

North of the Norm
Since 2022

UNC

Brand Audit Launched in 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.
- ▶ In summer 2022, North of the Norm launched.



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%)
- ▶ Personalized (22%)
- ▶ Resilient (20%)



- ▶ 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)

NORTH of the *NORM*



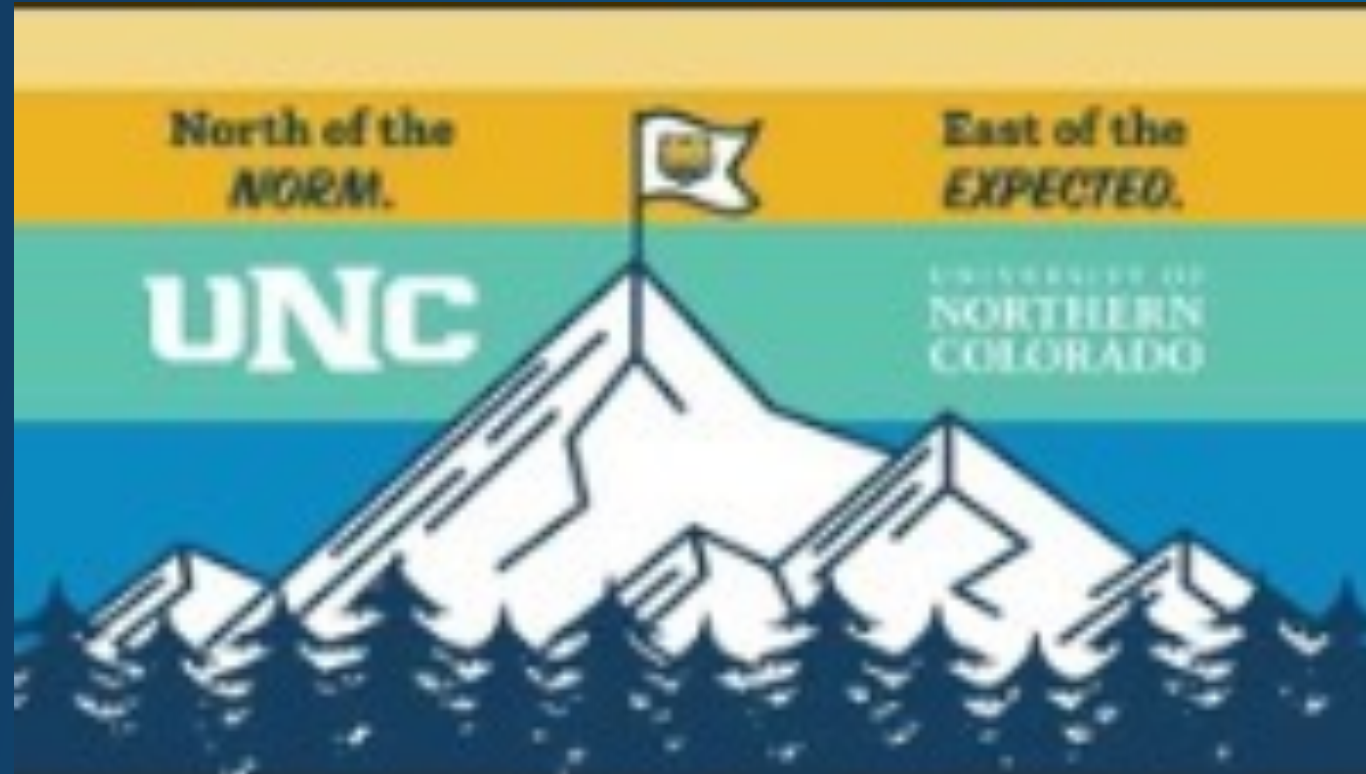
UNC

UNIVERSITY OF
NORTHERN
COLORADO

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.

UNC

Pride Points

- ▶ The arts are part of the UNC Student Experience: we are home to 25 musical ensembles, stage 7 mainstage theater productions and over 30 student productions each year.
- ▶ Graduated more educators than any other Colorado University: The Colorado Legislature designated UNC as the primary institution for teacher education in the state.
- ▶ UNC has the oldest **gender studies program** in Colorado, originally founded as a women's studies program in 1974.
- ▶ Our University Orchestra has been rated among the top university orchestras in the United States for more than 10 years by *DownBeat* Magazine (2021).
- ▶ Our undergraduate Nursing program is one of the best in Colorado and ranked #76 nationally. By US News. It has a 95-100% passage rate on the national licensing exam for registered nurses.
- ▶ The student-hosted UNC International Film Series is the longest-running student film program in Colorado.
- ▶ We are home to the only accredited online American Sign Language Interpretation undergraduate program in the nation.
- ▶ We have the #1 program in the world for experimental Accounting Information Systems (AIS) research and #9 in the world for all other AIS research, where accounting, systems and analytics intersect (BYU 2021 global rankings).

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.
- ▶ The university's Rocky Mountain Cancer Rehabilitation Institute is the only comprehensive cancer rehabilitation facility of its kind, providing individualized exercise and dietary intervention for cancer treatment-related symptoms.
- ▶ We are home to 15 NCAA Athletic Teams, men's and women's! Go Bears!
- ▶ Our student athletes succeed in the classroom and in competition: earning the highest GPA in the NCAA Division 1 Big Sky Athletic Conference for the 18th consecutive semesters—a cumulative GPA of 3.26—and winning six Big Sky volleyball tournament championships, a women's soccer championship and a women's basketball championship, which included an NCAA berth last year.