

External agencies & internal creatives: A love/hate story

UCDA Design Conference | Portland, Oregon | Oct. 13, 2019

Jennifer Alvarado, Director of Creative Services

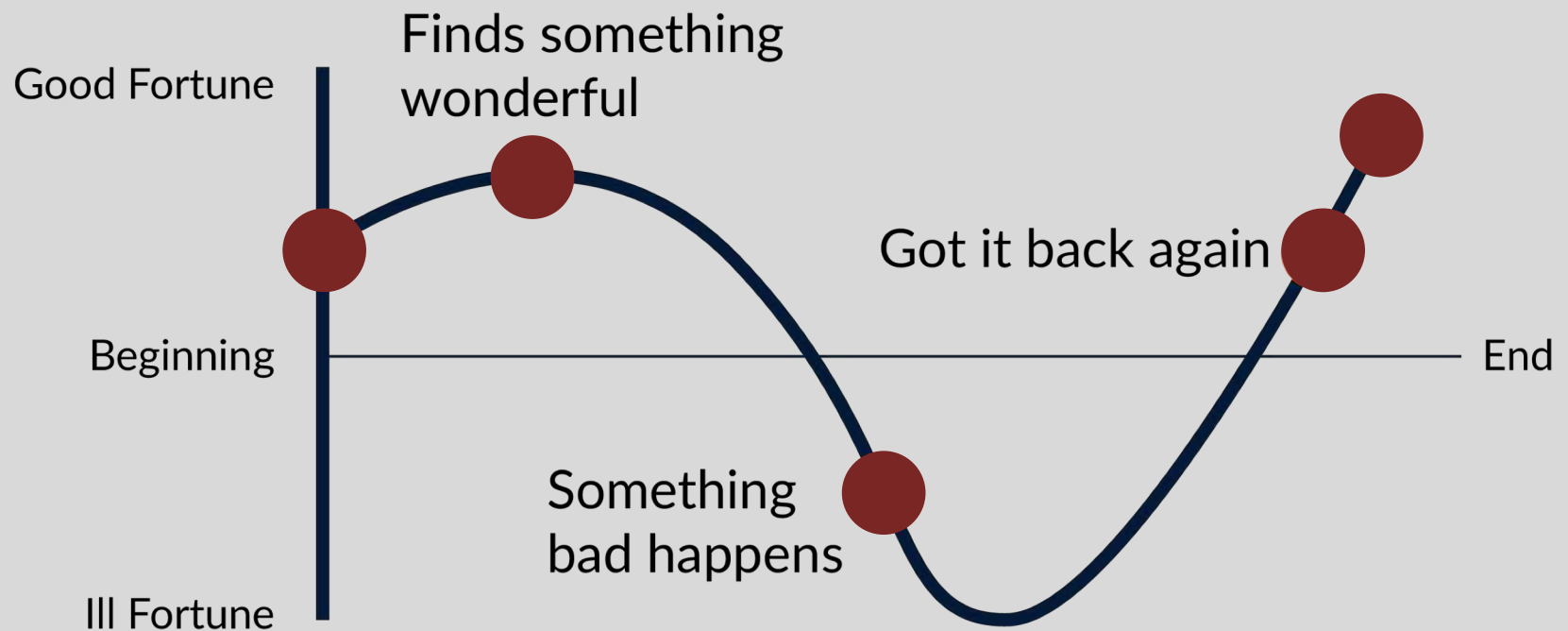








Boy gets girl story structure — Kurt Vonnegut



The love/hate relationship between external and internal designers can result in award-winning and memorable creative work, teams who learn from each other and feel valued, and creative partnerships that thrive.

Breaking up

Jul 3



I feel like our amicable divorce is final now. Parting is such sweet sorrow. Thanks for all you and your team did for us.

4:33 PM

B

Indeed. Sad day for sure. It was so unreal to me this week.

6:29 PM



Thus, I am informing you today that we will not renew or extend our current contract when it expires on June 30, 2019.

Happier days



Award-winning creative work together



“an example for others to emulate ... the kind of work that brings respect to our profession.”

Increased awareness & perception

“The third wave of the Awareness & Perception Study demonstrated that awareness is indeed increasing, and that perceptions are often aligned with what the University intends to project.”

Increased enrollment

Number of first-year undergraduate students surpassed budgeted projections in 2017, 2018, 2019

Resonated internally

“I was reading USA Today on my Kindle and up popped a Redlands ad. Very Classy!! Nicely done. Tell someone the visibility is coming through.”
—Bob Steinbach '54

Just saw Embark on Instagram. Really nicely done.
—Jennifer Lathrop '72

“The Embark campaign is really well done and definitely made an impact on my son’s interest in Redlands.”
—Parent of first-year student



UNIVERSITY OF REDLANDS INVITES YOU TO

EMBARK



embark.redlands.edu

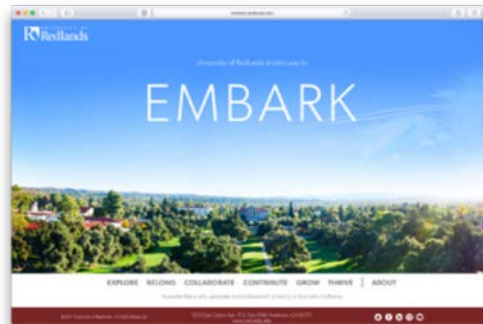
Embark Awareness Campaign 2017-19

Digital Ads



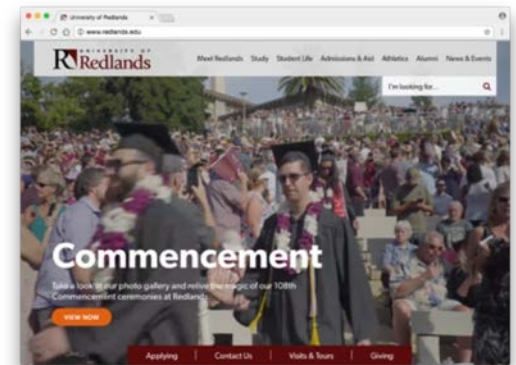
70.3 MM
people viewed
digital ads
avg. **1.5** times

