



CALIFORNIA UNIVERSITY
OF PENNSYLVANIA

MESSAGING INTRODUCTION

Cal U has launched a new branding campaign, Unlock Your Story.

This campaign was independently tested against several other campaigns and the theme, images and language associated with it resonated deeply with potential students.

This guide is to help you understand the emotional and intellectual connections needed to be made with prospective students through language and imagery. Using the Cal U “personality traits” of Entertainer, Leader and Contender, we have crafted language and identified words that will impart the ethos of each personality. You may use these words in emails and other communications to prospects, based on appropriateness.



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CAMPAIGN OVERVIEW

The new branding campaign, **Unlock Your Story**, will run for two to three years, as this time frame is the recommended run-time for a campaign to stay fresh in the eyes of a consumer.

Unlock Your Story tells students that Cal U is a place where they can discover and pursue their dreams and passions through different visual elements such as a key, book, keyhole, and environmental photography.

In addition to the various visual elements, consistent messaging will reinforce the Unlock theme. The overall messaging for this new branding campaign is extremely positive and is aspirational and forward-thinking, but still has a subtle nod to the older Build You campaign.

Staying consistent throughout print, outdoor, TV, and radio for the duration of the campaign will increase the impact of the campaign and will provide potential students and parents with a dependable overview of what Cal U offers.



AD AND EMAIL CONTENT

UNDERGRADUATE AD AND EMAIL CONTENT:

Generic/Awareness Ad and Email

You have the power to do amazing things. Cal U has the keys to unlock your passions. Your abilities. Your dreams. Unlock your story and build your future at Cal U.

Programmatic Ad and Email (example)

You have the power to do amazing things. Cal U has the keys to unlock your passions. Your abilities. Your dreams. You'll be given the tools to make your theatre dream a reality. Unlock your story and build your future at Cal U.

GRADUATE AD AND EMAIL CONTENT:

Generic/Awareness Ads and Emails

**The below copy should not be used together. Both copy options are stand-alone and should be thought of as "either/or."*

You have the power to do amazing things. Cal U gives you the keys to unlock your abilities and advance your career. Continue your story and build your future at Cal U.

You have the power to do amazing things. Cal U gives you the keys to unlock your abilities and advance your career. Start a new chapter and build your future at Cal U.

Programmatic Ads and Emails (example)

** The below copy should not be used together. Both copy options are stand-alone and should be thought of as "either/or."*

*** Please note that the programmatic ads and emails copy features "career as a nurse." This copy is designed to interchange with whichever program or career that will be highlighted.*

You have the power to do amazing things. Cal U gives you the keys to unlock your abilities and advance your career as a nurse. Continue writing your story and build your future at Cal U.

You have the power to do amazing things. Cal U gives you the keys to unlock your abilities and advance your career as a nurse. Start a new chapter in your career and build your future at Cal U.



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CALL-TO-ACTION

UNDERGRADUATE CALL-TO-ACTION:

[LOGO GOES HERE]

Start your Story at calu.edu/apply

GRADUATE AD AND EMAIL CONTENT:

[LOGO GOES HERE]

Continue your Story at calu.edu/graduate



LANGUAGE FOR PERSONALITIES

ENTERTAINER (RED):

- Animated
- Cheerful
- Energizing
- Enthusiastic
- Exuberant
- Passionate
- Positive
- Uplifting

LEADER (PURPLE):

- Assertive
- Charismatic
- Confident
- Driven
- Focused
- Powerful
- Supportive
- Trailblazer

CONTENDER (BROWN):

- Courageous
- Dedicated
- Dynamic
- Inspiring
- Proud
- Resilient
- Strength
- Tenacious



“UNLOCK YOUR STORY” CAMPAIGN WORD BANK

You have the power to do amazing things. Cal U has the keys to unlock your passion. Your abilities. Your dreams. Unlock your story and build your future at Cal U.

Start your story at calu.edu.

STORYLINE AND DIMENSIONS

Storyline: We fuel others’ passions to influence and achieve.

Our positive outlook inspires dynamic and insightful change on campus and beyond.

INSPIRING:

Motivating students to believe in their abilities to influence and achieve.

- Abilities
- Achieve
- Amazing
- Aspire
- Believe
- Blaze
- Dreams
- Envision
- Extraordinary
- Give wing
- Hopeful
- Igniting
- Imagine
- Ingenuity
- Inspire
- Lighting
- Meaningful
- Passion
- Reach
- Remarkable
- Sparking
- Transform

EMPOWERING:

Instilling confidence to realize personal potential and pursue meaningful possibilities.

- Access
- Accomplish
- Attain
- Build your future
- Catalyst
- Change
- Confidence
- Connect
- Cultivate
- Create
- Dare to
- Develop
- Empower
- Endless (potential)
- Energize
- Foundation
- Gain
- Grow
- Key
- Limitless
- Obtain/obtainable
- Open
- Opportunity
- Pathway
- Possibilities
- Potential
- Reach
- Realize (potential)
- Strengthen
- Succeed/success
- Unbound
- Unlock
- Write (your story)



CALIFORNIA UNIVERSITY

O F P E N N S Y L V A N I A

INSPIRATION FOR “STORY”-RELATED WORDPLAY

- Account
- Act
- Adventure
- Agent/agency
- Architect
- Atmosphere
- Audience
- Author
- Autobiography
- Background/ backstory
- Beginning
- Biographer
- Chapter
- Character
- Choose your own adventure
- Chronicle
- Compose
- Conceive
- Creative
- Define
- Design
- Detail
- Dialogue
- Draft
- Edit
- Epic
- Experience
- Fantastic
- Foreshadowing
- Form
- Fundamental
- Genre
- Hero
- Impression
- Inscribe
- Introduction
- Legacy
- Legend
- Magical
- Message
- Metaphor
- Mood
- Narrator/narrate
- Part
- Pen
- Perspective
- Plot
- Point of view
- Portray
- Present
- Produce
- Protagonist
- Purpose
- Reliable
- Resolution
- Revise
- Rewrite
- Rhythm
- Role
- Saga
- Scenario
- Scene
- Script
- Section
- Self
- Senses
- Setting
- Shape
- Sketch
- Stage
- Start
- Starting point
- Story
- Story arc
- Storytelling
- Structure
- Style
- Subject
- Summary
- Symbol
- Tale
- Tempo
- Theme
- Tone
- Turning point
- Venture
- Voice