



Press Release

FOR IMMEDIATE RELEASE

The University of Alabama Presented with NACCU's 2019 Best Marketing Campaign Award

Phoenix, AZ – April 26, 2019 – NACCU is proud to announce that The University of Alabama Action Card Office is the recipient of the 2019 NACCU Best Marketing Campaign Award for their marketing of the new #ACTCardinAppleWallet mobile credential. NACCU Awards Committee Chair Wendy McCrory presented the award to Courtney Petrizzi during the 26th Annual NACCU Conference in Hartford on April 10, 2019.



Wendy McCrory and Courtney Petrizzi

The University of Alabama was one of the three pilot schools to offer an innovative new program to enhance faculty, staff, and student campus life with the ability to add card functionality to the iPhone and Apple Watch. To encourage implementation and participation across campus of the #ACTCardinAppleWallet mobile credential, they developed a comprehensive, well-planned marketing campaign to inform every campus community member of the new program. ACTCard was advertised on social media, and the staff held tabling events, met with campus groups, demonstrated use at orientation and developed videos, including one recorded by head football coach Nick Saban.

NACCU congratulates The University of Alabama as the recipient of the 2019 NACCU Best Marketing Campaign Award.

To learn more about what was accomplished during this initiative, [click here](#) to view their award submission.

About the NACCU Best Marketing Campaign Award

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.

The Marketing Awards Committee evaluates and scores each submission based on a common scoring method. The nomination receiving the top score is the recipient.

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.

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