Peirce College Wins Four CUPPIE Awards for Outstanding Public Communications

*Peirce takes home bronze awards for innovative “You Can Do This” campaign*

PHILADELPHIA, Pa — March 1, 2011 — Peirce College, Philadelphia’s leading private, non-profit, four-year accredited institution for working adult learners, recently won four bronze CUPPIE Awards for their innovative 2011 advertising campaign.

The CUPPIES are awarded by CUPRAP, a voluntary organization of communications professionals from private and public colleges and universities, as well as other organizations involved in higher education. Formed in 1980, CUPRAP has a membership of nearly 400 members at more than 100 institutions, comprising nearly all of the institutions of higher education in Pennsylvania. This year the organization received over 300 CUPPIE entries from colleges and universities in Pennsylvania, New Jersey, Delaware, Maryland, West Virginia and Arkansas for award consideration. The entries were judged by experts in the field of communications in education, designers, writers, educators, corporate executives and media professionals.

This is the third consecutive year that Peirce has been honored with CUPPIE awards. In 2010/11 they took home the gold award in the Advertising/Complete Campaign category for their innovative “Whole Story” campaign and in 2009/10 they won a Silver award for their “You Improved” campaign.
This year, Peirce College won bronze in the category of Advertising/Radio for their branded radio commercial, along with a bronze award in the Electronic Media/CD-Rom/Video Category, as well as in Advertising/Complete Campaign for their "You Can Do This" campaign, and a final bronze in the Print Publications/Brochures arena for their most recent prospectus and welcome pack materials.

“We are honored to be recognized by our peers with several CUPPIE awards for our advertising and marketing efforts,” said Lisa Paris, Assistant Vice President, Marketing/Communications for Peirce College. “We recognize that in the Philadelphia area, we are surrounded by a particularly high caliber of institutions and as such, we are proud to receive these awards for our hard work in developing and implementing an advertising campaign that speaks to our student body and what we believe in here at Peirce College.”

Peirce’s “You Can Do This” campaign was established as a deliverable from the college’s rebranding efforts which included extensive research conducted among students, prospective students, and the entire Peirce community. The branding process sought to clearly define Peirce’s role within the Philadelphia community and through offerings that empower their working adult students to succeed. The “You Can Do This” campaign also leverages Peirce’s communications platforms including the Peirce College blog, Facebook and Twitter pages.

“What we found through the resounding feedback we received was that our nurturing and supportive environment, commitment to our students, and career-related degree offerings are what makes Peirce such a unique place for adult learners to complete their degrees,” said Paris. “The pivotal part of the ‘You Can Do This’ campaign comes from the fact that we are the Philadelphia college that really works for working adults and based on the encouragement that
we provide our students to overcome their obstacles and challenges, they are ultimately successful in pursuing and obtaining their college degree,” continued Paris.

For more information about Peirce College, call 888.GO.PEIRCE or visit www.peirce.edu.

About Peirce College

Peirce College offers bachelor’s and associate degree programs in the areas of Business, Healthcare, Information Technology and Legal Studies. Located in the heart of Philadelphia, Peirce is a non-profit institution that specializes in serving the unique needs of working adults, many of whom work full time and are raising families. In response to the changing demands of the economy and the prospect for future jobs in the Philadelphia market, Peirce recently introduced additional degree programs in Healthcare, Human Resource Management, Accounting, and Criminal Justice. Peirce College is accredited by the Middle States Commission on Higher Education, 3624 Market Street, Philadelphia, Pennsylvania, 19104 (phone: 267-284-5000). The Accreditation Council for Business Schools and Programs accredits the College's Business Administration program and the Paralegal Studies program is approved by the American Bar Association.


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