One of a kind, like you
Brand Engagement Campaign

How can it apply to your personal brand
Introduction

Sunny Teo
Director of Creative Communication
Office of Strategic Communications
Agenda

Your brand and how you can be a more influential member of the UC Davis community.
Agenda

- From “One UC Davis” to “One of a kind, like you”
- The Creative Brief and the Creative Process
- The Creative Expression and its Applications
- Videos

- Social Media
“We have a tradition of not wanting to be arrogant.

But we need to be truthful and convey the true value we are bringing.”

— Linda Katehi
What are we all here to achieve?

Build Reputation

Attract Resources
History of the “One” campaign
Creative Brief

- Why is this brief here?
- What goals are we trying to achieve?
- Who is the target audience?
- What are the target insights?
- What is the single main message we need to communicate?
- Why would they believe us?
- What do we want them to feel?
- What do we want them to do?
- What is the tone of our communication?
- What are the deliverables?
Primary audience

Prospective Students & Parents
Student Body
Alumni

Secondary audience

Faculty
Staff

Tertiary audience

Regional community
Personality traits

- Authentic
- Bold
- Diverse
- United
- Creative
- Problem solving

Unique
What is the single main message?

**UC Davis brings together unique people who create a unique community.**
What do we want them to feel?

“There’s no other university like ours. We’re unique and proud of it.”
What does the “One” mean?
one = unique
One of a kind, like you

Conveys that the university is unique

Conveys that everyone is unique
This is the home of the go-getters, change makers, problem solvers.

Here you are one of a kind and part of a kind.

The kind that works together and grows together.

Here you will improve health, enrich life and help feed the world.

Here you will challenge convention and make learning your own

Here because you know a thing or two about being different and doing things your own way.

Here you will find support and likewise become a supporter.

Here you are an Aggie. The kind that strives for better. The kind that breaks new ground.

Here, you will make your mark, transform our institution and in turn make the world a better place.

UC Davis. One of a kind, like you.
Ideas, when big enough, can have resonance across multiple initiatives.

• Student Recruitment
• Spirit Building
• Development
Manifesto

Place

People
Student Recruitment
A User Journey

From high school to UC Davis

Prospecting → Admission → Becoming an Aggie
Target Audience

• High school juniors
• GPA: 3.95 or higher
• Anywhere USA
And finally somewhere unique

(plus an egghead)
And finally somewhere

UNIQUE
HERE

you will improve health, enrich life and help feed the world.
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat.
you will challenge convention and make learning your own.
friends and classmates are one and the same.
your future is shaped by those who love what they do.
you will challenge convention and make learning your own.
HERE

you will make your mark,
transform our institution and in turn
make the world a better place.
Desired response:

“I’m applying to UC Davis. It’s where I wanna be!”
HERE is a state of mind.
Back to our target audience
In the mail months later, a UC Davis admit brochure.
Focus Groups Comments

“I like the idea of using visuals before content.”
—Faculty

“This is the kind of brochure I would keep for a while.”
—Undergraduate

“This feels really fresh and modern. It’s not the same old kind... that have been overused by universities.”
—Undergraduate
you are a go-getter, a change maker, a problem solver.

At UC Davis, we don’t just talk about change, we live it. Professors and students inspire each other to imagine a better life. We help you understand history and build on it, find the problem and fix it, create the opportunity and take it. Here is where you change the world.
700+ student clubs, 27,728 friends

Life on campus is full and active. Our students excel academically and know how to have fun, too. Hangout spots—such as the Quad, the Coffee House, the Student Community Center and the sand court—buzz with activity. Community service events, student performances, pick-up sports games and Greek life organizations are just a few of the ways to connect. Do more here, at UC Davis.

admissions.ucdavis.edu/studentlife

Get involved
Pursue academic, creative, cultural and spiritual interests through our student organizations, or develop your leadership with student government.

cs.ucdavis.edu ascent.ucdavis.edu

Get active
Work out at the recreation center, swim laps at the Tec Pool, ride a horse at the Equestrian Center or shoot some hoops indoors or outdoors.

cnu.ucdavis.edu

See the world
Have the experience of a lifetime studying or completing an internship in one (or more) of our 60 study abroad countries.

studyabroad.ucdavis.edu

NCAA Division I athletics ucdavisaggies.com
Baseball (M)  Golf (M, W)  Tennis (M, W)
Basketball (M, W)  Gymnastics (W)  Indoor Track and Field (W)
Cross Country (M, W)  Lacrosse (W)  Outdoor Track and Field (M, W)
Field Hockey (W)  Soccer (M, W)  Softball (W)
Football (M)  Swimming and Diving (W)  Water Polo (M, W)

An animal science major from hasn’t been
male. Female students can be found teetering
boards for common wisdom, enacting Davis
by bicycle and caring for elephants on a
summer adventure in Thailand.

