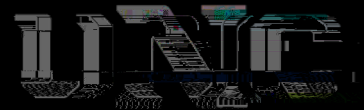


North of the Norm

Since 2022



We conducted a Brand Audit to understand current perceptions of UNC's brand among our key audiences across Northern Colorado.

The findings led us to develop a marketing and brand theme and campaign that resonated with our biggest supporters and community.

Brand Audit Results

People found UNC to be a:

50% Good Value

47% Warm and welcoming

37% Diverse and inclusive

as well as.....

Community Oriented (34%)

Students-First (34%)

56% Overall reputation in Colorado is very good or good

59% Somewhat familiar / not at all familiar with our brand outside of Colorado

69% Best educational choice

(13% Metropolitan State University, 9% Colorado State University)

69% Most personalized experience

(10% Colorado State University, 8% Metropolitan State University and Colorado Mesa University)

THE

NUKHTA

Illustration



Campaign Goals

Incorporate our brand attributes – north of normal, unusual, unique, no one label defines us

Be confident and bold – cut through all of the noise in the market

Stand out in the market leveraging UNC's differentiators

Tell our story

Communicate the university's value

Get out there and **AMPLIFY** our brand and messages in the market!

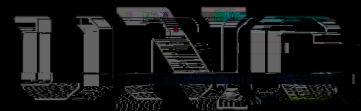
Video Ads



Finding Your Place

Pride Points

What makes UNC a special place to so many people.



Pride Points

Pride Points

Our Jazz Studies program has won more than 150 *DownBeat* Magazine awards in the last 30 years.

26 UNC graduates have appeared in 67 different Broadway productions — a record unmatched by any other BA Musical Theatre program in the country.