Campaign Microsite

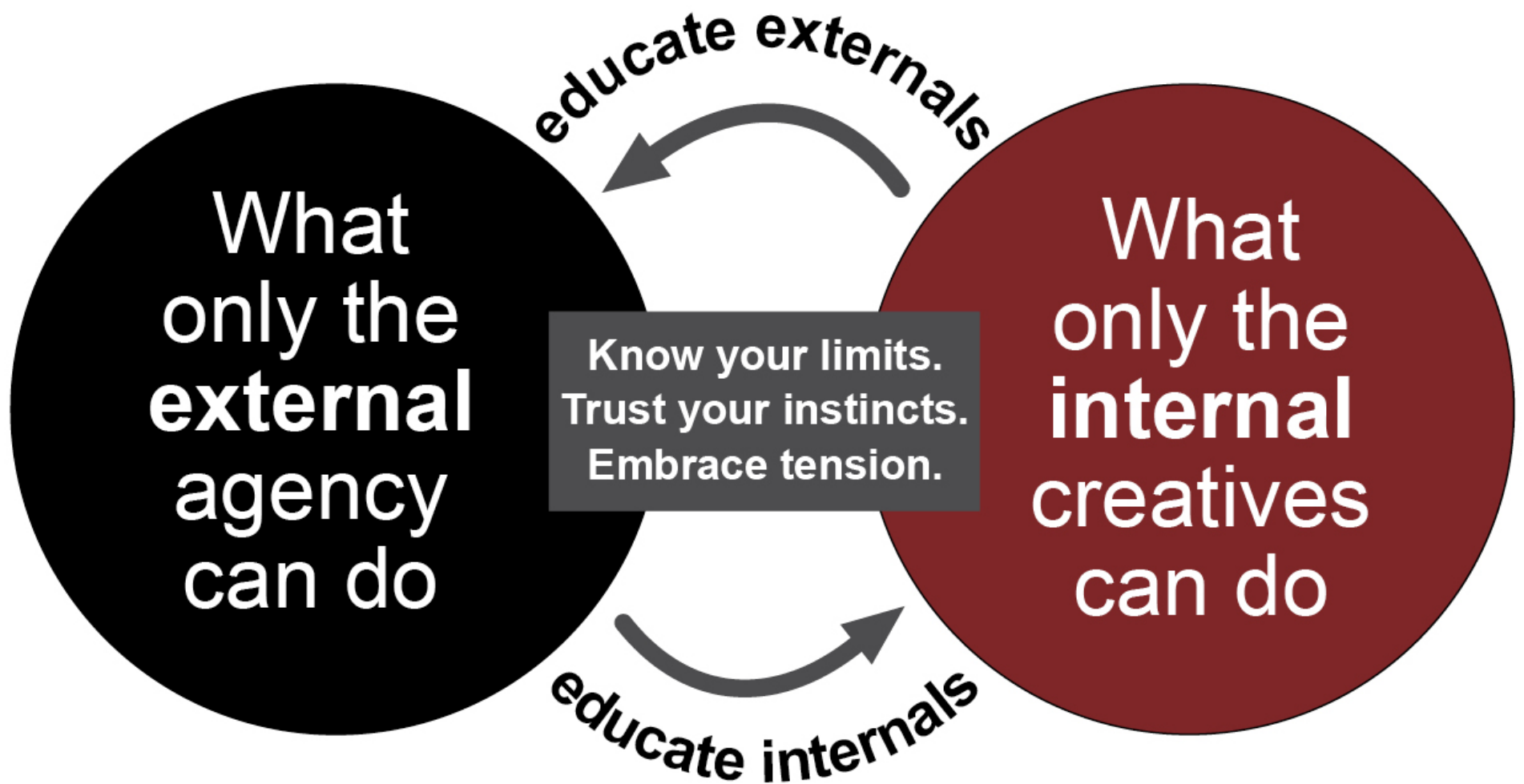


774,663 total/599,284
first-time visitors have
clicked to campaign
microsite

Redlands.edu



9,519 people clicked
to redlands.edu from
campaign microsite



Know your limits

What only the external agency knows

The image features a highly distorted, wavy reflection of a building and sky in water. The reflection is inverted and warped, creating a surreal, abstract effect. The colors are muted, with a mix of blues, greys, and earthy tones. The text "University of Invisible" is overlaid in a clean, white, sans-serif font, centered horizontally and slightly above the vertical center. The overall composition is artistic and evocative, suggesting themes of perception and reality.

University of Invisible

Deep but narrow





In-house workload





**External success,
internal failure**

A bulldog is the central focus, wearing a large, voluminous pink tutu around its waist and a pink party hat with a white label that reads "Birthday PRINCESS". The dog is standing on a light-colored, paved surface. The background is a blurred outdoor setting with some greenery and a building.

Looking for someone who gets me

A German Shepherd dog is lying in a field of tall, green grass. The dog's head is turned towards the camera, and its pink tongue is hanging out. It has a black and tan coat. In the background, there is a light-colored stone wall. The text "Kenzi Creative Agency" is overlaid in white, bold, sans-serif font across the middle of the image.

