

**ONE
SIXTY
NINETY**

YESHIVA UNIVERSITY

December 15, 2020



Introductions

- ▶ **Maurizio Mazza - Director, Business Development**
- ▶ **Kim Hallman - Senior Vice President**
- ▶ **Ryan Brown - Senior Vice President, Strategy & Client Services**
- ▶ **Liv Abramowitz - Account Supervisor**

AUTHENTIC
AND 
ASPIRATIONAL

INTEGRATES
WITH 
EXISTING BRAND

ADVANCES
THE 
YESHIVA NARRATIVE

Agenda

- Agency Overview
- Cultivating a Culture of Giving
- Campaign Case Studies
- Process & Team
- Discussion

AGENCY OVERVIEW

ONE
SIXTY
—
NINETY

AN ENDEAVOR COMPANY

THREE AND A TREE

HOW TO TAKE DOWN
BAD UNIVERSITY MARKETING—
ONE CLICHÉ AT A TIME.

WRITTEN BY
160over90
A BRANDING AGENCY





Enrollment Marketing



Campaign Branding & Donor Engagement



National & Peer Reputation



Institutional Brand Alignment



Duke
UNIVERSITY



Vassar

GEORGETOWN
UNIVERSITY

Yale



FOR ALL
HUMANITY
THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL



UCLA

Colby



Yale

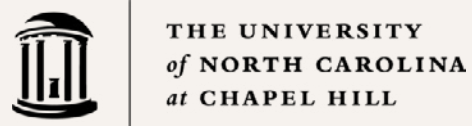
\$6.0B



\$1.3B



\$500M



\$4.2B



\$750M



\$400M

UCLA

\$4.2B

Colby

\$750M



\$400M

TEXAS A&M UNIVERSITY

\$4.0B



University of Dayton

\$700M



The rising STAR of Texas

\$225M



\$3.0B



\$600M



\$20M

ESPN



Ferrari



LIGHTLIFE

VISA

PHILADELPHIA ZOO

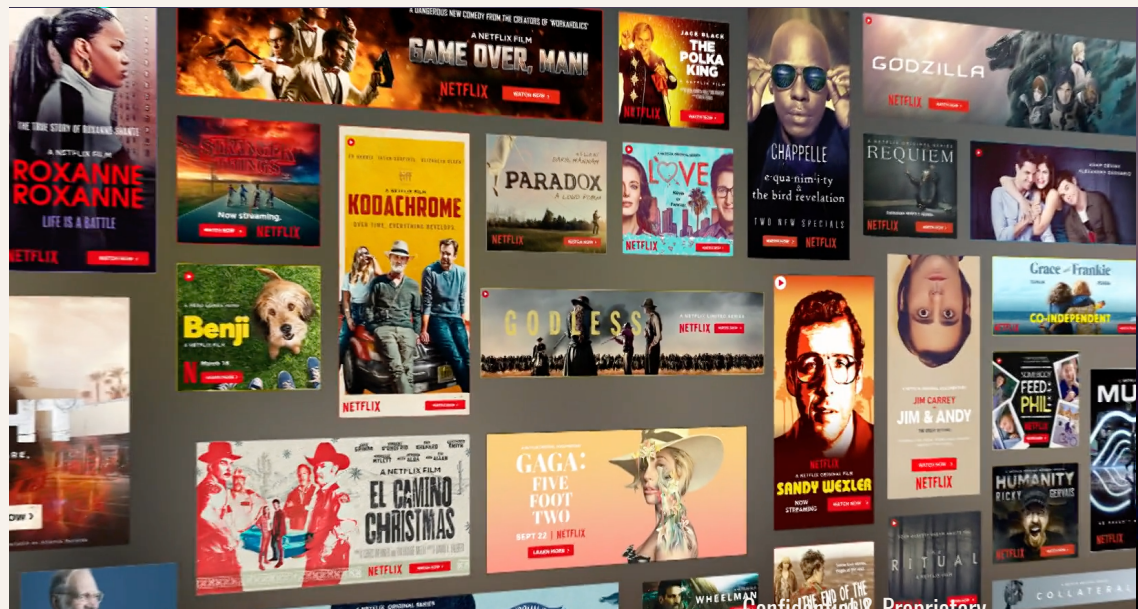


NETFLIX



BLUE ORIGIN





CAN PRODUCE
OUTSTANDING CREATIVE

**CONSUMER AD
AGENCIES**

**ONE
SIXTY
NINETY**

**HIGHER ED
MARKETING FIRMS**

CAN NAVIGATE UNIVERSITIES &
UNDERSTAND FUNDRAISING COMPLEXITIES

CULTIVATING A CULTURE OF GIVING

“

For a long time, donors were believers in the institution and along for the ride. Now they bring their own ideas, their own structure, and use terms like ‘partnering.’

