

The following creative theme is presented as a representation of our creative thinking, campaign strategy and overall excitement to be a part of this next step for UA. We aim to convey the indomitable spirit of Alaska and deliver a disruptive campaign that not only captures Alaskans’ attention but builds a swell of community support for UA. And, as stated in our original proposal, we always suggest ‘pressure testing’ our campaign and language through public opinion research. This is our unique differentiator – our creatives and researchers work hand in hand. We have included a concept and range of implementations, but this will all need to be further developed and refined through our rigorous process. Please note that none of the images or language presented are final recommendations, rather artistic and creative direction. Thank you for your consideration - we look forward to further discussing our vision.



OVERVIEW

No other institution has been more committed to Alaska over our state’s modern history, and few can claim to have a bigger stake in our future than University of Alaska. Over more than 100 years of history, the University of Alaska’s commitment to our great state has never faltered, it has only grown. This unwavering dedication to future-facing efforts such as workforce development, research, and innovation are proof that Alaska, and the University of Alaska, are cut from the same stubborn cloth.

This campaign celebrates that heritage, that shared strength, vision, and character. This campaign reminds every Alaskan, alum or not, that our two destinies are intertwined, and that resilience isn’t only inherited, it’s learned.

There is nothing more Alaska than Alaska’s University. Here, nothing is normal. We are more determined, more resilient, and more stubborn than any challenge we might face.

WE ARE THE HOME OF STUBBORN WONDERS.

BROADCAST

BROADCAST DIRECTION: We open on big, dramatic shots of Alaska before quick cuts (Nike training montage style) take us through a series of incredible places, people, and actions. We begin to intersperse dramatic campus shots, researchers on glaciers, and 40 below swimsuits and slush cup crashes – all demonstrating the unbreakable spirit that’s inseparable between Alaska, the state, and UA, the institution. The voice over and music match the determination of the script – strong, direct, and optimistic.



SINGLE, BOLD, VOICE OVER TO MATCH CUT:

Nothing here is normal.
It’s better than normal, stronger, bigger, sturdier,
more stubborn, more determined, more everything.
This place, it’s where anything is possible.
40 below is nothing.
And, the sky sings.
It’s where no matter what tiny corner
of the world you came from
you have a shot.
The same shot.
And this Alaska, this University of Alaska,
it’s cut from the same stubborn cloth.
Creating a workforce who can weather any storm.
Researchers who lead the world.
Not the county, the continent, the hemisphere -
the whole damn marble.
And an economic engine that doesn’t hum - it roars.
This is Alaska’s University.
Home of Stubborn Wonders

*All images are for placement only to represent visual direction, not final subjects

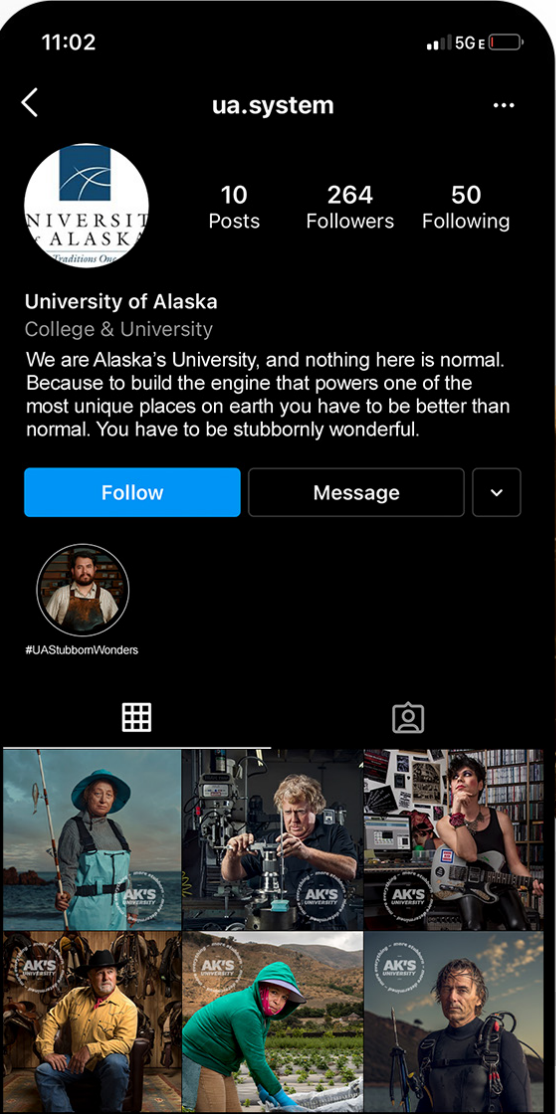
DIRECT MAIL



SOCIAL INTEGRATION

OVERVIEW

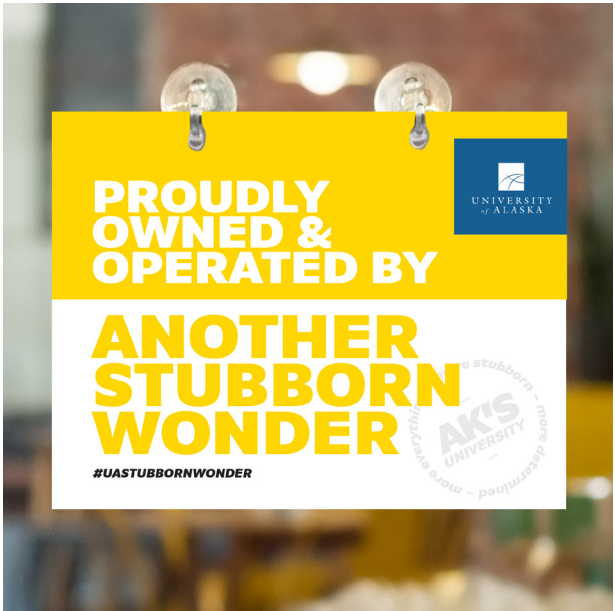
Our campaign will be fully integrated from the start. While channels such as broadcast, direct mail, or social always play a substantial role in our “top down” campaign content, equal efforts will be given to our “bottom-up” work such as search or lead-generating marketing. Last year we delivered around 800 student inquiries to the UAF School of Management as a result of our digital marketing campaign, and overall enrollment for the School of Management increased 17%. That level of focus on all aspects of an integrated campaign, including earned and owned media, is what sets S360 apart.



OVERVIEW

Every piece of campaign content we create aims to serve multiple purposes. For instance, a “Wall of Stubborn Wonders” would serve as a disruptive, mobile piece at an airport or Fur Rondy. When people take photos with or of it, the social media extension makes one piece of content reverberate dramatically beyond its original audience. A small business promotion program through earned and paid media would also be developed with the goal of not only elevating our presence, but promoting adoption of the campaign by UA supporters across the state. This program could be integrated alongside existing programs such as those offered by the Small Business Development Center.

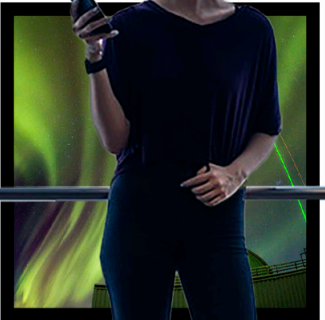
*Potential placement for mobile Wall (e.g., airports, Fur Rendezvous, Haines Fair)



INSTALLATION



WALL OF STUBBORN WONDERS



#UASTUBBORNWONDERS

