ONE SIXTY OVER NINETY
Wonder Makes Us Preview

AUGUST 8, 2019
Our journey to wonder.
Asset and Research Review

Campus Visit

Purpose and Values

Strategic Plan

Discovery

• 2 Days Onsite
• 24 Sessions
• 100+ Stakeholders

Brand Health Tracker

<table>
<thead>
<tr>
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<th>% of Total</th>
<th>% of Other Institutions</th>
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<td>Arizona</td>
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<td>New York</td>
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<td>Others</td>
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Imagination drives resolve

Foundational Blocks:
- Of the Desert
- Limitless Possibilities
- Driving Force of Universal Change
- Purposeful Research
- Power of Perspectives
- “Bear Down!”

Brand Tone:
- Bright
- Exuberant
- Altruistic
- Captivating
- Compassionate
- Prime
WONDER MAKES US
WONDER IS AT THE HEART OF ALL OUR STORIES
WONDER MAKES US DO

PROVE

INNOVATE

CREATE

SOLVE

ADAPT

PUSH

EXPLORE
ALL MADE POSSIBLE BY FUNDING AND SUPPORT
WONDER

Makes Us Wonder
Intrigue

Inspires Us To Donate
Fuel

Makes Us Who We Are
Educate

Makes Us Do
Engage
Makes Us Wonder
Intrigue

WONDER
Teaser Poster

10.20.19
Wonder makes us wonder, wonder makes us wonder, wonder makes us wonder, wonder makes us wonder, wonder makes us wonder, wonder makes us wonder, wonder makes us wonder, wonder makes us wonder, wonder makes us wonder, wonder makes us wonder, wonder makes us wonder, wonder makes us wonder, wonder makes us wonder, wonder makes us wonder, wonder makes us wonder, wonder makes us wonder, wonder makes us wonder, wonder makes us wonder, wonder makes us wonder, wonder makes us wonder, wonder makes us wonder, wonder makes us wonder, wonder makes us wonder, wonder makes us wonder, wonder makes us wonder, wonder makes us wonder, wonder makes us wonder, wonder makes us wonder, wonder makes us wonder, wonder makes us wonder, wonder makes us wonder.
Teaser Poster


The University of Arizona
Center for Creative Photography

10.20.19
Teaser Poster

W O N D E R
MAKES US INNOVATE

10.20.19
Posters

THE UNIVERSITY OF ARIZONA
Social Cinemagraph
PSA–Bridge

This :30 spot was produced as a teaser in preparation for the rollout of Wonder Makes Us. This was required due to our PAC-12 network spot scheduled for the game with Hawaii on Aug. 24, 2019.

We will replace this spot with a Wonder Makes Us campaign :30 when we launch in the fall.
Anthem
ARIZONA ANTHEM VIDEO / “WONDER MAKES US” / 2:00

OPEN ON GRAND, SWEEPING IMAGES OF THE DESERT AND THE WONDROUS LANDSCAPES OF ARIZONA.

SFX/MUSIC: We hear the faint musings of Labi Jiffre singing “My Song” throughout. Sounds of an orchestra warming up.

IN BETWEEN THIS GRAND JOURNEY OF WONDER, WE SEE QUICK CUTS OF OUR FEATURED PEOPLE FROM OUR STORIES WARMING UP, THINKING, SPECULATING, GOING OVER STEPS IN THEIR HEAD, ALL THE WHILE CREATING A TENSION THAT SOMETHING IS ABOUT TO BEGIN.

MUSIC CUTS. ALL GOES DARK. WE HEAR THE SOUND OF A TORCH BEING LIT AND SEE A MAN IN A SPACESUIT WALKING THROUGH A DARK CAVE.

SFX/MUSIC: The full song kicks back in.

WE TRANSITION TO IMAGES OF OUR PEOPLE IN ACTION. DOING, PUSHING, EXPLORING, STRIVING, ACHIEVING. IN BETWEEN THESE CUTS, WE CONTINUE TO PEPPER IN SHOTS OF WONDER (LIKE THE FLOATING/FALLING ROCKS AND THE CHILD IN A SPACESUIT) THAT REMIND US THAT WONDER IS OUR INSPIRATION, UNTIL WE LAND ON OUR FINAL TWO SHOTS. CUT TO A STUDENT WALKING THROUGH THE HALLS OF A LIBRARY LOOKING AT THE ROWS OF BOOKS. THEN MATCH CUT TO THAT SAME STUDENT WALKING ON THE TOP OF A MOUNTAIN LOOKING AROUND IN AWE IN THE SAME WAY.

LOGO/TAG: BLOCK A. WONDER MAKES US.

