



The "Donny" Awards are sponsored by the **Alfred and Shirley Wampler Caudill Endowed Fund at Gardner-Webb University**. This Fund was started by Dr. Donald W. Caudill, Professor of Marketing, with a \$10,000 gift to GWU a few weeks after he was hired in 2008 and was named in memory of Dr. Caudill's father, Alfred Caudill, and in honor of his mother, Shirley Wampler Caudill. Since 2008, Dr. Caudill has donated many tens of thousands of dollars more to the Fund and it is now valued at more than \$80,000. The Purpose, Mission & Vision of the Fund is to (1) to honor students, faculty, staff, alumni and community stakeholders with awards AND (2) to conduct special projects (especially in collaboration and partnership with GWU entities and/or stakeholders) that offer a very high return on investment and that secure the maximum amount of publicity for Dr. Caudill's parents' story and sacrifices.

The existing Awards (cash and a plaque) consist of the **Alfred & Shirley Wampler Caudill Marketing Award** (since 2009 – to a graduating marketing major), the **Alfred & Shirley Wampler Caudill Service Learning Award** (since 2010 – for the best service learning project by a student in any field), the **Alfred & Shirley Wampler Caudill LOTS-MC Best Presentation & Best Paper Prizes** (since 2012), the **James Nall Graduate Marketing Award** (since 2015 – to a graduating Masters Plus in Marketing student), the **Alfred & Shirley Wampler Caudill Award for Excellence in Acting** and the **Alpha Psi Omega/ Alfred & Shirley Wampler Caudill Awards in Theater & Excellence in Technical Theater** (since 2016) and the **Alfred & Shirley Wampler Caudill (Faculty) Rising Star Award** (since 2016). This is the 28th year for the Donny Awards!

While neither of Dr. Caudill's parents had more than an eighth-grade education, both held higher education in great esteem and made tremendous personal and financial sacrifices so that Dr. Caudill could achieve a bachelor's degree (the first in many generations of his family), two master's degrees, and a Ph.D. It is only through his parents' sacrifices that Dr. Caudill has been able to publish nearly one hundred research articles in journals and professional publications, present at over fifty conferences, receive both the Godbold School of Business (2010) and the University (2011) Research Awards, and serve as the editor of the *Journal of Ethics & Entrepreneurship*. Being blessed with successful businesses and a meaningful professional career, Dr. Caudill has been able to fund endowments at various colleges and universities in memory of his father and in honor of his mother. Alfred Caudill passed away in 1992. Shirley Wampler Caudill currently resides in Virginia and enjoys attending church, reading, baking, frying pies and gardening.



The 28th Annual

Dr. Donald W. Caudill

Donny Awards

for

Outstanding Achievement

in

Promotion Strategies

May 2016

BADM 654-O Promotion Strategies

The Soft Drinks

#	Name	Brand Name	Slogan
1	Achorn, Alex	Purp Up!	Purple with a purpose.
2	Bardoczi, Jenny	Insta'Fresh	Refresh. Rehydrate. Repeat.
3	Brendle, Lindsay	Southern Rush	Best of both worlds.
4	Dubois, Lee	Curious?	R U Curious? A drink that taste good and is healthy too....
5	Cisneros, Yanet	Truly La Crème	Pure Goodness. Pure Taste. Purely Delicious.
6	Harper, Craig	H.O.S. High Octane Soda	So good Peter denied It!
7	Martin, Angie	DeToxx on the Roxx	Get Skinny with DeToxx on the Roxx.
8	Rinker, John	Lifebloom	Flourish forever.
9	Shew, Melinda	Shrek's Green Apple	For the Ogre in All of us.
10	Spiro, Katie	Mega Milk	Deliver Immediate Volume
11	White, A. J.	LemonSprout	LemonSprout Simply Refreshing!

The "Donny" Awards

Outstanding Achievement in Product Development Strategy

Donny: **Lifebloom**

Honorable Mention: (tie) **Insta'Fresh & Curious?**

Outstanding Achievement in Brand Name Creation Strategy

Donny: **Purp Up!**

Honorable Mention: (tie) **Curious? Lifebloom & Mega Milk**

Outstanding Achievement in Logo Design Strategy

Donny: **Lifebloom**

Honorable Mention: **Purp Up!**

Outstanding Achievement in Slogan Creation Strategy

Donny: **Lifebloom**

Honorable Mention: **Purp Up! & H.O.S. High Octane Soda**

Outstanding Achievement in Celebrity Selection Strategy

Donny: (tie) **Purp Up! & DeToxx on the Roxx**

Honorable Mention: (tie) **Insta'Fresh & Southern Rush**

Outstanding Achievement in Jingle Creation Strategy

Donny: **Curious? [One of the BEST all time!]**

Honorable Mention: (tie) **Purp Up! & DeToxx on the Roxx**

Outstanding Achievement in Radio Advertising Strategy

Donny: **Shrek's Green Apple**

Honorable Mention: (tie) **Purp Up! & LemonSprout**

Outstanding Achievement in TV Advertising Strategy

Donny: **Purp Up!**

Honorable Mention: **Lifebloom**

Outstanding Achievement in Co-operative Advertising Strategy

Donny: **Curious?**

Honorable Mention: **Purp Up!**

Outstanding Achievement in Comparative Advertising Strategy

Donny: **Curious?**

Honorable Mention: **Purp Up!**

Outstanding Achievement in Sales Promotion Strategy

Donny: **Curious?**

Honorable Mention: (tie) **Truly La Crème, H.O.S. & Lifebloom**

Outstanding Achievement in Print (Coupon) Advertising Strategy

Donny: **Shrek's Green Apple**

Honorable Mention: **Purp Up!**

Outstanding Achievement in Public Relations Strategy

Donny: **LemonSprout**

Honorable Mention: **Purp Up!**

Outstanding Achievement in Public Service Announcement

Donny: **H.O.S. High Octane Soda** Honorable Mention: **Purp Up!**