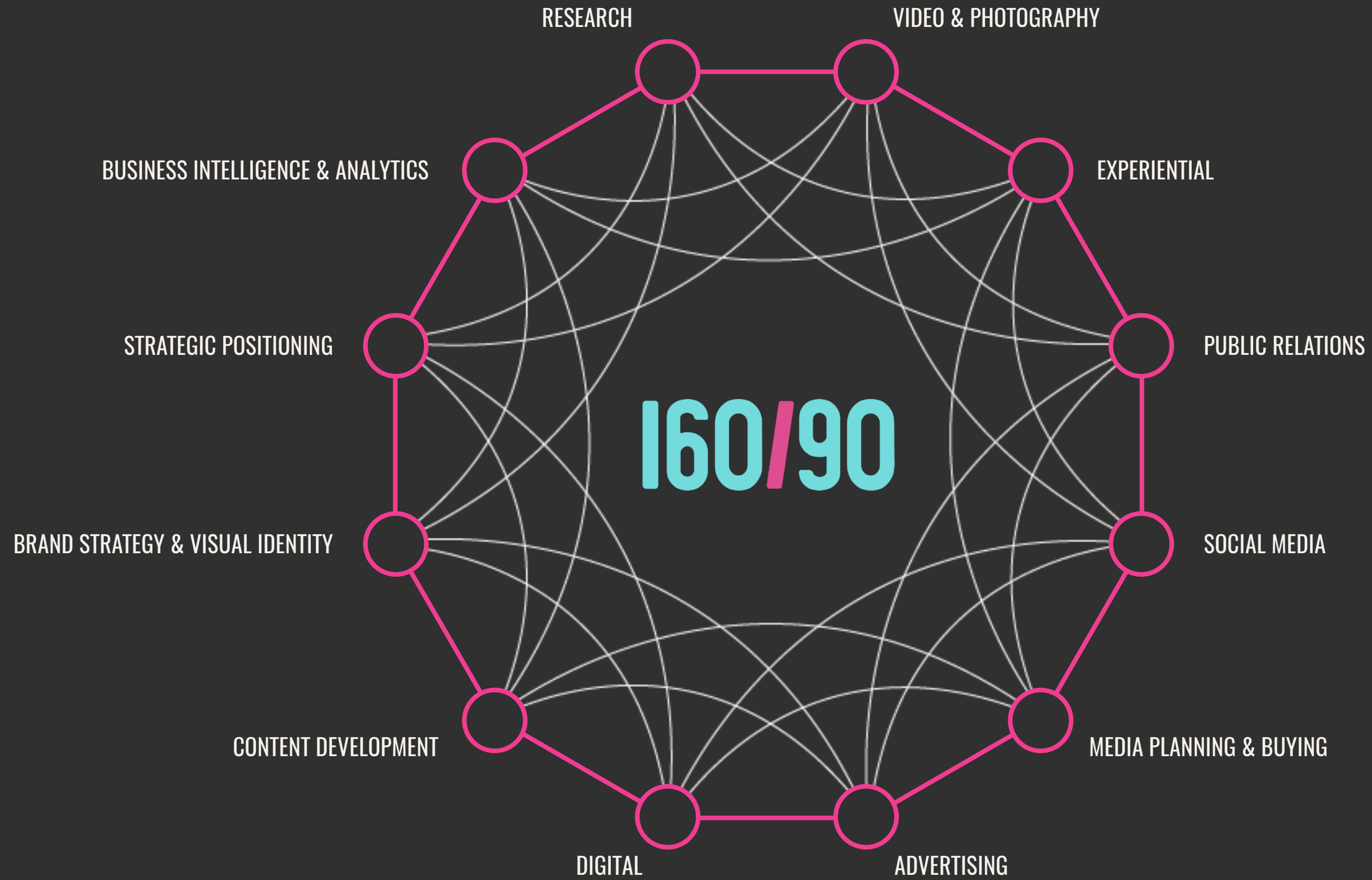
Big donors want to back new, big ideas...