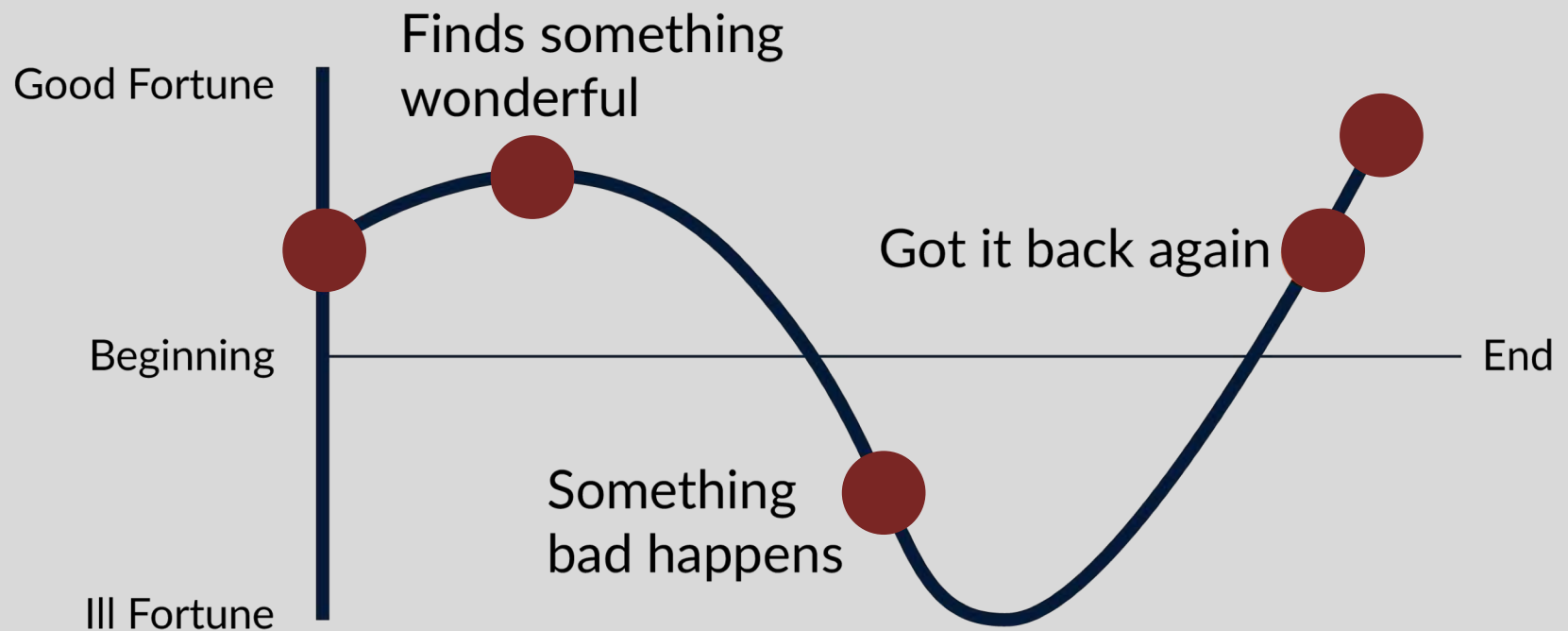
Kenzi Creative Agency

Anthem

AQUA
HYDRATE



Boy gets girl story structure — Kurt Vonnegut





Trust your instincts

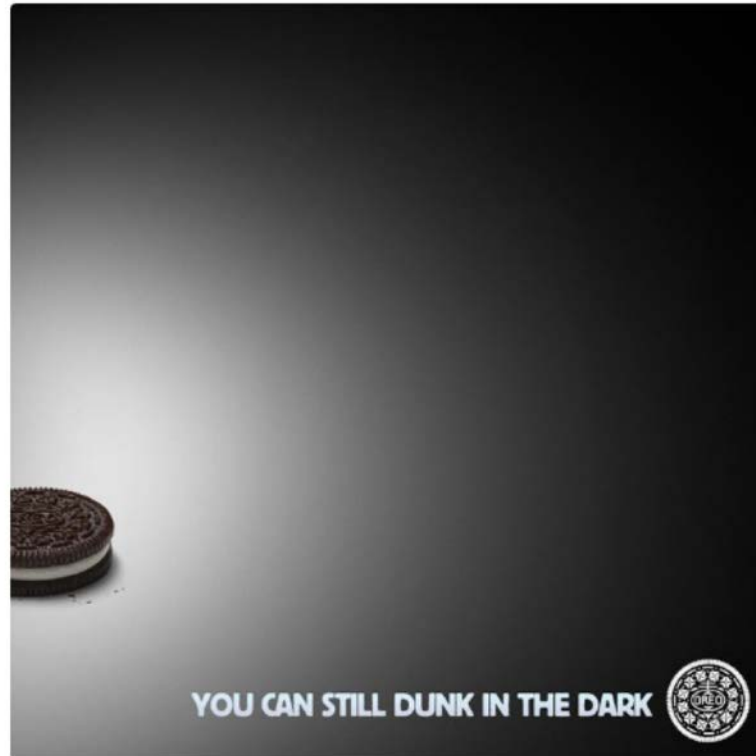
What only the in-house team knows



OREO Cookie 
@Oreo



Power out? No problem.



♡ 6,842 6:48 PM - Feb 3, 2013



💬 15.5K people are talking about this







zachking

Follow

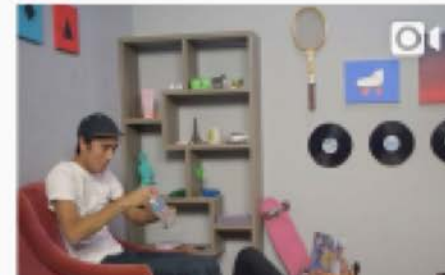
...

768 posts

17.1m followers

21 following

Zach King Stories can make people smile. 🥰👉 SNAIL MAIL: 12340 Seal Beach Blvd Unit 209, Seal Beach, CA 90740 ✉️ contactzachking@gmail.com
bit.ly/Fan_Mail





In front of the bright lights

All the places you'll go with Redlands.



An aerial photograph of a large football stadium filled with spectators. The green field is visible in the center, surrounded by tiered seating areas packed with fans. A large video screen is visible on the left side of the stadium. The text "Do something amazing and hope it goes viral" is overlaid in white on the left side of the image.

**Do something amazing
and hope it goes viral**

EMBARK

Embark theme

Embark to Redlands, as a destination in and of itself

Embark with Redlands

Embark from Redlands into success, career

Embark on lifelong learning

Google search ads

A Personalized Education – University of Redlands

embark.redlands.edu

Connecting students to a world of opportunity

Create, Lead, Contribute — University of Redlands

embark.redlands.edu

An experience where learning fits students' passions and potential

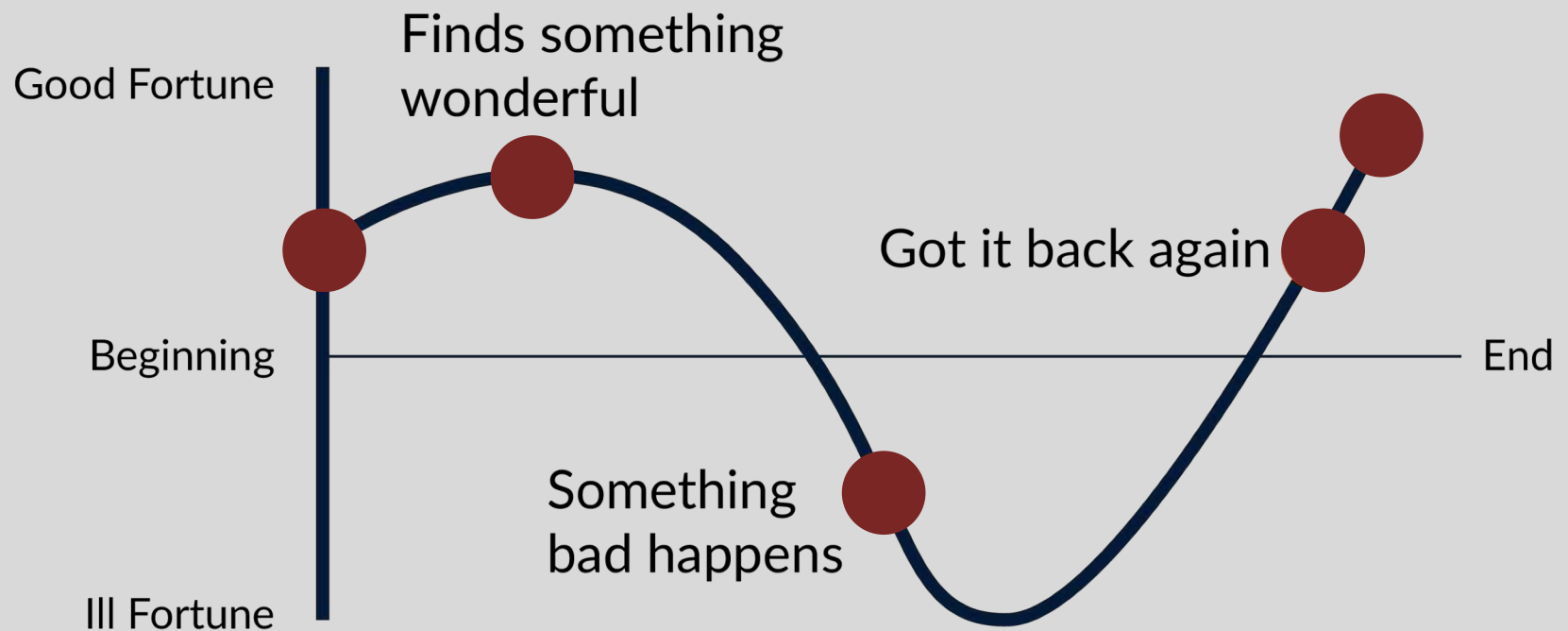
EMBARK with Redlands — A Community of Learning

