FOR IMMEDIATE RELEASE

MARCH 28, 2011

BRISCOE HALL, INC. WINS AWARDS FOR SCHREINER UNIVERSITY AD CAMPAIGN.

Kerrville - Briscoe Hall, Inc. of Kerrville and Boerne wins silver and bronze in the 26th Annual Educational Advertising Awards.

The Educational Advertising Awards is the largest educational advertising competition in the nation with over 2,500 entries. It includes colleges and universities from all 50 states.

This year Briscoe Hall submitted a three-commercial television campaign for Schreiner University. Winning Silver was the individual spot “Pioneers” and the campaign, as a whole, brought home Bronze. The commercials consist of Texas poetry presented in a modern “slam-poetry” style, with edgy, quick edit visuals of Schreiner students engaging in regular campus life.

According to Dave Vinyard, President of Briscoe Hall, “The campaign is designed specifically to reach a diverse, young demographic of 15-18 year olds trying to decide where they will attend college.”

In seeing the commercials, observers quickly understand what Vinyard is saying. The non-linear, differentiated styling of the commercials appeals especially to a younger
audience, and assumes intelligence on the part of students to make wise decisions on their own.

Briscoe Hall and Schreiner University are no strangers to advertising awards. They have been working together for over seven years, and won several awards in the past for another television campaign. “That campaign was fun,” says Vinyard, “But I think these new spots are our best work yet.”

Creative team on the campaign included Vinyard, art director Dave Rogers, copywriter Michael Hawkins, and assistant producers, Ann Darnell and Elizabeth Hawkins.

Teaming with Electro-Fish Films out of Austin, Briscoe Hall spent three-days on campus filming students doing anything from sitting in class to throwing Frisbee in the quad. They even staged a basketball game with a crowd of rowdy and fully painted students.

“We had a vision, and Electro-Fish did an amazing job of bringing that vision to life, just as if they were part of our creative team.”

After completing the commercials Briscoe Hall and Electro-Fish joined the Schreiner students and staff at Midnight Breakfast to premier the spots on a giant outdoor screen. Before the premier, students had a great time using the screen to play Nintendo Wii video games.

Briscoe Hall, Inc. is a full service advertising, marketing, and consulting agency located in Kerrville and Boerne. Dave Vinyard has over 30 years of experience in advertising, and has spent the last 17 years of that in Kerrville.