

# College of DuPage Student Life Awards Most Creative Marketing

This award is presented to a club for developing and implementing the most creative marketing publicity for their club, program, event, or project at the College of DuPage. The recipient of this award will be selected by the Student Life Awards Committee based on the nominations submitted. All nominations must be emailed to clubs@cod.edu by 6:00 PM on Wednesday, April 8th, 2015 (late submissions **will not** be accepted).

The award recipient will be recognized at the Student Life Awards on Friday, May 1st, 2015.

Club Name	_____
Event Name	_____

Please answer the following questions thoroughly to be considered for this award. There is a limit of 1,500 characters per question.

- I. Describe the event including how it was planned and organized.

**All entries are due by 6:00 PM on Wednesday, April 8th, 2015.  
Late submissions will not be considered.**

2. Describe the methods of publicity utilized (posters, flyers, newspaper ads, etc.). You may attach any examples as a supplement to the nomination.

3. How did the marketing campaign help contribute to the success of the event?

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4. If the marketing campaign was not for an event but for awareness, explain the effectiveness of the campaign in getting your message across.

5. How did the marketing campaign benefit your club?

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