embark.redlands.edu

A collaborative learning experience connecting you to a world of opportunity

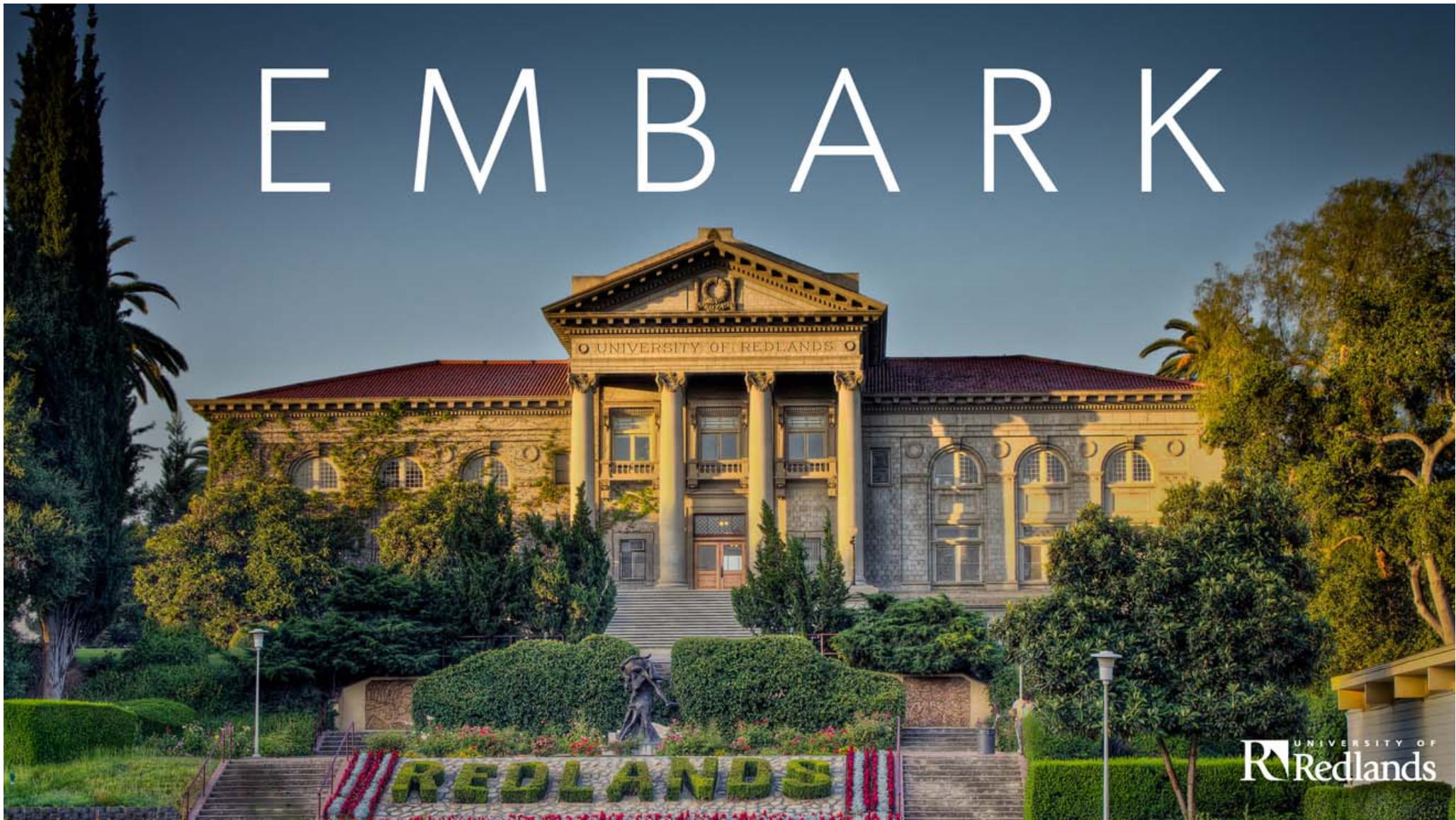


Boy gets girl story structure — Kurt Vonnegut





EMBARK



EMBARK

EMBARK

EMBARK





EMBARK

A female athlete with short, curly dark hair is captured in mid-air, jumping over a hurdle during a race. She is wearing a maroon and white singlet with a large maroon 'R' and the word 'BULLDOGS' below it, and a Nike logo on the upper left chest. She is also wearing black shorts and maroon and black running shoes. The background is blurred, showing other athletes and spectators. The word 'EMBARK' is overlaid in large, white, sans-serif capital letters across the center of the image.

EMBARK

A photograph of a young woman in a black graduation cap and gown, smiling broadly. She is wearing a lei made of pink and yellow flowers. The background is a large, out-of-focus crowd of people at a graduation ceremony. The word "EMBARK" is overlaid in large white letters.

EMBARK



University of Redlands

Sponsored · 



A Redlands education connects students to a world of opportunity.



A Personalized Education

EMBARK with University of Redlands
REDLANDS.EDU

[Learn More](#)



