



Press Release

**FOR IMMEDIATE RELEASE**

**The University of Alabama Presented with the NACCU 2021 Best Marketing Campaign Award**

**Phoenix, AZ – May 7, 2021** – NACCU is proud to honor The University of Alabama as the recipient of the NACCU 2021 Best Marketing Campaign Award, sponsored by Transact. NACCU 2021 Awards Committee Chair Joann Wright presented the award during the virtual NACCU 2021 Awards Ceremony event on April 20, 2021.



*Courtney Petrizzi, Communications Specialist for the Action Card Office at The University of Alabama*

The NACCU Best Marketing Campaign Award is presented to an institution to recognize implementation of an integrated marketing strategy that has achieved measurable results, to encourage participation in the Association and the industry, and to gather ideas and resources that can be shared by other NACCU members.

When The University of Alabama moved to a Transact mobile credential for Apple and Android devices, the ACT Card team had an objective to make the campus community aware of the change to a mobile-first campus, and that physical cards would no longer be issued. A variety of strategies were used to promote the objective, including UA News, virtual orientation, and an update to photo submission that led to a 93% submission rate by the first day of move in. For Greek Houses, Zoom meetings were held with Panhellenic contacts, and special graphics and information were created for the Greek Chic print and digital magazines. The website and social media were also used to promote the Mobile-First mission. As a result of these and other strategies, mobile provisioning saw a substantial increase by thousands of provisions.

“We are very honored and humbled to be the recipients of the NACCU 2021 Best Marketing Campaign Award,” said Courtney Petrizzi, Communications Specialist for the Action Card Office at The University of Alabama. “We, like many of you, have made major and permanent changes to our card office in response to the pandemic. For us, that was transitioning our campus to a Mobile-First campus. With that change came a

large marketing campaign that encompassed our entire campus, so not only does this award mean a lot to our office, but it means a lot to The University of Alabama.”

NACCU congratulates The University of Alabama as the recipient of the NACCU 2021 Best Marketing Campaign Award.

Watch the virtual presentation of the award on naccuTV: <https://www.naccutv.org/naccu-2021-awards-best-marketing-campaign-award/>

### **About NACCU**

NACCU provides members access to a network of campus identification and transaction system resources to integrate and streamline campus operations, and enhance the student experience. NACCU’s mission is to advance the position of higher education transaction and identity systems through professional development and leadership opportunities for its members to stay current in an ever-changing environment.

Learn more at [www.naccu.org](http://www.naccu.org).

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