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Cedarville Wins Merit Award for Ad Campaign

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Cedarville Wins Merit Award for Ad Campaign

CEDARVILLE, OHIO – Cedarville University won the merit award from the Higher Education Marketing Report for its national campaign, “Follow Your Calling.”

The Higher Education Marketing Report held its Twenty-Ninth Annual Education Advertising Awards competition this year to find the best programs and campaigns in the country. A panel of industry specialists reviewed each piece based on creativity, marketing execution and message impact.

According to the Higher Education Marketing Report, Cedarville’s entrance showed exceptional quality, creativity and message effectiveness. The campaign was directed by Cedarville University and developed by Schupp Company, Inc. of St. Louis, MO.

“The one thing that was clear to us at Schupp as we developed the campaign was how well Cedarville’s leadership team knew itself and its purpose,” said Jim Mayfield, senior vice president at Schupp Company. “This allowed us to put together the strong call-to-action ‘Follow Your Calling’ line that communicated the future students’ desire to follow their God-given calling, but also their calling to Cedarville.”

The results of the six-month campaign, which used print and digital ads, billboards, and radio, continue to exceed expectations. To date, nearly 38 million advertising impressions have been exposed nationally and this has resulted in 94,610 clicks to Cedarville’s website. This volume of activity represents a 0.25% click through rate—a 39 percent increase over the industry standard. In addition, 244 students have inquired about undergraduate or graduate programs as a result of the campaign.

Located in southwest Ohio, Cedarville University attracts 3,400 undergraduate, graduate and online students to more than 100 areas of study. Inspiring greatness for over 125 years, Cedarville is a Christ-centered learning community recognized nationally for rigorous academic programs, strong graduation and retention rates, accredited professional and health science offerings and leading student satisfaction ratings. Visit the University online at www.cedarville.edu.