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## Winthrop Rebranding Video Wins Prestigious Regional Award

Winthrop University

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## Winthrop Rebranding Video Wins Prestigious Regional Award

January 10, 2019

### HIGHLIGHTS

- Winthrop's award-winning video, entitled "Our Refreshed Look," debuted at a Feb. 22, 2018, event to unveil the university's first logo redesign in 25 years.
- Winthrop video projects have received several CASE awards, including a 2017 Award of Excellence in the Online Innovation/Experimentation category for "These Professors: Mark Hamilton – An Interactive Documentary Short" and a 2015 Grand Award for "This Campus."



ROCK HILL, SOUTH CAROLINA – Winthrop University recently received an **Award of Excellence in the Marketing/Branding Video** category from the **Council for Advancement and Support of Education (CASE) Region III**.

Winthrop's award-winning video, entitled "**Our Refreshed Look**," debuted at a Feb. 22, 2018, event to unveil the university's first logo redesign in 25 years. The logo redesign was part of a year-long rebranding initiative which was a part of the university's strategic plan, called the Winthrop Plan.

The video, which was created by staff members in the Office of the President's University Communications and Marketing area, also was enthusiastically received on social media, where it received more than 15,000 views and reached more than 25,000 Facebook users.

"We are very proud to once again have our video work recognized by CASE," said **Winthrop President Dan Mahony**. "This particular video resonated with the entire Winthrop community as it introduced the university's logo and did so in a captivating manner. We are pleased to be able to reach so many of our constituencies with such compelling visual storytelling, as well as to be recognized by our peers."

Winthrop video projects have received several CASE awards, including a 2017 Award of Excellence in the Online Innovation/Experimentation category for "**These Professors: Mark Hamilton – An Interactive Documentary Short**" and a 2015 Grand Award for "**This Campus**."

This latest award will be presented in February at the CASE Region III conference in Atlanta, Georgia.

View more Winthrop videos by visiting the university's [YouTube channel](#).

For more information, please contact **Monica Bennett**, director of communications, at [bennettm@winthrop.edu](mailto:bennettm@winthrop.edu) or 803/323-2236

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