



## *Press Release*

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For Immediate Release  
[www.sura.org](http://www.sura.org)

For more information contact:  
Greg D. Kubiak, Chief Public Affairs Officer  
202-408-2412 \* [kubiak@sura.org](mailto:kubiak@sura.org)

### **SURA “Branding Campaign” Named 2015 MarCom Platinum Winner**

**Washington, DC** – The branding campaign for SURA, undertaken by The Design Channel, was selected for a 2015 MarCom Platinum Award – a leading international awards program administered by the Association of Marketing and Communication Professionals. The international awards competition recognizes outstanding creative achievement by marketing and communication professionals.

In early 2014, SURA selected The Design Channel from among several bidders to rebrand SURA and re-design its website. The collaborative process was completed and launched that fall with follow-on efforts to execute the product. TDC, based in Washington, with Baltimore and Atlanta offices, provides a full range of integrated creative services, including branding, marketing, communications, advertising, digital content marketing, and broadcast and interactive media.

“We were very pleased with the results of The Design Channel’s efforts for SURA, and are honored that their work has been recognized with this international award,” said Jerry P. Draayer, President & CEO of SURA.

“We share these awards with our clients,” said David Franek, TDC President & Chief Creative Officer. “These honors wouldn’t have been possible without our partners’ willingness to take risks and embrace bold messages and visual approaches.”

MarCom entries come from corporate marketing and communications departments, advertising agencies, PR firms and design shops. There were over 6,500 entries from throughout the U.S., Canada and over a dozen other countries. The competition includes categories in branding and marketing campaigns, publications, promotion, digital marketing, interactive and more.

Different judges based on criteria and a numbering system independently score entries to the competition. If an entry scores above a certain number, it is awarded a gold or platinum placement. Out of approximately 6,500 entries submitted to all categories, the “branding” category in which SURA was entered, had approximately 10% or 650 entries. Of those entries, only 10% or 65 received awards – 25 receiving the platinum distinction.

The MarCom Award statuette is custom-designed and made by Society Awards, the same firm that produced statuettes for the Golden Globe, Clio and MTV awards.

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*The Southeastern Universities Research Association (SURA) is a consortium of over 60 leading research institutions in the southern United States and the District of Columbia established in 1980 as a non-stock, nonprofit corporation. SURA serves as an entity through which colleges, universities, and other organizations may cooperate with one another, and with government and industry in acquiring, developing, and using laboratories and other research facilities and in furthering knowledge and the application of that knowledge in the physical, biological, and other natural sciences and engineering. For more information, visit [www.sura.org](http://www.sura.org).*