

OVERVIEW

The purpose of our campaign is to introduce UNLV in a perspective that distinguishes the university from all others. It embraces the fact that our home is unlike any other place in the world, and UNLV is Las Vegas' genuine representative. We are creative and groundbreaking. We are unique, engaging, inspiring and determined. The proof of this is in the showcase—our bold and enterprising campus, and our incredible and world-changing social, scientific and educational events.

And with our efforts, we will build pride in UNLV among our students (current and prospective), parents and boosters, and the community we call home.

FEEL

Upbeat, dynamic, gregarious and fun. We are not boring. We are not aloof. We are magnetic, inviting and electrifying.

THE UNLV BRAND PROMISE

UNLV is Nevada's largest four-year research university—an institution with exciting research programs, dynamic education strategies, and a vibrant influence on our community.

The UNLV Difference:

- We are part of and driven by the pioneering, inventive attitude of our home city: Las Vegas.
- We are a family of incredible diversity, and were recently ranked as the No. 2 most diverse campus in the country by U.S. News and World Report.
- Because we are rising, we are nimble. We are not entrenched. We love a great idea, and thrive by creating a fertile ground for opportunities of all kinds, for all kinds of students, no matter their age, socioeconomic status, cultural background or stage of higher education.
- We are thriving, with the new Hospitality/Hotel College building, the medical school, and the trailblazing efforts in robotics and engineering.
- A UNLV education has incredible ROI—our tuition is reasonable, compared to the rewards.
- Because of all this and more, we are Rebels.

MEDIA RATIONALE

TV: We recommend utilizing spot TV as a broad reach vehicle to display our branding message throughout the Las Vegas Valley. We will be planning media around key programming and stations that fit into our target demographic. We will be teasing the TV spot leading up to and during the first week of the school year. We will then run our spot right after the election period, starting on November 9 and running for the next five weeks, hitting the market with a strong presence. We will then continue the spots in January for the first three weeks of the year, after the disappearance of the holiday clutter.

Interactive: We will utilize an Online Video network to supplement our TV buy and give us presence both during and when we are not on TV. Our TV spot will be displayed across thousands of websites, giving us both scale and frequency to our targets. In conjunction, we will also run an ad-network, displaying banner ads far across the web to build the frequency of the campaign and round out our media mix.

Print: Lastly, we will supplement the entire campaign with local print issues in and around the presidential debate. We will run full pages in the *Desert Companion* and the *LV Chamber Business Voice*, the *Las Vegas Business Press*, and the *LVRJ*. The strategy is to piggy-back on all the editorial content these publications will have surrounding the debate and the University, giving us greater exposure in the valley.