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COMPANY

ADVERTISING  
MARKETING  
PUBLIC RELATIONS

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## Winner for Two College Marketing Clients Combs & Company Honored for Higher Ed Campaigns

LITTLE ROCK, Ark. (March 24, 2005) — Combs & Company won three national awards in this year's Admissions Marketing Awards competition for branding programs created for the University of Central Arkansas (UCA) in Conway and National Park Community College (NPCC) in Hot Springs.

The Little Rock-based marketing and advertising agency won the prizes in competition with colleges and universities across the United States. The agency's winning projects were:

- "Center of Learning" Campaign for the University of Central Arkansas, in the Total Advertising Campaign category for schools with 10,000 to 19,999 students.
- "Your Place To Learn" Campaign for National Park Community College, in the Total Advertising Campaign category for schools with 2,000 to 4,999 students.
- Fall Schedule for National Park Community College, in the Newspaper Advertising/Insert category for schools with 2,000 to 4,999 students.

Agency president Ben Combs said, "Our commitment to clients in higher education is that our team will deliver campaigns and materials that are best in class, with positive measurable results. The heart and soul of the campaigns for UCA and NPCC were created out of our team's collaborative partnership with each college and with our media partners. The real win is the fact that college enrollment at both institutions increased significantly, as did community support."

In its 20<sup>th</sup> year, the competition is sponsored by *Admissions Marketing Report*, the leading national higher education marketing publication. A panel of industry specialists reviews each entry by judging creativity, marketing execution and impact of message.

Combs & Company, headquartered in Little Rock, is the leading marketer of higher education in Arkansas, representing organizations including the Arkansas Department of Higher Education, University of Central Arkansas, and the Association of Two-Year Colleges. Founded in 1972, the agency represents clients in education, retailing, tourism, information services, transportation, government, financial service, and non-profit organizations.

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