

The Pride of CASE V Awards Program

- Title:** Transforming the World with a New Source of Energy
- Category:** 32 - Excellence in Design, Brochures CM
- Institution:** The University of Toledo
- Contact Info:** John T. Adams
Sr. Director of University Marketing
419.530.2676
john.adams@utoledo.edu
- Budget:** None (all work done internally – does not include media placement costs)
- Staff:** Client Representative – John T. Adams
Graphic Designers – Amanda Russell and Chelsea Copeland
Copywriters – John T. Adams and Megan Reichert
DVD: Copywriters – Tobin Klinger, Deanna Woolf
Video Production – Michael Procyk, Lisa Procyk
- Measurement:** The brochure being entered was created for a meeting with Chevron Energy Solutions at which The University of Toledo was hoping to explore partnership possibilities in the area of alternative energy. The meeting was successful and was followed by a UT site visit by members of Chevron and with UT leadership. This has led to the creation of a memo of understanding that is under review at the time of this writing.
- All work was done internally. The printed sample included with this entry was written, designed and assembled by internal staff. Digital printing for the small quantity of 12 that was produced was handled by a local printer. Video scripts, videography, editing and production were all handled in-house, including duplication of DVDs.