSITY MARKETING/COMMUNICATIONS AWARDS**

**\*For work completed in the 2010 calendar year**

### **SUNY/CUAD AWARDS FOR EXCELLENCE**

SUNY/CUAD is the organization of SUNY advancement and communications professionals in the areas of public relations, alumni relations, publications, electronic communications, development, governmental relations, and marketing.

Project: STARS IN STONY BROOK GALA INVITATION  
Category: Visual Design  
Award: Best of Category

Project: INVEST IN THE BEST IDEAS IN MEDICINE  
Category: Fundraising Publications  
Award: Best of Category

Project: "TOP 100" ADMISSIONS POSTER  
Category: Student Recruitment Individual Pieces  
Award: Judges' Citation

Project: HANSEN BROTHERS/ATHLETICS PHOTOGRAPHY  
Category: Individual Photography  
Award: Judges' Citation

Project: UNDERGRADUATE ADMISSIONS WEB SITE  
Category: Student Recruitment  
Award: Judges' Citation

Project: STONY BROOK LONG ISLAND CHILDREN'S HOSPITAL BROCHURE  
Category: Effective, Efficient, and Elegant Publications  
Award: Judges' Citation

### **CASE ACCOLADES AWARDS**

CASE (Council for Advancement and Support of Education) is the professional organization for advancement professionals in the areas of alumni relations, communications, fundraising, and marketing. CASE's membership includes more than 3,400 colleges, universities, schools, and educational associations in 61 countries.

Project: THE TRUTH IS IN TROUBLE BROCHURE  
Category: Fundraising Brochures/Pamphlets  
Award: Honorable Mention

Project: MADAGASCAR ARTIFACTS EXHIBIT  
Category: Special Events  
Award: Silver Award

Project: UNDERGRADUATE STUDENT RECRUITMENT  
Category: Student Recruitment: Packages  
Award: Bronze Award

Project: UNDERGRADUATE ADMISSIONS WEB SITE  
Category: Website: Student Recruitment  
Award: Bronze

### **ASTER AWARDS**

A national competition for healthcare advertising sponsored by Creative Images, Inc. Winning entries are published in *Marketing Healthcare Today*.

Project: CHILDREN'S HOSPITAL "SANDBOX" PRINT AD  
Category: Newspaper Advertising -- Foundation/Fundraising  
Award: Gold Award

Project: CHILDREN'S HOSPITAL LOGO  
Category: Logo Design/Letterhead  
Award: Silver Award

Project: CHILDREN'S HOSPITAL VIDEO  
Category: Fundraising Video  
Award: Silver Award

### **HEALTHCARE ADVERTISING AWARDS**

The oldest national competition for healthcare advertising sponsored by the *Healthcare Marketing Report*.

Project: CHILDREN'S HOSPITAL "SANDBOX AND SOCCER" PRINT ADS  
Category: Newspaper Advertising  
Award: Gold Award

Project: REMEMBER/DIFFERENT/THE CHOICE RADIO ADVERTISING  
Category: Radio Series  
Award: Silver Award

Project: CHILDREN'S HOSPITAL VIDEO  
Category: FUNDRAISING VIDEO  
Award: Gold Award