A great story, well told, sustains a University’s future.

Excerpt from “Selling Big Ideas Through Story Telling”
- Jeff Selingo

STORYTELLING





CAMPAIGN CASE STUDIES

ALIGNMENT

OVER



INDIVIDUAL AMBITION



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL



FOR ALL

Kind



UNC SCHOOL OF GOVERNMENT

SCIENCE

UNC ESHELMAN SCHOOL OF PHARMACY

CANCER COMPREHENSIVE CENTER

Carolina

the CAMPAIGN for CAROLINA

Carolina

the CAMPAIGN for CAROLINA

FOR ALL

FOR ALL

FOR ALL

The University of North Carolina at Chapel Hill is a place like no other.

It's a place built from a public mission, propelled by a shared desire, and unafraid to fight for a better future, with people driven from all directions and disciplines to make the world a better place for all.

With this power, we can reimagine a way forward—and with your help, there's no telling how far forward we can go. You play a vital role in what comes next. You are our public and our partners. You have been our patients, our students, our children, our muses.

And now, our future.

campaign.unc.edu

Together, we have the potential that humankind needs more than ever.

Across health, science, the humanities, athletics and more, we have made an indelible impact on the state of North Carolina. Only with your help can we amplify our voice to all corners of the world.

The world is listening. What will we say next? For all that's new, for all that's now, for all that's next. For everyone today and in the future, join us in the next step for all kind.



Scaling Up by Reaching Out

For some students, significant gaps still exist in their education, limiting graduation and access to college. With the help of our leaders, we are striving to lessen this gap and make actionable change for good. The more we focus in on the systems that need work, the more impact we can spread outward.

The National Center for Research and Development on Scaling Up Effective Schools works to help schools incorporate the best instructional and governance practices, and Carolina's Lora Cohen-Yegor is one of its leaders. She identifies programs, policies and technologies that increase successful outcomes for traditionally underperforming student populations. The center works with schools across the country to implement these practices for the benefit of student success. Researchers, developers and practitioners are involved throughout each phase of the model that was built by the center. This collaboration ensures that we not only meet the needs of each district, but keep success sustainable.


When we work within the unique circumstances and goals of each district, we can assess the systems that need our help most. With these new innovative models, we're changing the course of students' lives across the country.

Lora Cohen-Yegor

Student Impact

(GOAL: \$10M)

Carolina Performing Arts enriches lives through impactful, transformative arts experiences that happen in the theater, in the classroom and all across campus. Gifts directed toward student impact allow us to offer all UNC students tickets for just \$10 and Carolina Covenant and Achieve Scholars tickets free of charge — making unforgettable arts experiences accessible to all students and helping us reach one of the highest levels of student attendance for university arts presenters. And via free masterclasses with artists, workshops, class visits and more, we bring the arts to students and faculty, helping them discover new ways of thinking, jumpstart creative problem-solving and enrich their experiences at Carolina.



Andrea Orange '17

"CPA has been an integral part of my time at Carolina. It has challenged my worldview and given me a greater appreciation of what art is and can be."

Opening Eyes ACROSS CAMPUS

When one thinks about the impact of the arts on a college campus, medical students probably don't jump to mind. But when Arts@TheCore brought together UNC's schools of medicine and social work for an after-performance discussion of "Curlew River," a play about the loss of a child, the epiphanies were immediate. Addressing the future social workers in attendance, one medical student remarked, "You have so many more words to describe 'grief' than we do." This is just one example of the insights that the arts can spark for students of all disciplines.


Arts@TheCore, designed to integrate the performing arts into the academic and teaching mission of the entire University, has facilitated many such connections. Launched in 2012/13 with an initial five-year grant from The Andrew W. Mellon Foundation, this CPA initiative integrated performances into 22 courses and reached 390 students in its first year — by 2016, it had blossomed to nearly 100 courses and almost 4,000 students.

