BRINGING OUR PURPOSE TO LIFE

* MARKETERS *

Breakout #1
5th Annual ONE Conference
August 8, 2019
<table>
<thead>
<tr>
<th>AGENDA</th>
<th>Timing</th>
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<tbody>
<tr>
<td><strong>Setting the Stage.</strong></td>
<td>10 minutes</td>
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<td><strong>Group Engagement:</strong></td>
<td>30 minutes</td>
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<td>- Opt-in to one aspect of the Purpose that you’re passionate about and eager to bring to life in a big way: working together / expanding human potential / exploring new horizons / enriching life for all.</td>
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<td>- Rapidly brainstorm big audacious ideas for demonstrating UA’s commitment to that in a way that would make it blatantly obvious to anyone.</td>
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<td><strong>Report Out:</strong></td>
<td>10 minutes</td>
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<td>For each aspect of the Purpose, you have 2 minutes to share the BEST Ideas that were generated with the room.</td>
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As Brand-Builders, how can we bring the purpose to life -- not just saying it, but *LIVING IT!*
After 44 Years Patagonia Released Its First Commercial & It's Not About Clothing
REI gives up the biggest retail day of the year to stay true to its Purpose
PURPOSE: To spread the power of optimism.

Spends almost all of their marketing dollars creating opportunities for people to come together and have a great time while doing something good for others.
To care deeply about the people in our communities, helping them to eat well and be happy.

Jeff Brown’s ShopRite in a Philadelphia food desert. Included the community in the design of the store.
- On-site healthcare clinics
- Jobs for ex-felons
- Guns off our streets > $S SR Gift Card per Gun
- Entitlements office to help with SNAP
- Food that reflects tastes of very different African-American communities in the area
- Dieticians to deal with high incidence of Diabetes
- K-12 nutrition/education for next generation
- Community gardens to introduce kids to vegetables
Q. What could you do to make your Purpose *blatantly obvious* without having to say it?
Instructions

1. **Opt-in to one aspect of the Purpose that you’re passionate about and eager to bring to life in a big way.**

2. **Rapidly brainstorm big audacious ideas for demonstrating UA’s commitment in a way that would make it blatantly obvious to everyone.**
WORKING TOGETHER
The days of artificial boundaries and silos are over. At UA, we work together because we know we’re better together.

WORKING TOGETHER to expand human potential, explore new horizons and enrich life for all.

What could we do to vividly demonstrate our commitment to WORKING TOGETHER?
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EXPAND HUMAN POTENTIAL
We’re committed to all students seeking to expand potential in all communities; Human potential expanded by -STEM & humanities training, -interdisciplinary thinking, -4IR technology, and - real-world engagements.

Working together to EXPAND HUMAN POTENTIAL, explore new horizons and enrich life for all.

What could we do to vividly demonstrate our commitment to EXPANDING HUMAN POTENTIAL?
What could we do to vividly demonstrate our commitment to EXPANDING HUMAN POTENTIAL?
EXPLORE NEW HORIZONS
A celebration of being a Tier One research institution tackling challenges at the edges of human endeavor

+ An invitation for students to explore new horizons/dimensions of their world: interests, passions, clubs, etc.

Working together to expand human potential, EXPLORE NEW HORIZONS and enrich life for all.

What could we do to vividly demonstrate our commitment to inspiring and enabling people to EXPLORE NEW HORIZONS?
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ENRICH LIFE FOR ALL
- Enrich YOUR life
- Enrich the life of your community (HSI, Native American)
- Enrich life in Arizona
- Enrich life on our planet

Working together to expand human potential, explore new horizons and ENRICH LIFE FOR ALL.

What could we do to vividly demonstrate our commitment to ENRICH LIFE FOR ALL?
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