



OBJECTIVE:

Create a digital campaign that makes people consider DeVry University an option for college.



DeVry who?

Before people can consider us, they must first understand who we are.

“Isn’t that a technical school?”

“DeVry is a trade school.”

“Um...I’ve heard of it...”

“I don’t really know.”

“It’s one of those shady online schools.”

“I think I saw something on TV about it...”

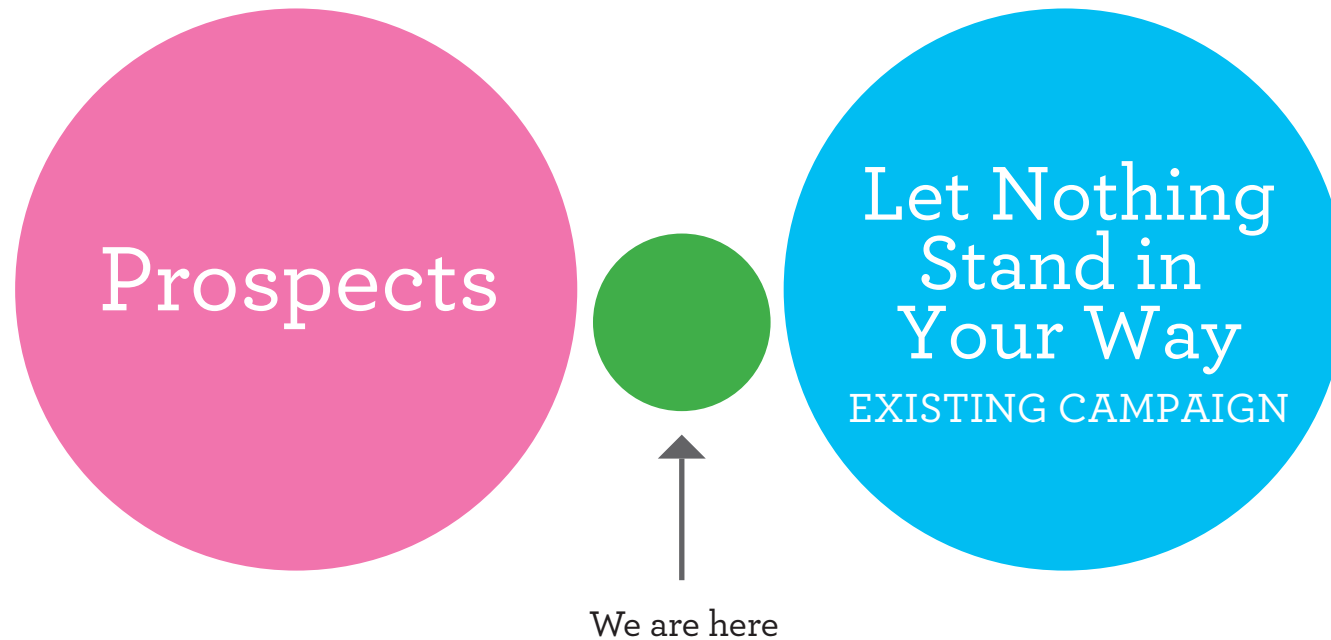


OUR BRAND PURPOSE:

DeVry University exists to clear the way for those that have the will, to champion them in education and career success.



First, let's get to know each other.



The digital campaign lives in the middle to introduce prospects to DVU and assist our brand purpose.



DeVry University —
We're Different
Than You Think



WHY THIS WORKS FOR DVU:

It automatically makes people wonder,
“What do I think about DeVry?”

It gives us the opportunity to either build on
what they already know

-or-

Educate them if they’re unfamiliar with us.

