



Lexicon Networks

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Lexicon Networks Inc.
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For Immediate Release

Max-Grad and Lexicon Networks Inc. Take Home Gold in the 34th Annual Educational Advertising Awards



CHICAGO, IL., (March 4, 2019) - Max-Grad by Lexicon Networks Inc. won gold, silver and bronze awards across multiple categories in this year's 34th Annual Education Advertising Awards. They were the recipient of the following honors:

- Gold Award - Max-Grad logo/brand (Custom Direct, Inc.)
- Silver Award - Max-Grad brochure (Will Dinski, Creative Content & Consulting)
- Silver Award - Max-Grad infographic (Will Dinski, Creative Content & Consulting)
- Bronze Award - Max-Grad motion graphic (Zero Degrees Design, Creative Content & Consulting)
- Bronze Award - Max-Grad website (Zero Degrees Design, Creative Content & Consulting)

Of the 2,200 entries in this year's competition, which was sponsored by Higher Education Marketing Report, 324 institutions won gold, 203 won bronze, and 143 won silver. Winners selected have programs and materials that display exceptional quality, creativity, and message effectiveness.

"It was our stated goal at the onset of this year to develop marketing and promotional materials of the highest caliber. With this objective in mind, we raised the bar pretty high when vetting our marketing and branding partners and vendors this year. Custom Direct Inc., Will Dinski: Art + Design, Creative Content & Consulting, and Zero Degrees Design all split the arrow right down the center," said Cecil Howell, Global Head of Marketing and Communications.

"Collectively we took a meticulous approach in the messaging and brand development for Max-Grad to ensure that our collateral and messaging spoke the language of the higher education industry, not just a service provider to the industry," Howell added. "It was critical that we had the look and feel of an industry insider. As a result, over the past year we have seen continued year-over-year growth for Max-Grad's penetration into the market and it would not have been possible without the combined efforts of our creative partners."

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Max-Grad aims to bring students back to their institution. It is committed to empowering students to complete their college degrees and to enabling institutions to boost their tuition revenue and graduation rates.

About Lexicon Networks Inc.

Lexicon Networks Inc. (LNI) is a cutting edge global information technology solutions provider. LNI boasts a truly global client roster of some of the most influential companies in their respective industries. Most recently, the firm is seeing strong growth across the higher education market with its roll-out of Max-Grad, an enrollment marketing & recruitment platform targeting near completers.

Find out more about Max-Grad here: <http://max-grad.com>

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About Custom Direct Inc.

Custom Direct Inc. delivers integrated, successful marketing solutions with an experienced team that listens to and understands business challenges. As a full-service agency, Custom Direct Inc. eliminates your need to manage multiple vendors by working closely with clients to develop a strategic approach that is tailored to meet individual needs.

Find out more about Custom Direct Inc. here: <https://www.customdirect.com/>

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About Will Dinski: Art + Design

Will Dinski is a Minnesota-based artist and designer. He specializes in a hand-drawn, line art approach to illustration, commix, and digital art in his graphic design work. He has been helping clients with illustration, branding, magazines, brochures, postcards, digital ads, print ads, custom graphs, mailers, reports, presentations, infographics, logos, icons, and more, since 2003.

Find out more about Will Dinski here: <http://www.willdinski.com>

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About Creative Content & Consulting LLC

Creative Content & Consulting LLC is a marketing, design, copywriting and social media management company based in Minnesota. Its owner and operator, Sara Walters, is a seasoned writer with a wide range of marketing experience, most recently in higher education.

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Find out more about Creative Content & Consulting here: <https://www.creativecontentandconsulting.com/>

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About Zero Degrees Design

Zero Degrees Design Ltd. is a London-based video production company specializing in the design and creation of explainer videos used for advertising or sharing business information and logo animation for branding. Every video is unique and original, designed to engage the audience with the client's message.

Find out more about Zero Degrees Design here: <https://www.zerodegrees.design>

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About The Annual Educational Advertising Awards

The Educational Advertising Awards is the largest, longest-running, and most respected educational advertising competition in the country. This year, over 2,200 entries were received from over 1,000 colleges, universities and secondary schools from all 50 states and several foreign countries.

Interested parties can read more about the event and the winners at: <https://educationaladvertisingawards.com>.

Educational Advertising Awards

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