



Spurrier Group Named Agency of Record for Old Dominion University

RICHMOND, Va. (May 15, 2017) - Following an extensive national agency review, the Spurrier Group has been awarded a contract to provide branding, advertising and marketing communications services to Old Dominion University along with teaming partners 160over90 and the Albright Group. All three agencies are excited to develop, manage and execute a scope of work that will publicize and promote the outstanding aspects and offerings of the university.

Work begins immediately under the contract, which provides for a for a base year plus nine renewable option years. Team Spurrier was up against at least 12 national and regional agencies in the pitch.

“We assembled a stellar team for this contract and believe we were successful because of our familiarity with the university, our education experience, our teaming partners and our overall approach to their branding and communications needs,” said Donna Spurrier, agency founder and chief executive officer. “We are truly excited to begin the new year focused on the ODU brand as I have a special place in my heart for the university; my daughter went to ODU and my mother grew up in the Norfolk area.”

“The selection team was impressed with Spurrier Group’s ideas on how to address our marketing communications in 2017 and beyond, especially through their research-based approach and their ability to deliver results with the talented team they assembled,” said Giovanna M. Genard, M.Ed., assistant vice president of strategic communication and marketing for Old Dominion University. “We are looking forward to a long and successful partnership.”

Teaming partner 160over90 is a full-service branding and creative services firm headquartered in Philadelphia. They have deep experience working with colleges and universities around the country, including several in the Commonwealth. They have also done branding and creative work for Fortune 500 companies such as Ferrari, Under Armour, Nike, Mercedes Benz, and the New York Jets.

The Albright Group is a strategic public relations firm based in Richmond providing counsel to Fortune 500 companies, local and state government agencies, and higher education institutions across the Commonwealth and the Mid-Atlantic region. The Albright team will collaborate with ODU on public relations initiatives.

About Old Dominion University

Old Dominion University, located in the coastal city of Norfolk, is Virginia's entrepreneurial-minded public doctoral research university with more than 24,500 students, rigorous academics, an energetic residential community, and initiatives that contribute \$2.6 billion annually to Virginia's economy. For more information visit www.odu.edu

About Spurrier Group

Spurrier Group is a marketing partner dedicated to measureable ROI. We analyze and then simplify data to understand how to strategically reach and then motivate our client’s target audiences. Our research

leads to customer insights that educate and inform the entire marketing process. Founded in 1996, we have created and launched customized marketing campaigns that capture audiences and achieve exceptional results for a wide variety of global, national and regional clients. Today, Spurrier Group is one of the most respected marketing and media agencies in the Mid-Atlantic region. In fact, we were recently ranked as one of the top twenty advertising agencies in the Washington D.C. metropolitan region, and we are consistently listed among the top agencies in our hometown of Richmond. For more information, visit www.spurriergroup.com.