Concept 1 = Life Shaping
Concept 2 = Your Future
Concept 3 = Determined.Driven.Downtown

Questions:
- A lot of emphasis on downtown: Would this leave an impression that this is only for the downtown campus?
  - Is a problem with any tagline UHD has. Valid point, something we will always struggle with as long as downtown is in our name and our location. Advertise currently with the location (UHD, online, northwest, etc.)
- Can we have a mix of styles?
  - Yes

Feedback:
- Possible adding green as secondary color
- First 2 concepts are great
- Start here, finish here is a message of transferring out (Eco statements will not appear in ads/marketing)
- Literation is great
- Preferred the last concept: font and colors
- “Life shaping” → “Life changing” for the first concept
- 3rd concept → natural progression of what UHD already has
- 2nd concept → felt like a different university
- 3rd concept → did not like font, difficult to read with a background
- 1st concept → preferred but add more color
- 1st and 3rd concept → liked both but not enough pictures of the campus recommended to incorporate actual facilities
- Initial audio: Students/Alumni both talked about affordability. Are we working on incorporating affordability into the marketing? Take into account looking cheap and being of value, will highlight it as much as possible.
- Did not see enough on academics from UHD that will really set us apart from other university “the quality on education”
- “Life shaping” → wouldn’t want professors to shape a student’s life, a student should shape their own life
- 3rd concept is great, prefer pictures of all student together
  - Leary of Life-shaping, as a parent not wanting a professor to shape the student’s life. Liked DDD the most represents students working hard and getting ahead. Liked having a variety of group pictures of students together and getting along.
- 1st concept: Unity responses about “here’s what I think of for this campaign”
Are there any community responses in regards to campaign? Don't like the way “Life Shaping” looks (made the comment it looks like "Shapewear")

- 3rd concept → Excellent presentation, preferred since it really incorporates staff/alumni/students
- 3rd concept → words are believable; however, the power of “D words”
- 1st concept → “life shaping” is an easier sell “harder to work with, but practical”
- 3rd concept → difficult to read, thin font with a little bit more of weight would be easier to read
- 3rd concept → wording and colors can be difficult to read for color blind
- 2nd concept → could get tiring from all the movements