Private gifts made in support of student access and impact will expand the reach of the arts at Carolina, ensuring that students across campus will have fruitful, perspective-broadening arts-related experiences, no matter their field of study.

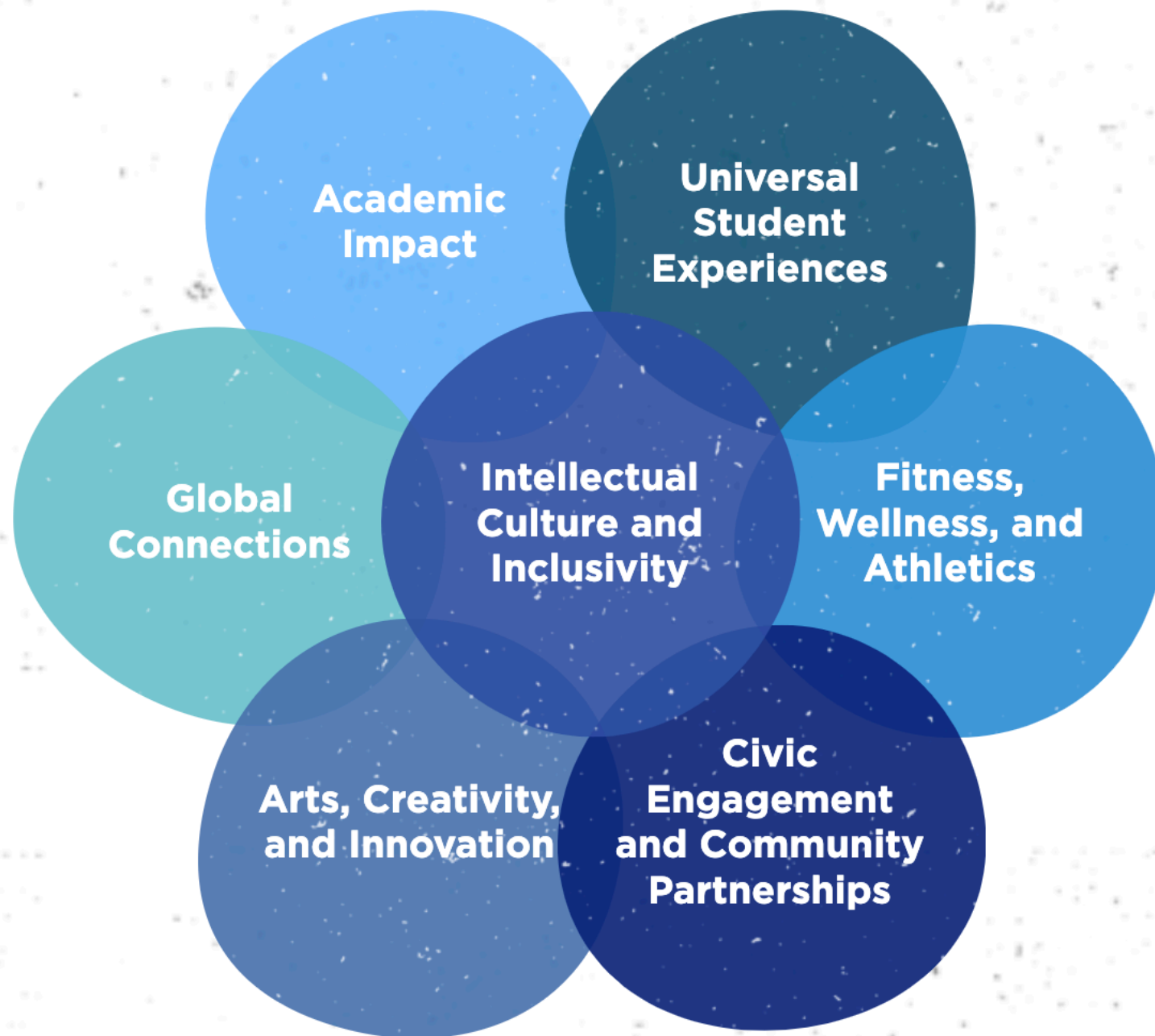
Arts @ TheCore: Student Impact 2012-2017

Year	Courses	Students
2012	22	390
2017	89	3,900

Our best chance is their opportunity

CULTURE
OVER 
CAMPAIGNING

Colby



Values

We are taking an integrated, values-led approach to this campaign to reflect the realities of the world we're trying to better. Supporting any one of them will benefit all.



