



Press Release

FOR IMMEDIATE RELEASE

Alberta University's ONEcard Presented with NACCU's 2013 Marketing Excellence Award

Phoenix, AZ – April 30, 2013 – NACCU is proud to announce that University of Alberta's ONEcard was the recipient of the 2013 NACCU Marketing Excellence Award. NuVision Networks' Brian Adoff presented the award to ONEcard Program Supervisor Marsha Amanova during the 20th Annual NACCU Conference in Orlando on April 17, 2013.



The University of Alberta has a very robust ONEcard program, with uses including campus ID, flexible spending account, printing, meal plan, transit pass, access to services, and door access. ONEcards are issued to students, staff, faculty and visitors. With so many uses, uptake on the card is very high, so the main challenges in marketing are with communication and education on services.

There are three main areas that the marketing plan addresses: Awareness, Level of Service, and Financial Sustainability. Marketing strategies are employed regarding the website at www.onecard.ualberta.ca, brand identity, social media usage, print materials, digital signage, promotions, and the fall carding event.

NACCU congratulates the University of Alberta ONEcard team for being the recipients of the 2013 NACCU Marketing Excellence Award.

The original award submission, which shares details of the marketing strategy, can be viewed [here](#).

ABOUT THE NACCU MARKETING EXCELLENCE AWARD

The NACCU Marketing Excellence Award, sponsored by NuVision Networks, is presented each year to an institution that demonstrates excellence in executing an integrated marketing plan with measurable results in any of the following:

- Improved financial performance
- Enhanced service
- Achievement of a defined goal

Nominations must include demonstrated use and integration of three or more of the following marketing efforts to promote the visibility and value of an institution's campus card program: print; web; video; contests; promotional items; social media.

Nominations must include demonstrated return on investment. Examples should include but are not limited to improved financials, enhanced customer service and the achievement of a defined department or college/university initiative.

The Marketing Excellence Award Selection Committee scored each submission based on a common scoring method, with the nomination that received the top score being the winner.

The recipient was announced at NACCU's 20th Annual Conference in Orlando on April 17, 2013.

About NACCU

As the only association serving the national and international campus card transaction industry, the National Association of Campus Card Users (NACCU) is the one source dedicated to high-quality educational programs, resources, services and tools. NACCU offers members infinite advantages in networking, developing partnerships, leveraging technology, problem solving, insight sharing and professional development.

NACCU membership is open to all colleges, universities, secondary institutions and companies that are involved with the campus card market. The association offers a newsletter (CARDtalk), listserv, website, an annual conference and regional workshops on topics related to campus cards. Learn more at www.naccu.org.

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