

SoPA marketing team awarded for exemplary year

November 22, 2023 12:30 PM SoPA News Staff
sopanews@tulane.edu



The Tulane School of Professional Advancement's 2022-2023 Academic Year in Review earned the Award of Excellence in the print category during the 2023 PRSA Fleurish Awards Ceremony.

The marketing team at the Tulane School of Professional Advancement (SoPA) earned eight awards during the 2023 Fleurish Award Ceremony hosted by the New Orleans Chapter of the Public Relations Society of America (PRSA).

For their exceptional marketing efforts on behalf of Tulane SoPA, the team took home three Awards of Excellence for outstanding elements in the print category (2023 Academic Year in Review), single post social media category (Finally Finished Feeling commencement reel) and the social media campaign category for their “So SoPA” ad campaign done in collaboration with Search Influence.

Five Awards of Merit were presented for their latest brand recognition campaign, two promotional videos done in collaboration with Fat Happy Media, their “SoPA Swag”

package and a feature article on alumnus Calvin Duncan, who was wrongfully convicted and served 28 years in prison before enrolling at Tulane SoPA and ultimately earning a law degree.

“I’m so proud of the work we’re doing at SoPA and I’m thrilled to be honored alongside some of the most talented professionals in this industry,” said Alicia Jasmin, director of marketing and communications at Tulane SoPA.

The award ceremony was held on the evening of Nov. 16 at Nolé in New Orleans. A complete list of Tulane SoPA’s winning projects is below.

Award of Excellence

- 2023 Academic Year in Review (print) - [view](#)
- “Finally Finished Feeling” graduation reel (social media) - [view](#)
- Concept and design of the “So SoPA” Social Media Brand Recognition Campaign (Ads)

Award of Merit

- Tulane SoPA OTT/CTV Marketing Campaign
- “SoPA Swag” package
- Tulane SoPA plays vital role in alum’s journey from prison to JD (feature article) - [view](#)
- So SoPA Brand Recognition Campaign Video (OTT cut) - [view](#)
- So SoPA Brand Recognition Campaign Video (social media cut)