DARE
NORTH
WARD

Colby



Boston



San Francisco



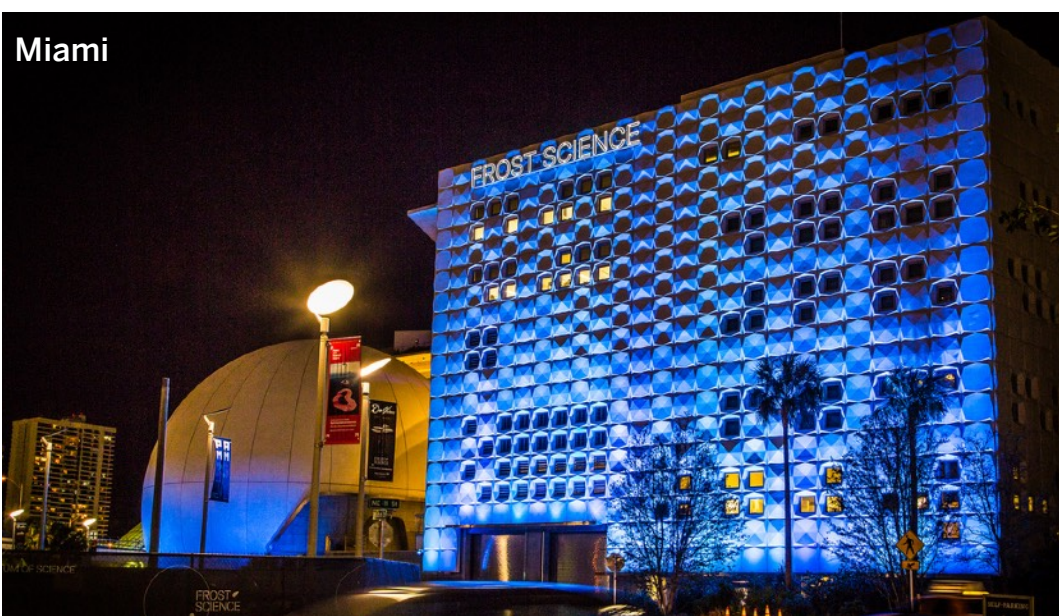
Washington, DC



Portland



Chicago



Miami



STORYTELLING OVER STATISTICS





Only the Audacious

The campaign for an ever bolder Tulane.





TRANSFORMATIONAL
OVER 
TRANSACTIONAL

UCLA

2011

2012

2013

2014

2015

2016

2017

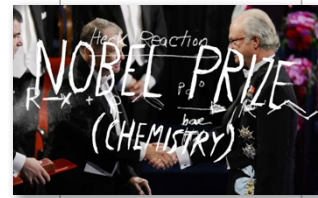
2018



BRAND CONCEPT
CONCEPT WORK
UCLA BRAND



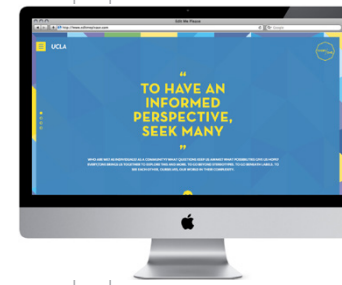
UG VIEWBOOK
PRINT
ADMISSIONS



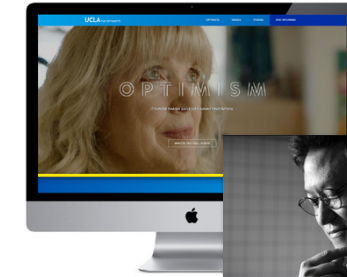
OPTIMISM 2.0
PRINT/OOH/VIDEO/WEB
BRAND CAMPAIGN