29 4 Shares



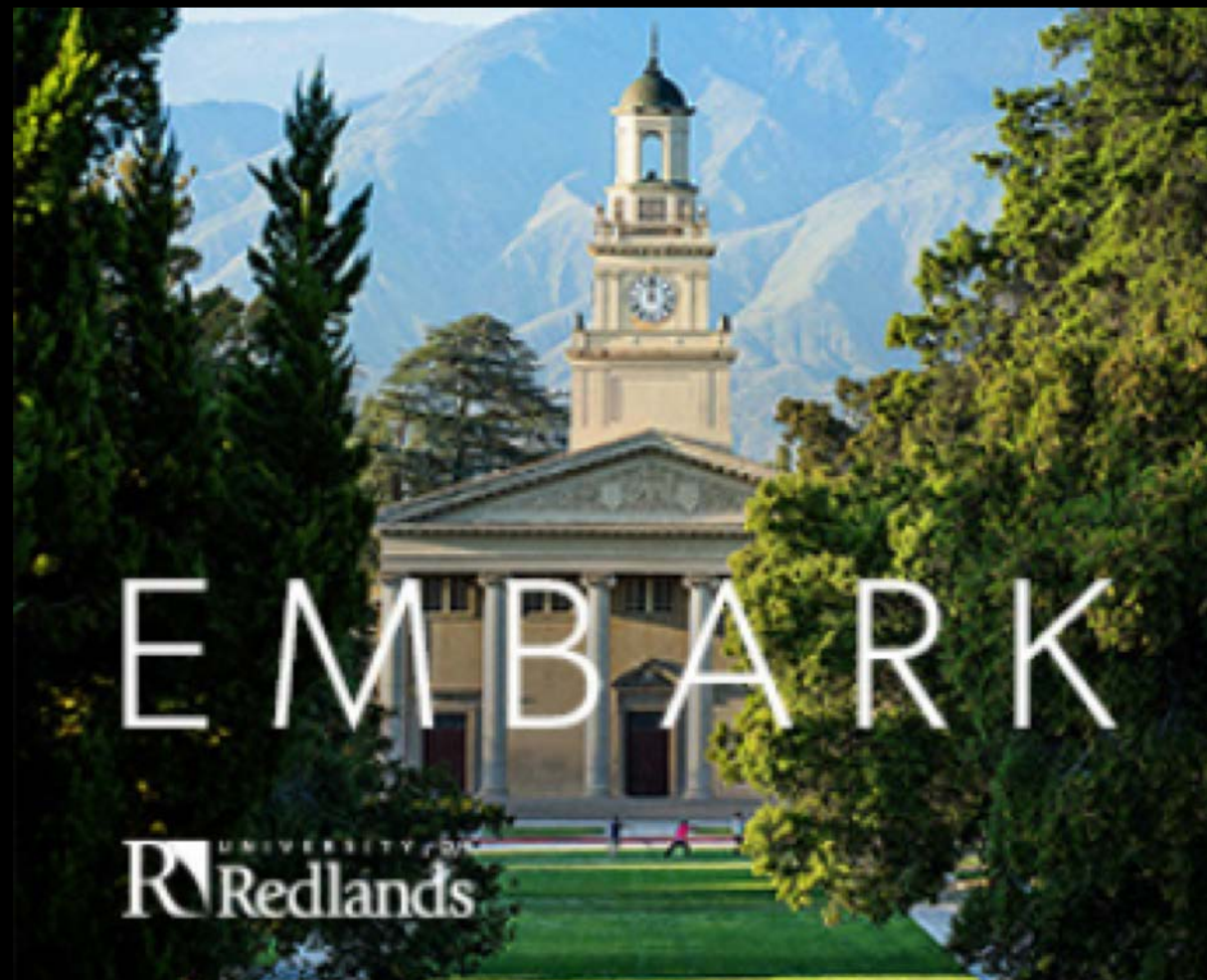
Like



Comment



Share



EMBARK

UNIVERSITY of
R Redlands



University of Redlands

@UofRedlands



University of Redlands is the place for those who choose to create and contribute.

#EMBARKwithRedlands goo.gl/s7SZZ9



5:27 PM - 15 Jun 2017

41 Retweets 515 Likes



16



41



515





University of Redlands @UofRedlands

Redlands is a collaborative learning community connecting students to a world of opportunity. #EMBARK
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Save

University of Redlands



Saved from
embark.redlands.edu

Visit



For a personalized education, in which learning fits the passions and potential of students, EMBARK with Redlands.





Suzanne Brown Koopman

☕ Conversation Starter · October 2 at 7:21 AM

As I was going down the escalator to baggage claim yesterday at Sacramento airport, imagine my surprise to see U of R up on the wall.



👍❤️😮 104

18 Comments

👍 Like

💬 Comment



Oseas Verduzco ★ So awesome

Like · Reply · 3d



Laura Siegelman I have seen the ads on web. Does Embark mean something specific or just embark to go to U of R?

Like · Reply · 3d



Suzanne Brown Koopman ☕ When I went to the link in the bottom right it took away the /sac which makes me think the various locations all direct to the same URL. It looked like an "Embark on your journey to Redlands" type of page.

Like · Reply · 2d



Laura Siegelman Suzanne Brown Koopman

Like · Reply · 2d



Patty Segovia It's also at Oakland

Like · Reply · 3d



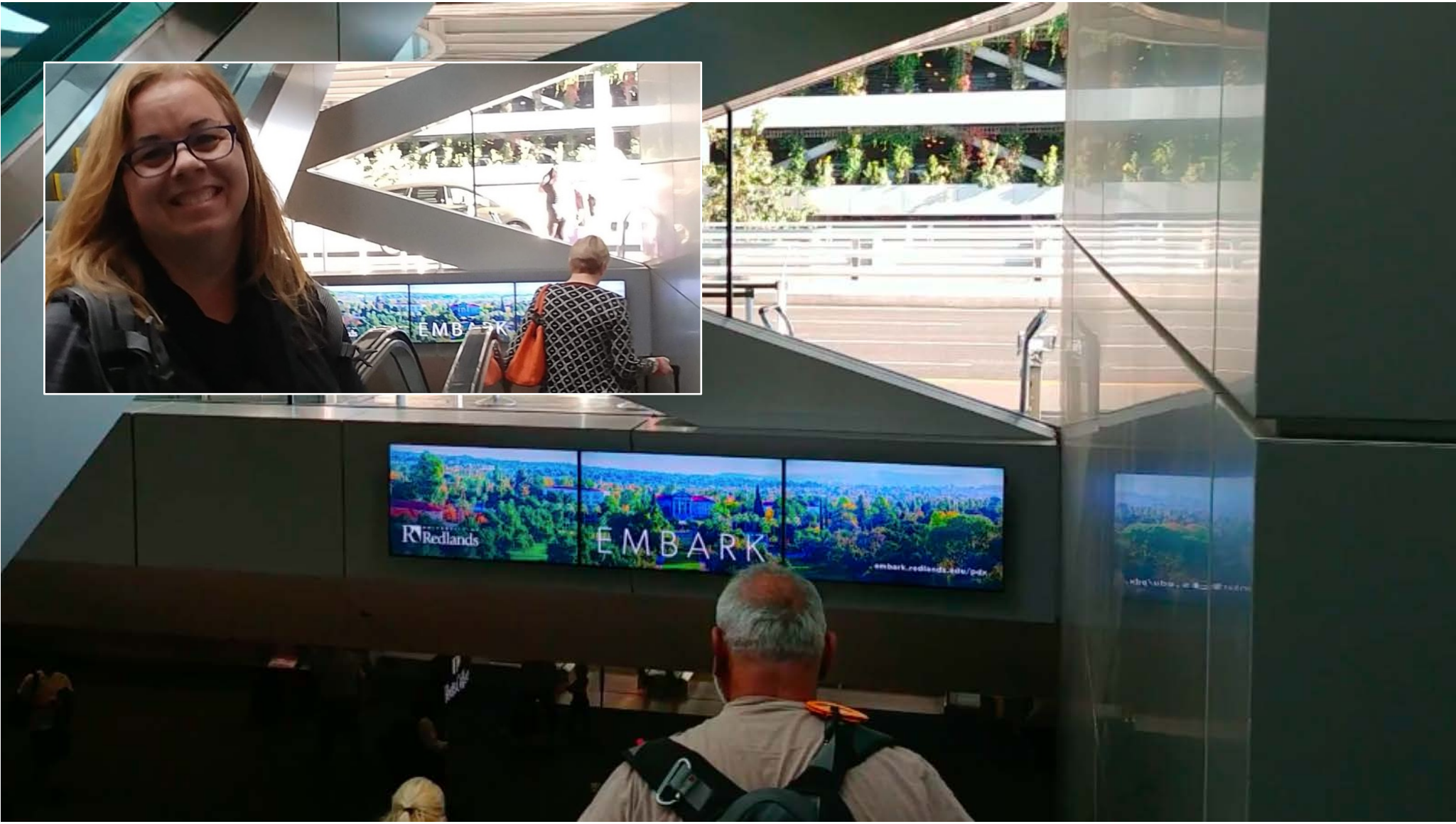
Jennifer Pierce That's so funny! I was in the airport there yesterday on a work trip and noticed that! 😊

Like · Reply · 2d



Suzanne Brown Koopman ☕ I flew in August (that's my home airport) and didn't notice it then.

Like · Reply · 2d



“Told you so.”

