

SERVE WISCONSIN'S STAND UP, STEP UP AMERICORPS CAMPAIGN NAMED BEST SOCIAL RESPONSIBILITY CAMPAIGN IN BRANDED CONTENT IN THE 39TH ANNUAL TELLY AWARDS

(Pewaukee, Wis... May 23, 2018) AFFIRM Agency announced today that the STAND UP, STEP UP campaign it produced for Serve Wisconsin to recruit new AmeriCorps members has been named Best Social Responsibility Campaign in Branded Content in the 39th Annual Telly Awards. The Telly Awards honor excellence in video and television across all screens and are judged by leaders from video platforms, television and streaming networks, agencies, and production companies including Vice, Vimeo, Hearst Digital Media, and BuzzFeed.

"AFFIRM is pushing the boundaries for video and television innovation and creativity at a time when the industry is rapidly changing" said Sabrina Dridje, Managing Director of the Telly Awards. "This award is a tribute to the talent and vision of its creators."

Serve Wisconsin, a division of the Wisconsin Department of Administration, needed a campaign that would appeal to college students and young adults to generate awareness and interest in serving as an AmeriCorps member in the State. AFFIRM developed the campaign theme STAND UP, STEP UP and, making judicious use of Serve Wisconsin's limited budget, produced an innovative animated campaign that encouraged the target audience to pursue opportunities with AmeriCorps with tactics including campaign microsite, video pre-roll and TV commercial, online banner ads, and social media.

"We're extremely proud of the STAND UP, STEP UP campaign and how it effectively communicates the AmeriCorps brand promise and message", said AFFIRM President Danny Mager. "Most importantly, the campaign has resulted in AmeriCorps chapters around Wisconsin generating more inquiries from potential members and significantly raising awareness of the organization's mission."

The Stand Up, Step Up microsite can be viewed here: <http://standupstepup.org/>

The Stand Up, Step Up TV Commercial can be viewed here:
<https://www.youtube.com/watch?v=AYbFQ7tdZIY>

The full list of the 39th Annual Telly Awards winners can be found at www.tellyawards.com/winners.

AFFIRM is a full-service marketing communications agency with headquarters in Pewaukee, Wisconsin. The agency serves local, regional and national clients in Business-to-Business and Consumer markets and has special expertise providing social marketing, transit, transportation and health benefits marketing and communications. For more information, call 262-650-9900, or visit www.AFFIRMAgency.com.

The Telly Awards is the premier award honoring video and television across all screens. Established in 1979, The Telly Awards receives over 12,000 entries from all 50 states and 5 continents. Entrants are judged by The Telly Awards Judging Council—an industry body of over 200 leading experts including advertising agencies, production companies, and major television networks, reflective of the multiscreen industry The Telly Awards celebrates.

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