

University College 2020 Ad Campaign Proposal

Campaign Background

We seek a campaign that is responsive to the current circumstances during/post COVID-19 and can leverage existing creative assets with a fresh campaign concept. This campaign addresses the fear many have about the stability of their own careers and their own sense of purpose. The disruptions caused by COVID-19 sparked worry among professionals about their own relevance and how they can add value to their lives, their communities, and their organizations.

Prospective students need to find their place in the world and ensure their own relevance and establish their purpose. Through a personalized education at a top-ranked institution, students will gain the skills they need to be indispensable whether stacking a short certificate into a master's degree, or just taking a course to gain new skills. Nearly every program offered through University College is part of an industry impacted by COVID-19 — from IT continuity, crisis communications, and healthcare management to the demands of remote leadership and the urgency experienced in the nonprofit sector, the issues to emerge during the pandemic are all addressed through our academic programs.

This design adapts the existing creative we've been using for the Impact Your World campaign and offers fresh content and the shield as a major visual component (similar to other DU units). As we approach this campaign, we should introduce the "college of continuing and professional education" in conjunction with "University College" to start preparing the market for our eventual rebrand.

Key Language

As the University of Denver's college of professional and continuing studies, University College delivers a personalized education from a top 100 university, as ranked by U.S. News & World Report.

As you pursue your passion, we'll support you through personalized advising and flexible schedules.

Make progress toward fulfilling your purpose with a graduate education that meets you where you are.

Delivered entirely online, career-focused graduate programs help you envision your future and **be the...**[fill in the blank].

We're here to help you **be the...**[fill in the blank]...with the right education that gets you where you want to be.

Learn what's next, now at the University of Denver's college of professional and continuing studies, University College, and **be** ready for the next disruption.

Preparing you for what's now and what's next – learn the content that's relevant today, and be ready for the demands of tomorrow.

We can't predict the future, but we can help you **be** prepared for it.

Finish a graduate certificate in six months and then stack that into a master's degree earned in just 18 months...entirely online at a top 100 university.

Build your network and your knowledge at University College, the University of Denver's college of continuing and professional education and your trusted lifelong learning partner.

Nearly 25 years ago, we launched online programming at the University of Denver. Since then, technology and education have evolved. What remains the same is our commitment to delivering a personalized student experience through small class sizes and dedicated academic advisors. At DU's University College, you're not just a number and we're not just another online program. Discover what more than two decades of leading in online education gets you at universitycollege.du.edu.

Forget what you know about a typical online education, and learn the benefits of attending a top 100 university entirely online through the University of Denver's college of professional and continuing studies, University College. Expect a highly flexible and personalized education that provides the skills you need to make an immediate and lasting impact on your career.

Radio Script for KBCO (:30)

You listen to world-class rock. Now, pursue a world-class education...entirely online. As the University of Denver's college of continuing and professional studies, University College delivers a personalized education from a top-ranked institution. Earn a graduate certificate in six months and stack that into a master's degree to finish in 18. **Be the leader you've always wanted** and apply for free at universitycollege.du.edu.

Phrases

General:

Be the Leader You Always Wanted
Be the Leader Our Community Needs
Be the One Who Makes Connections
Be the One with Connections
Be the One Making Progress Toward Your Purpose
Be the One They Call
Be the One They Need in the Room
Be the One with the Answers
Be the One with the Solution
Be the Problem Solver

Program Specific: (bold headlines have been approved by directors)

ARCL: Be an Arts Advocate

BACP: Be the Graduate. Be the One with the Degree.

CMA: Be Indispensable in a Crisis. Be the Voice Behind the Brand. Be the Leader Who Knows How to Communicate

EPM: Be the Environmental Leader of Our Time. Be the Sustainability Champion; Be the Environmental Leader Who Protects Our Future.

GIS: Be the Mapmaker of What's Next.

GCE: Be the Catalyst for Change in Our Global Community. Be the Leader Our Global Community Needs. (Be the Change Agent, Be the Advocate for All, Be the Bridge Builder).

HCM: Be the Talent on the Frontlines. Be Patient-Centered and Value-Driven.

HINF: Be the Data-Driven Leader.

ICT: Be the Bridge Between Business and Technology. Be the Technology Leader. Be the Technology Leader You've Always Wanted. Be the Tech Leader Who Shapes the Future. Be the Cybersecurity

Manager Who Protects the Future.

NPL: Be the Leader Your Community Needs. Be the Mission-Minded Leader.

ORL: Be the Leader You've Always Wanted.

PWRI: Be a Voice They'll Remember.

SMGT: Be the Protector. Be the Leader who Maintains Continuity.

SHR: Be Your Organization's Champion.

SCM: Be the Problem Solver. Be Connected to the World.

Design Concepts

Use image/graphic when size allows. Always include a logo and/or gold shield. For extremely small ads that cannot include visual depiction of DU, mention DU in text. If the ad needs to stand out more on a given page, can use the split the concept to have a larger block of color. If the page background is white and ad needs to stand out, add thin hairline box in crimson for the border.

When selecting graphics, be mindful that the person being featured is on their own or socially distant from others. Avoid crowded shots, office gatherings, or commuting imagery and instead attempt to reflect our current reality: working from home, working solo, etc.

Shield Element: R:\Marketing Department\New Structure\2020 Campaign\Shield

Colors

- Text: Crimson (HEX 8B2332/RGB 139 35 50/CMYK 29 96 76 29)
- Box Outline: Gold (HEX 8B6F4B/RGB 139 111 75/CMYK 40 50 75 18) or in some cases crimson

Fonts

- Tagline/Header: Futura Std Bold
- Program Title: Futura Std Med
- Call to Action: Futura Std Med ALL CAPS



**BE THE VOICE
WE'LL REMEMBER**

Professional Creative Writing
Graduate Program - Entirely Online



BE THE PROBLEM SOLVER

Supply Chain Management
Graduate Program

Entirely Online

[LEARN MORE](#)



UNIVERSITY of
DENVER

UNIVERSITY COLLEGE



BE THE PROBLEM SOLVER

Supply Chain Management
Graduate Program

Entirely Online





[LEARN MORE](#)



UNIVERSITY of
DENVER

UNIVERSITY COLLEGE

Split

 <p>BE THE VOICE WE'LL REMEMBER</p>	<p>Master's Degree in 18 Months Entirely Online</p>  <p>UNIVERSITY of DENVER UNIVERSITY COLLEGE</p>	 <p>BE THE VOICE WE'LL REMEMBER</p>	<p>Professional Creative Writing Graduate Program Entirely Online</p>  <p>UNIVERSITY of DENVER UNIVERSITY COLLEGE</p>
---	---	---	---