UCLA FOOTBALL
OOH
ATHLETICS



EVERY/ONE INITIATIVE
WEB/DIGITAL
DIVERSITY, EQUITY & INCLUSION



THIS IS OPTIMISM
PRINT/OOH/VIDEO/WEB/SOCIAL
BRAND CAMPAIGN



OPTIMISM 1.0
PRINT/OOH/VIDEO/WEB
BRAND CAMPAIGN



UCLA FOOTBALL
OOH
ATHLETICS



WE THE OPTIMISTS
VIDEO
BRAND CAMPAIGN



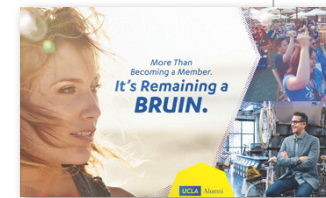
OPTIMISTS: MOMENTUM
PRINT/OOH/VIDEO
BRAND CAMPAIGN



PAULEY PAVILLION REOPENING
VIDEO
ATHLETICS



CENTENNIAL CAPITAL CAMPAIGN
PROJECTION MAPPING
ADVANCEMENT



ALUMNI CONCEPT
BRAND CONCEPT
ALUMNI ASSOCIATION



LUSKIN BRAND LAUNCH
BRAND/IDENTITY
HOUSING & HOSPITALITY SERVICES



UCLA MEN'S BASKETBALL
PRINT
ATHLETICS



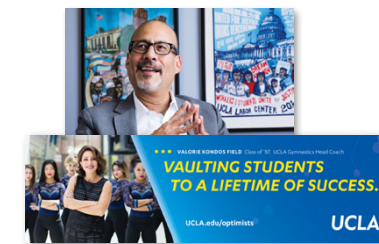
UG ACCEPTANCE PACKET
PRINT
ADMISSIONS



CENTENNIAL CAPITAL CAMPAIGN
VIDEO SERIES/ PRINT/DIGITAL
ADVANCEMENT



ALUMNI WEBSITE
WEB/DIGITAL
ALUMNI ASSOCIATION



OPTIMISM 3.0
PRINT/OOH
BRAND CAMPAIGN

JACKIE ROBINSON
 ●●● UCLA 1939-1941
 THE FIRST MAN TO BREAK THE COLOR BARRIER IN MAJOR LEAGUE BASEBALL

WHEN BASEBALL WOULDN'T LET HIM IN, HE REFUSED TO BE OUT.

WHAT BARRIER WILL YOU BREAK?

UCLA
 ucla.edu/optimists

ARTHUR ASHE ●●● UCLA CLASS OF 1966

HIS SERVICE WENT FAR BEYOND THE COURT.

WHERE WILL YOUR GREATEST VICTORIES TAKE PLACE?

UCLA
 ucla.edu/optimists

005027

SOME WORKING MOMS LOVE THEIR COMMUTE.

WHAT NEW HEIGHTS WILL YOU REACH?

UCLA
 ucla.edu/optimists



*LET
THERE
BE...*



LET THERE BE A NEW DAWN

We will look beyond the horizon. We will discover what forward truly means. We will embrace, explore and enlighten. We will rise above. We will rise above.

THE UNIVERSITY OF CALIFORNIA, LOS ANGELES
 1948-1950
 1951-1953
 1954-1956
 1957-1959
 1960-1962
 1963-1965
 1966-1968
 1969-1971
 1972-1974
 1975-1977
 1978-1980
 1981-1983
 1984-1986
 1987-1989
 1990-1992
 1993-1995
 1996-1998
 1999-2001
 2002-2004
 2005-2007
 2008-2010
 2011-2013
 2014-2016
 2017-2019
 2020-2022

LET THERE BE BROKEN BARRIERS

See them be boundaries. Let them be hurdles. Let them be obstacles to overcome. Where once was a barrier, we see a new frontier.

U.S. Bank Observatory on the summit of Mount Fuji
 The U.S. Bank Observatory has been named the world's largest observatory. This is how Arthur Chan measured the peak of his career. He has been named the world's largest observatory for the past 10 years. He has also been named the world's largest observatory for the past 10 years. He has also been named the world's largest observatory for the past 10 years.

Arthur Chan, Chairman, U.S. Bank
 Arthur Chan, Chairman, U.S. Bank, has been named the world's largest observatory for the past 10 years. He has also been named the world's largest observatory for the past 10 years. He has also been named the world's largest observatory for the past 10 years.