**Sincerely,
Your intuition**

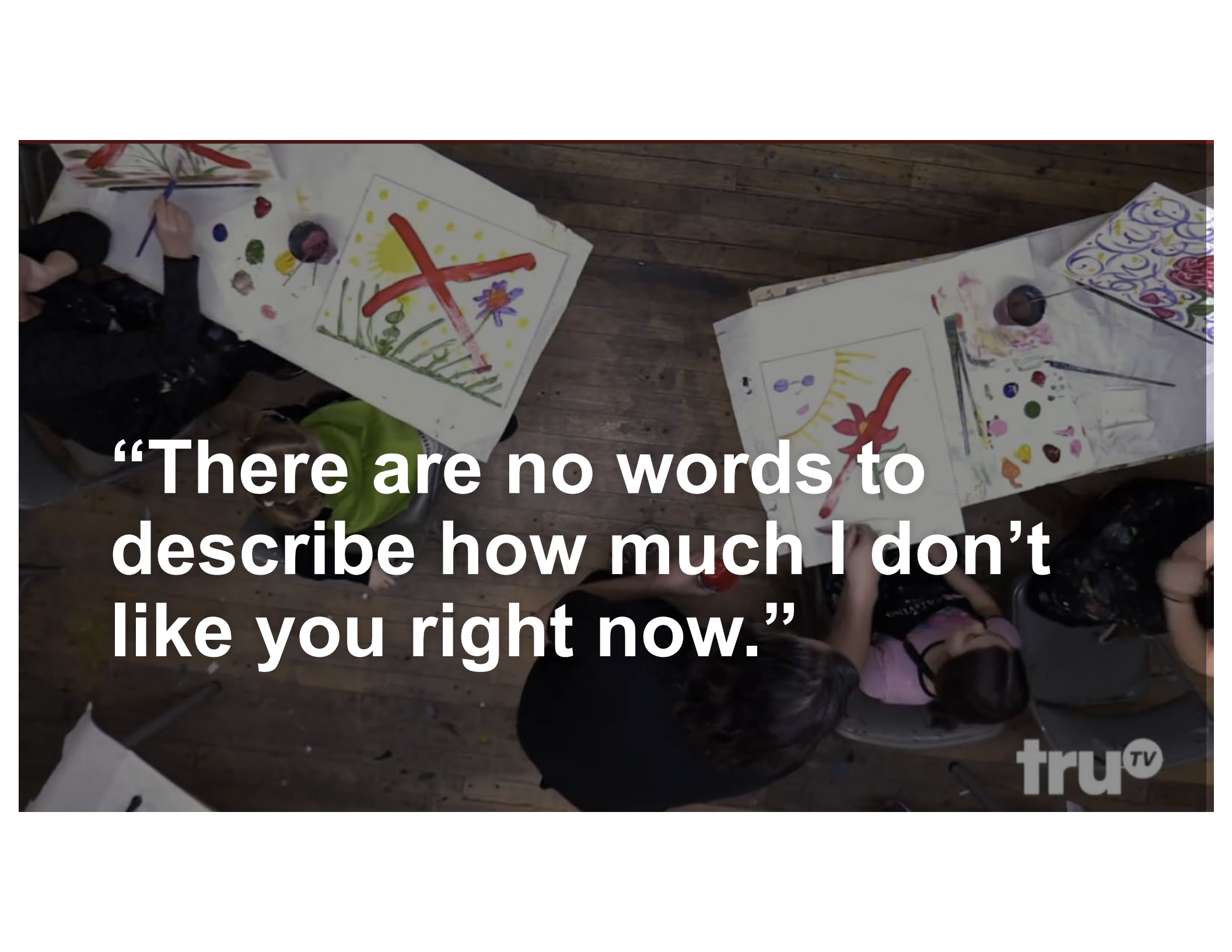
Embrace tension

What we can accomplish only by working together





tru^{TV}



“There are no words to describe how much I don’t like you right now.”

tru^{TV}

Killing the creative spirit

1:42 / 4:04

tru^{TV}

BE SURE
TO INCLUDE
A FEW DETOURS
IN YOUR COLLEGE
JOURNEY.
PREFERABLY
FOR FISH TACOS.



An overhead view of three people lying in a circle on a wooden basketball court floor. The person on the left is wearing a white t-shirt and white shorts. The person in the middle is wearing a light blue t-shirt and blue shorts, holding a basketball. The person on the right is wearing a dark grey t-shirt and light grey pants, also holding a basketball. A large red circle is drawn on the floor around them. The court has various white and red lines.

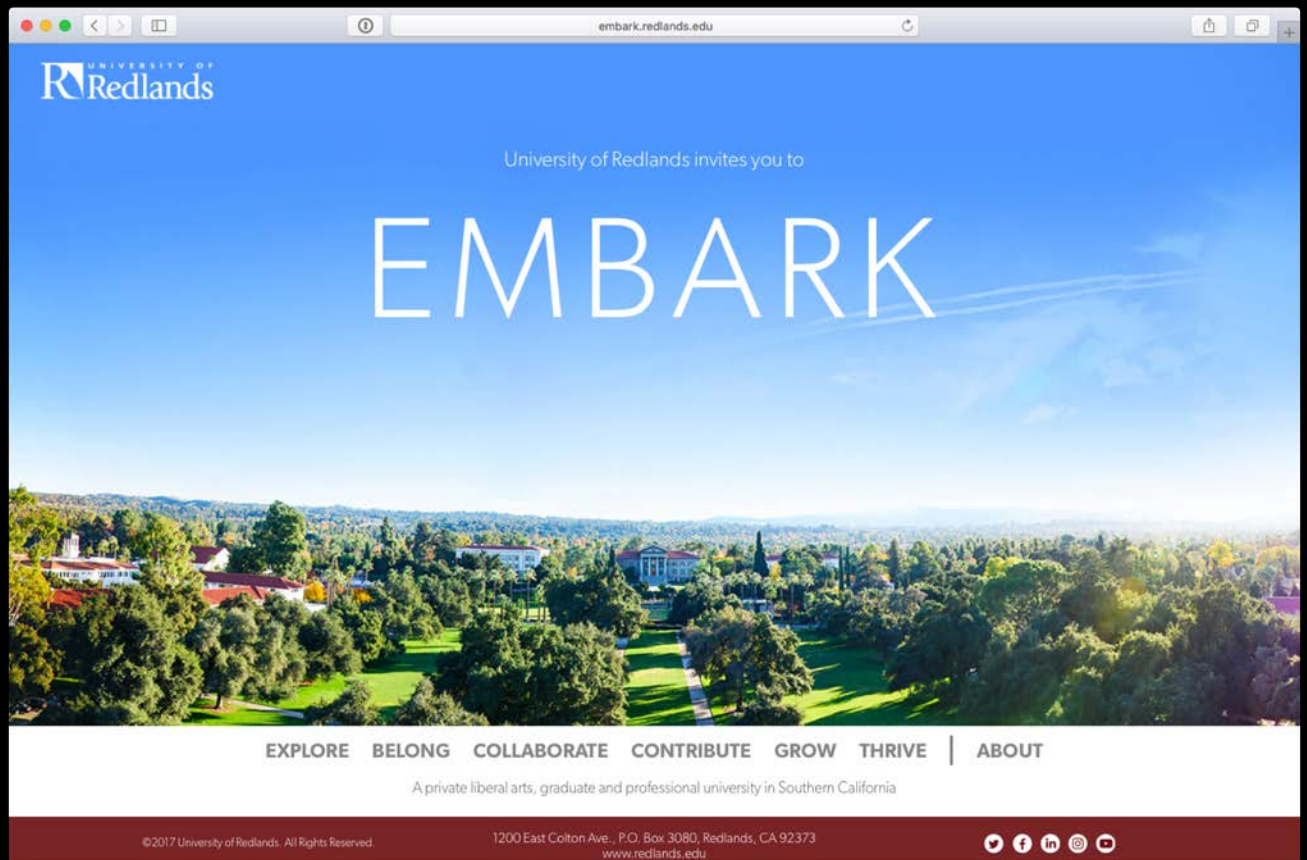
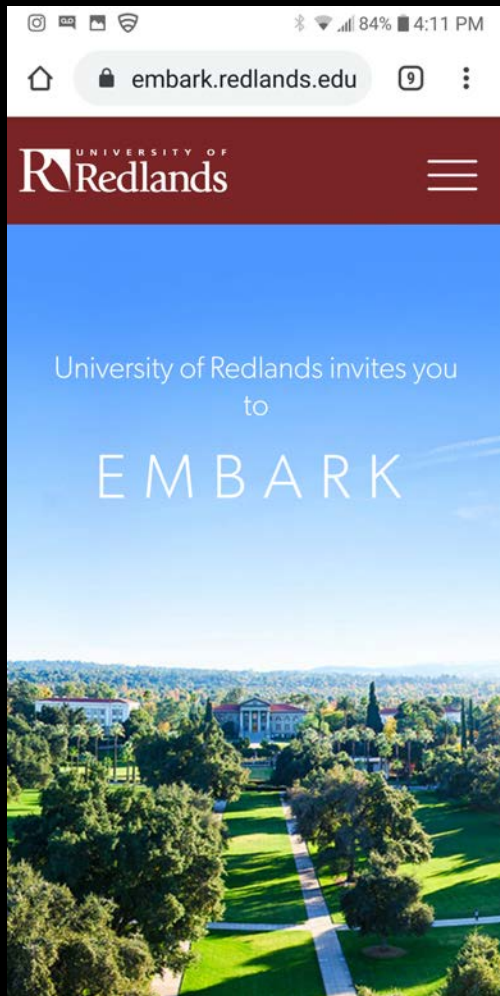
WHILE YOU'RE
FINDING YOURSELF,
BE SURE TO GET LOST
ONCE IN A WHILE.



