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### **Allied Pixel Wins CUPPIE Award for Personalized Video Campaign**

MEDIA, PA (February 2019) – Allied Pixel received a prestigious Gold CUPPIE award for a series of Personalized Videos it produced for Neumann University. The videos are part of a drip campaign that provides prospective undergraduate students with personalized messages at key points in the Admissions cycle.

"Personalized Video is an extremely effective way to engage with prospects, whether they're students or customers," Allied Pixel president Bill Haley said. "Our team brings a strong blend of creative and technical chops to the table, and it's great to be recognized for that."

For more information about Personalized Video, visit <https://www.alliedpixel.com/services/personalized-video/>.

#### *About Allied Pixel:*

Allied Pixel helps clients tell the world their stories through cinematic video production, personalized video and live webcasting. With 2,000 projects wrapped and 200 awards won, we never stop working for the wow. For more information, visit [www.alliedpixel.com](http://www.alliedpixel.com).

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