LET THERE BE AN EVEN GREATER GOOD

AN EVEN GREATER GOOD

Ralph Bunche, Class of 1917
 American political scientist and diplomat. Ralph Bunche became the first person of color to be awarded the Nobel Peace Prize. He is one of UCLA's most celebrated alumni and remains a source of inspiration.

William B. Ewald, Class of 1968
 William B. Ewald, Class of 1968, is a former member of the UCLA community. He is a former member of the UCLA community. He is a former member of the UCLA community.

CANCER IS JUST A WORD. NOT A SENTENCE.

ADVANCE

Dr. Robert C. Marder, M.D., is a leading expert in the field of cancer research. He is a leading expert in the field of cancer research. He is a leading expert in the field of cancer research.

Dr. Robert C. Marder, M.D., is a leading expert in the field of cancer research. He is a leading expert in the field of cancer research. He is a leading expert in the field of cancer research.

UCLA

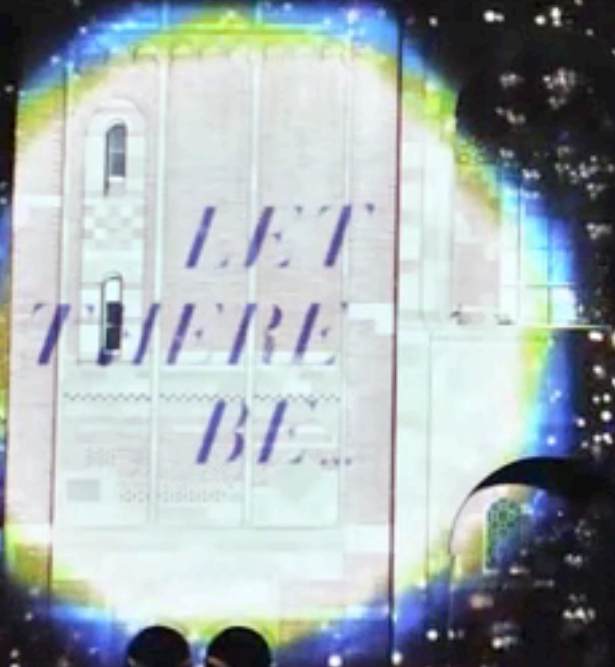


LET THERE BE A NEW DAWN

Remarkable firsts and forward leaps have marked UCLA's first 100 years. The Centennial Campaign for UCLA recognizes them and sets up the university for a second century of breakthroughs. The campaign and UCLA are well on the way to making history — again.

[LEARN ABOUT OUR PRIORITIES](#)