THE UNIVERSITY OF REDLANDS | EMBARK

An illustration of a woman with short black hair in a ponytail, wearing a black business suit and shoes. She is smiling broadly with her mouth open and her arms raised, holding two small red hearts. She is surrounded by six pairs of hands, each giving a thumbs-up gesture. The hands are of different skin tones and are wearing various colored sleeves (black, yellow, black). There are also several red hearts floating around the scene. The background is a solid blue color.

I can please everyone!



TO GO
FURTHER,
START HERE.



CONNECT WITH COMMUNITY

120,000+ hours a year are spent
by our students on community service
activities, implementing solutions to
local, national and global problems.

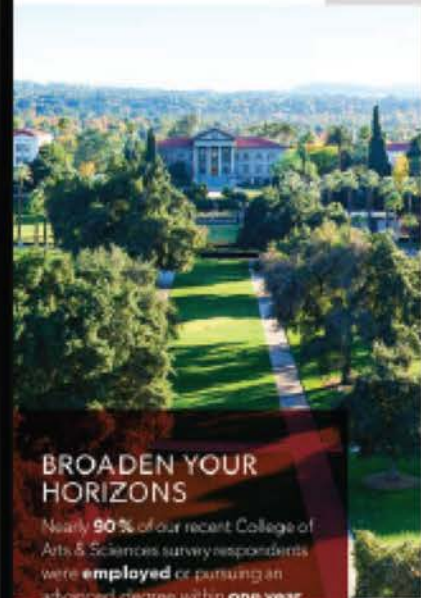
TO GO
FURTHER,
START HERE.



EXPAND YOUR UNIVERSE

70 programs of study

TO GO
FURTHER,
START HERE.



BROADEN YOUR HORIZONS

Nearly 90% of our recent College of
Arts & Sciences survey respondents
were **employed** or pursuing an
advanced degree within **one year**
of graduating.

JOURNEYS



**Jessica
Hernandez**



LEARN MORE

Jessica Hernandez ('17) arrived at an unexpected eureka moment in her Civil Rights Movement history class while touring the American South. She made the decision then to craft her own major and embark on her dream career as a museum curator.



**Johnson
Kosgei**

LEARN MORE



Johnson Kosgei ('09) embarked from Kapsabet, Kenya, to take a leap of faith and enroll in our MS GIS program, where he found the knowledge, confidence, and contacts he needed to become the first Geographic Information Systems (GIS) Specialist at Red Bull.



**Dr. Erika
Paddock**

LEARN MORE



LEARN MORE

Dr. Erika Paddock ('06, '15) is a graduate of Redlands' distinguished Leadership for Educational Justice doctoral program who embarked on a journey of self-discovery to "pay it forward" and become Director of Student Life at Cretton Hills College, where she is able to mentor and advocate for other students.

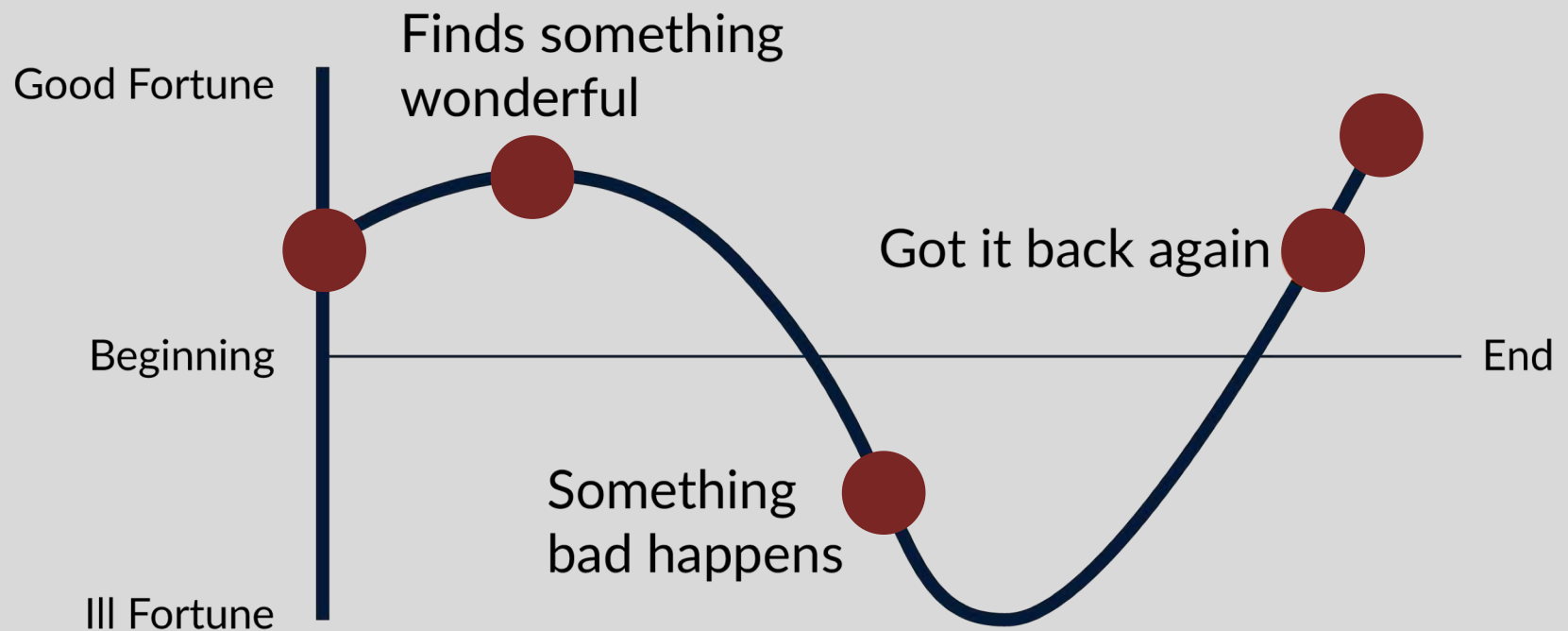


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Boy gets girl story structure — Kurt Vonnegut