THE “O” IN WONDER STARTS TO RAISE UP FROM THE REST OF THE LETTERS, AND WE CUT OUT.
WONDER

Makes Us
Do
Engage
THE UNIVERSITY OF ARIZONA

WONDER MAKES US DO THE UNKNOWN

arizona.edu/wonder
WONDER MAKES US DO THE UNTHINKABLE
WONDER MAKES US DO THE UNPRECEDENTED
The University of Arizona

Wonder makes us do the unusual

arizona.edu/wonder
WONDER makes us #1 in NASA funding

THE UNIVERSITY OF ARIZONA
WONDER MADE ME EXPLORE MARS ON EARTH

Lorem ipsum dolor sit amet, tapisellus consectetuer adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim...
WONDER

Makes Us Who We Are

Educate
WONDER MADE ME EXPLORE MARS ON EARTH

Josie Fine Mayer, engineering student at the University of Arizona Station.
WONDER MADE ME REFUSE TO SIT ON THE SIDELINES

Josh Brewster, wheelchair basketball, Paralympics and adaptive vertical fitness
WONDER MADE ME BUILD AN OCTOBOT
WONDER MADE ME GROW A RAINFOREST IN THE DESERT

Yaneck Vogtrop, Assistant Professor of Plant Science, Arizona State University
WONDER MADE ME GROW A RAINFOREST IN THE DESERT
First there were the test pilots — men in possession of what Tom Wolfe called “the right stuff” — who took flight in experimental aircraft. It was absurdly dangerous work with a mortality rate to match. NASA put them in capsules, presented them as Boy Scouts and called them astronauts.

Then, there were the men of Apollo who planted the American flag on the lunar surface. Astronauts were now explorers in a new way, leaving footprints in untrodden terrain.

The space shuttle program followed, and the face of the American astronaut changed. It was no longer the exclusive domain of military fighter jocks, as scientists and engineers became fused with the public’s idea of who an astronaut was. They now looked more like America — women and men of many races and vocations. They were even construction workers of a sort as they began building the
Mobile Screen Takeover – 360° video

Move phone in any direction to explore a 360° video
Digital

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Campus Tour
Ambient Installation
Event Concept
Wonder is a journey. It’s the beginning, middle and end of everything we do. Sometimes it sends you on a loop or even makes you go a few steps back. But here’s one thing about wonder: Wherever it leads you, it’s always surprising.
DO THE UNPRECEDEDENTED
Trail of Wonder

START SOMEWHERE
UNEXPECTED

DO THE UNCHARTED

DO THE UNKNOWN

DO THE UNPREDICTABLE
WONDER

Inspires Us To Donate Fuel
Foundation Pre-Campaign Launch Event
All students wonder what impact they can make on the world. But not all of them have the resources to see that wonder through.

Let’s Fuel Wonder.
Launch Event Projection Map
2,278 likes

uarizona Wonder is in progress! Today we kick off our first annual #FuelWonder asking alumni to donate to ensure future students have the support they need. Let’s show them what wonder can do. Any dollar amount helps get us close to our goal.

WonderMakesUs

1 day ago
Celebrity Endorsement

uarizona

The legendary @SavannahGuthrie proving that UofArizona grads always steal the show. We're channeling her today for #FuelWonder when alumni donate to ensure future students have the support they need. Let's show them what wonder can do. #WonderMakesUs

1 day ago
Case Statement
KEEP THEM WONDERING
EXPLORING, CREATING, SOLVING

If all University of Arizona students were given access to every resource possible to power their education, if each one could follow fascination to graduate prepared for an astonishing future. Would they go on to unlock innovations that improve our lives? Explorations that change our trajectory? Creativity that inspires us all to new heights?

When we give the gift of wonder, we create an impact. Because wonder drives us past the expected to do the unknown, create the unimaginable and accomplish the unprecedented.

The University of Arizona is built on it. Our professors change lives with it. Our research is inspired by it and brings it to the world. It launches thousands of careers from this campus. It’s gotten us to where we are today, both within these walls and beyond the stratosphere. Because the more wonder we give, the more wonder gives us back.

The next mission is extraordinary to embark upon. And the next.

JOIN US IN BECOMING PART OF DISCOVERING THE NEXT UNKNOWN, THAT LEADS TO THE NEXT UNIMAGINED, AND BECOMES THE NEXT HYPOTHESIZED, FUEL WONDER IN OUR STUDENTS SO THEY CAN CREATE WONDER FOR THE WORLD.
THE CAMPUS THAT WONDER BUILT

FROM THE BATTLE DESERT BUILDING TO THE CAMPUS OF TODAY, THE UNIVERSITY OF ARIZONA NEVER STOPS WONDERING HOW TO MAKE STUDENT EXPERIENCES BETTER.

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THE CAMPUS THAT WONDER BUILT

Inventore repellat sint et temporibus ipsum aspernatur saepe.

THE CAMPUS THAT WONDER BUILT

The building serves as the main library and the student business center, providing a dynamic interior and exterior space to foster the 547 corridor experience.

Inventore repellat sint et temporibus ipsum aspernatur saepe.

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Swag
Thank You