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Jajo Inc. Drafted by The Shocker Athlete Scholarship Organization

WICHITA, Kan. (December 16, 2009) — After carefully choosing from a bracket of contenders, The Shocker Athlete Scholarship Organization (SASO) selected Jajo to join in partnership on the marketing playing field. Jajo managing partners Steve Randa and Shawn Stuckey remain active alumnae of Wichita State University.

The first play for the new marketing strategy, overseen by Stuckey, was to bring in Jajo's interactive specialists to refresh the design and navigation of the SASO Web site. Being the face of the organization, it needed to appeal to both the SASO contributors and students alike. The result is a color scheme true to WSU, while effortless navigation leads students to current campus events and allows supporters to donate and purchase athletic tickets at ease. Now, SASO portrays the shocker legacy with an updated attitude.

"We are very excited that we now have the ability to provide our donors with a premier one-stop source where they can access all they need," says WSU Associate Athletic Director of Development Brian Morris. "SASO members are one of the most important components of Shocker athletics and we're proud to offer them an interactive, user-friendly Web site that's second to none."

Next, Jajo turned those who benefit directly from SASO – the student athletes of WSU. Jajo's writing and broadcast staff visited with these students one on one, capturing their academic and athletic goals as a Shocker. The result was a series of videos sharing the SASO story of achievement by connecting donors to the faces they help. These dialogs were not only shared on the new Web site, but are featured at WSU basketball games.

A proud Shocker alum, Stuckey explains that "the time came to give back to the university that gave so much to Steve and myself, and it's gratifying to join the university with the work of our team at Jajo."

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The Shocker Athletic Scholarship Organization (SASO) helps Wichita State University student athletes achieve success on and off the field by providing financial support from its valued donors, and Jajo is proud to play a role in its success.

About Jajo Inc.

Jajo Inc. is an integrated marketing solutions partner based in Wichita, Kan., obsessed with growing brands that choose market differentiation and leadership. Building relationships is at the heart of what we do. Garnished with multiple prestigious Pro-Comm Awards from the Business Marketing Association, it's clear we love advertising – and we're crazy effective. Our key relationships include Cox Business, Delta Dental of Kansas, Hawker Beechcraft Corporation and Via Christi Health. For more information about Jajo Inc., visit www.jajo.net.

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