Lead school spirit with 12,000+
Aggie Pack members.

Play intercollegiate and club sports
with 50,000+ teammates.
you are the kind that works together and grows together.

Aggies take pride in creating community. From football tailgate parties to picnics on the Quad, we make connections that last. The friendly barista who serves you coffee will be in your chemistry midterm study group. The campus radio DJ you listen to each morning will captain your lacrosse sport club team. Here, we play and achieve together.
because you believe in yourself and because you want to go places.
UC Davis is a leading global university, which means we're good at a lot of things, too, and we can't wait to help you get even better. Come see a surgical procedure for the first time. Take top honors at a national engineering competition. Lead your intramural basketball team to victory in the Ivy Hall Cup. Publish your stories in the world.

Find your firsts at UC Davis.

No. 1 for agriculture and forestry
World University Rankings, QS 2021

Top environmental “Cool School”
National Geographic, 2021

First UC with NSF award for single computer
Finding Out More at www.ucdavis.edu

ryan
taylor ’16

Chemical Physics
Bakersfield, California
Ryan is the first in his family to go to university. A transfer student from Bakersfield College, he is finding more firsts at UC Davis by putting his name on a nanotechnology research publication and becoming the regional chairperson for the National Society of Black Engineers.
Fall 2015
Prospective Students Applications:
86,041
Manifesto

Place
HERE

People
LIKE YOU
Spirit Building
“One of kind, like you”

A Campus Community Engagement Campaign

This campaign celebrates uniqueness by recognizing that everyone is one of a kind. It is this coming together of special people that makes UC Davis unique—as a group, as a community and as an institution.
One of a kind like you
One of a kind like you
This is the home of the go-getters, change makers, problem solvers.

Here you are one of a kind and part of a kind.

The kind that works together and grows together.
One of a kind
like you
One of a kind like you
Welcome to the home of the go-getters, change makers, problem solvers.
Here, you are an Aggie.
The kind that strives for better.
The kind that breaks new ground.
UCDAVIS
One of a kind, like you
One of a kind like you
This is the home of the go-getters,
change makers, problem solvers.
Here you are an Aggie.
The kind that works together
and strives for better.
Aggies at Work

A CAAA relationship-building campaign
Rich Collins
Angelica Garza
Brent Sasaki
How can this apply to all of us?
I was a horrible student. One day, my sixth-grade teacher got absolutely fed up with me because I was disrupting the class. Instead of detention, I had to lead the topic discussions for Julie of the Wolves, the book we were reading at the time. Turned out, I loved my “punishment”: A book that had been dreadful for me—and several of my classmates, actually—came alive. I told my teacher that I wanted to teach English literature someday, and she agreed. For the first time in my life, she told my parents that I was an acceptable student.
Social Media
Introduction

Sallie Poggi
Social Media Strategist
Office of Strategic Communications
Building a Brand using Social Media

Amplify

Build Relationships & Engage

Personify
One of a Kind: Social Media Amplification

~ 30,500 Impressions
#UniquelyAggie Sweepstakes
Approaching Personal Branding on Social Media

• Determine your three unique attributes
• Choose your social channels wisely
• Listen first, engage second
• Find and connect with your “people”
Three R’s of Building Your Brand on Social Media

- Repetition
- Reputation
- Relevance
• Listen, listen, and then listen some more
• Clean up your online footprint
• Add a disclaimer “my thoughts and opinions are mine alone”
• Stick to your subject matter
• Add value to existing conversations
• Be real, authentic and honest
• Reciprocate
• Connect with UC Davis online
• Be patient
DON’T

• “Community crash”
• Go too-far outside of your area of expertise
• Post anything you wouldn’t want shared
• Be afraid of tough questions
• Talk only about yourself
• Expect immediate returns
Thank you! Questions?