EMBARK

FOR THOSE WHO CHOOSE TO EMBARK

EXPLORE

- CAMPUS
- PROGRAMS (ACADEMICS)
- PASSIONS
- POTENTIAL
- PERSONALIZED ID
- AFFORDABILITY
- SOCAL



FACTOID SLIDE
JST VR

CONNECT BELONG

DIVERSITY
COMMUNITY

~~MEMBERSHIP~~

ALUMNI
GREEK
ATHLETICS
OUTDOOR PRIDE



COLLABORATE

ARTS
INTERDISCIPLINARY

MUSIC
Cohort Model
STUDENT GOV+



CONTRIBUTE

CSL
RESEARCH
STUDENT GOVT
SCHOOL DEED.
COMM/DIS.
GIS



CROWD DISCOVER

LIBERAL ARTS
LIFE LONG LEARNING (LPP)
STUDY ABROAD
LEADERSHIP
S.U.R.F.
MENTORSHIP



THRIVE ↓ OUTCOMES



STORIES WE NEED
TO DEVELOP:
- SCHOOL OF MUSIC
PROFILES
- Global consultancy SS


Audio
□ Brand video voiceovers with

Photo Shoots
□ gorgeous campus with
□ Residential Hall



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UNIVERSITY OF Redlands



"The university community is a very encouraging environment," says Terrence Perrier '20.

[Read More »](#)

BELONG

University of Redlands offers an exciting, inclusive, multicultural and welcoming community. Activities on the main campus include athletics, outdoor programs

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UNIVERSITY OF Redlands

EMBARK

BELONG

University of Redlands offers an exciting, inclusive, multicultural and welcoming community. Activities on the main campus include athletics, outdoor programs, student government, Greek life, clubs, music and theatre, as well as informal opportunities to connect. Graduate students gain intercultural and intergenerational understanding by working closely with their cohort, mimicking teamwork in the workplace. When students graduate, they join a network of more than 50,000 U of R alumni.

120+ clubs and organizations

21 NCAA Division III athletic varsity teams

"Everyone supports each other and really looks after each other here," says Sam Martinez '17. [Read More »](#)

EXPLORE **BELONG** COLLABORATE CONTRIBUTE GROW THRIVE | ABOUT


A private liberal arts, graduate and professional university in Southern California

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Students help Professor Lei Lani Stelle research the impact of humans on marine mammals.

[Read More »](#)

COLLABORATE

At University of Redlands, collaboration abounds. Students and faculty regularly come together in projects that develop team-

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UNIVERSITY OF Redlands

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COLLABORATE

At University of Redlands, collaboration abounds. Students and faculty regularly come together in projects that develop team-building skills and encourage work across disciplines, such as combining history and geographic information systems, theatre and politics, business and sustainability. The abilities students gain at Redlands—the capacity to collaborate effectively, inquire and think critically and to express themselves clearly and creatively—are the skills that employers say they value most.

13:1
student-to-faculty ratio, College of Arts & Sciences

Students help Professor Lei Lani Stelle research the impact of humans on marine mammals.
[Read More »](#)

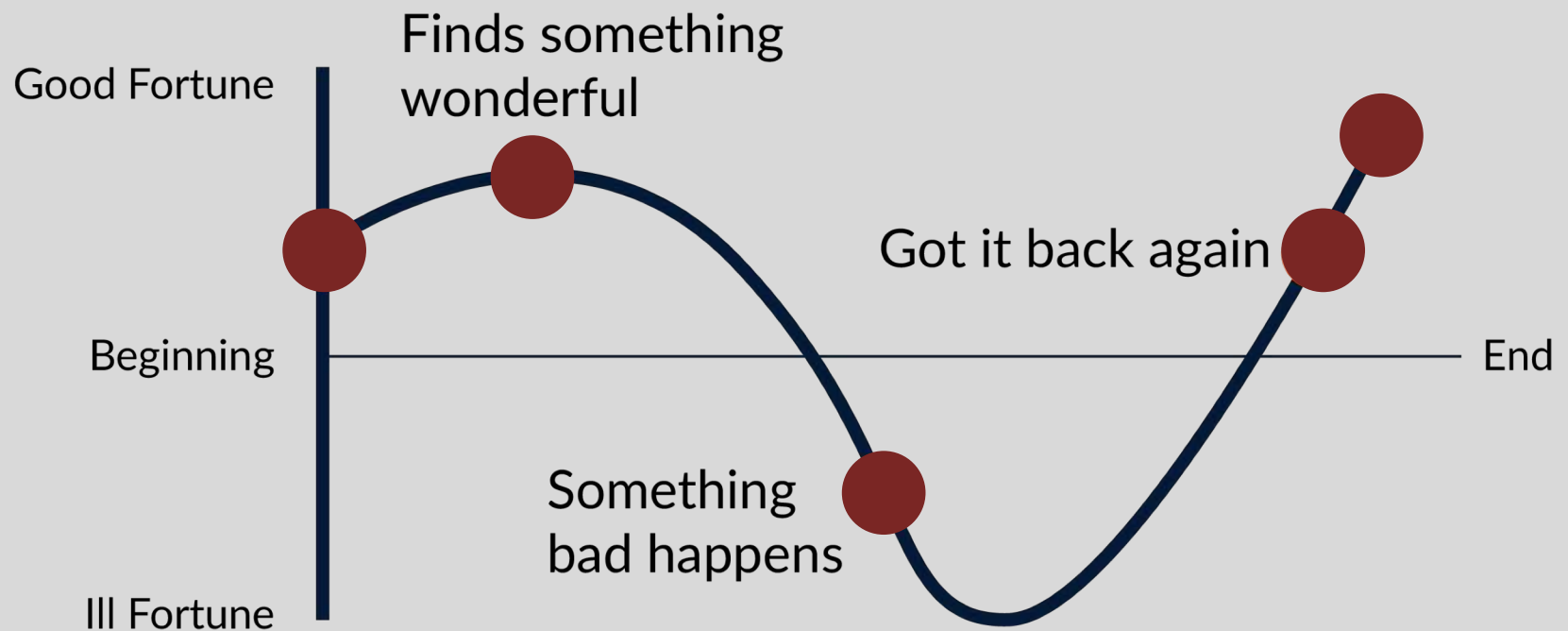
EXPLORE BELONG **COLLABORATE** CONTRIBUTE GROW THRIVE | ABOUT

A private liberal arts, graduate and professional university in Southern California

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Boy gets girl story structure — Kurt Vonnegut



Lessons learned

1. Know your limits

2. Trust your instincts

3. Embrace tension

**I've learned that people will
forget what you said, people
will forget what you did, but
people will never forget how
you made them feel.**

—Maya Angelou