Let There Be - Launch Video



Let There Be - Operation Mend



Let There Be - Community School



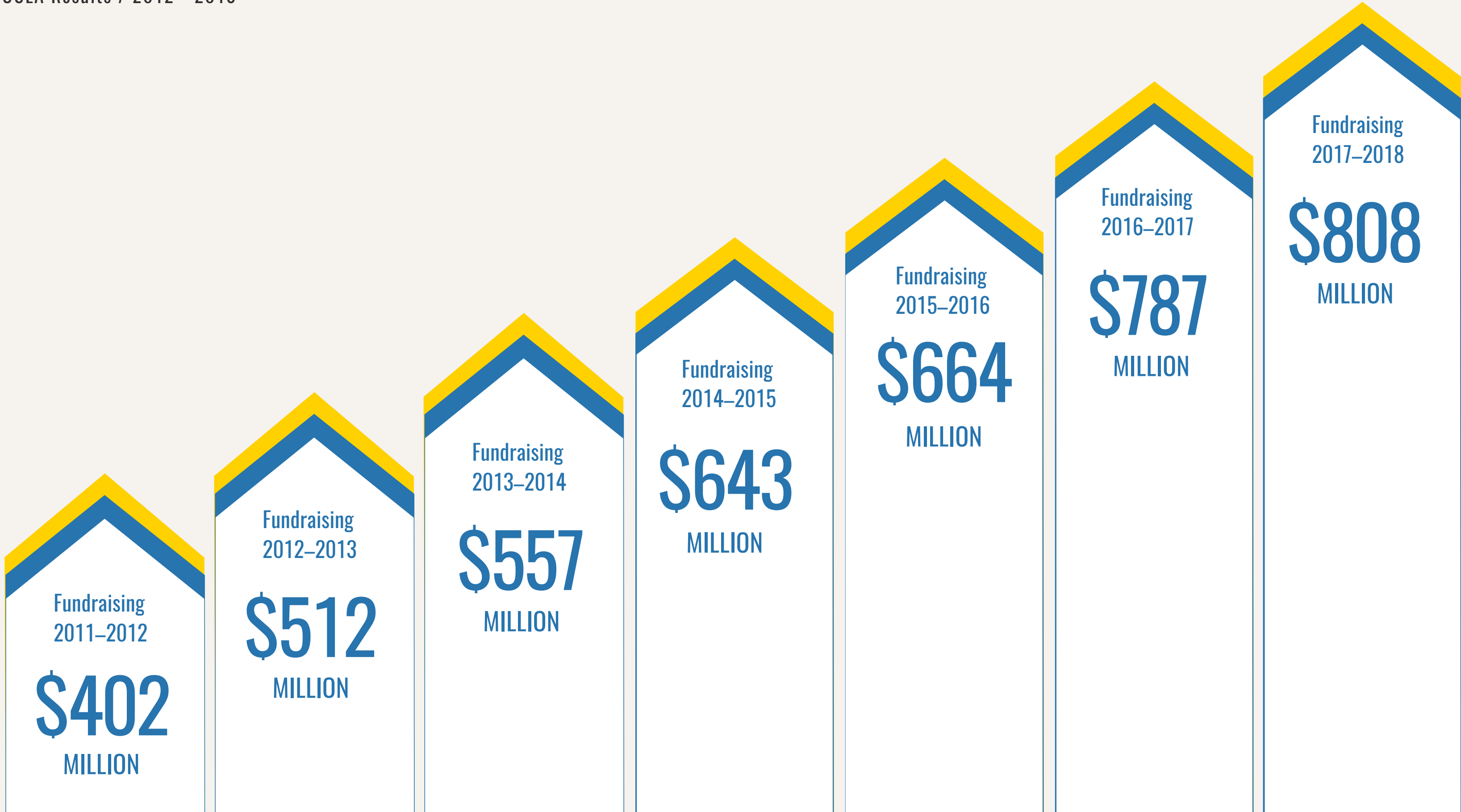
Let There Be - Stem Cell



Let There Be - Andrea Ghez



Let There Be - Sustainability



Total Fundraising

\$5.49B

Surpassed \$4.2B Goal

U.S. News & World
Report 2021 Rankings

#20

OVERALL

U.S. News & World
Report 2021 Rankings

#1

PUBLIC

2020

PROCESS & TEAM

YEAR ONE

OPTIONAL: YEAR TWO

YEAR ONE				OPTIONAL: YEAR TWO
DISCOVERY & ONBOARDING	CAMPAIGN STRATEGY	CAMPAIGN CONCEPT	CREATIVE EXECUTION	CREATIVE EXECUTION
2-3 WEEKS	3 WEEKS	6 WEEKS	ONGOING	ONGOING
Project Kickoff Meeting	Define Target Audiences & Key Differentiators	Craft Overarching Campaign Platform (Big Ideas)	Develop Key Potential Executions <ul style="list-style-type: none"> • Campaign Guidelines • Case for Support Brochure • Campaign Video Concept • Campaign Video Execution • Campaign Microsite 	Develop Key Potential Executions
Discovery Questionnaire	Develop Campaign Essence	Refine Campaign Concept (1 Direction)		Flexible Build Plan for Maximum Impact & Responsiveness
Review Existing Brand/Campaign Assets & Research	Define Benchmarks & Success Criteria	Develop Proofs of Concept		
Stakeholder Interviews & Story Mining	Develop Creative Brief (2 Rounds of Revisions)	Present Campaign Concept (2 Rounds of Revisions)		
	OPTIONAL: MESSAGING FRAMEWORK	CAMPAIGN NAME & VISUAL IDENTITY		
	3 WEEKS	6 WEEKS		
	Develop Messaging Framework (2 Round of Revisions)	Develop Campaign Name & Logo (2 Rounds of Revisions)		
		Develop Visual Identity System (2 Rounds of Revisions)		



Yeshiva University®

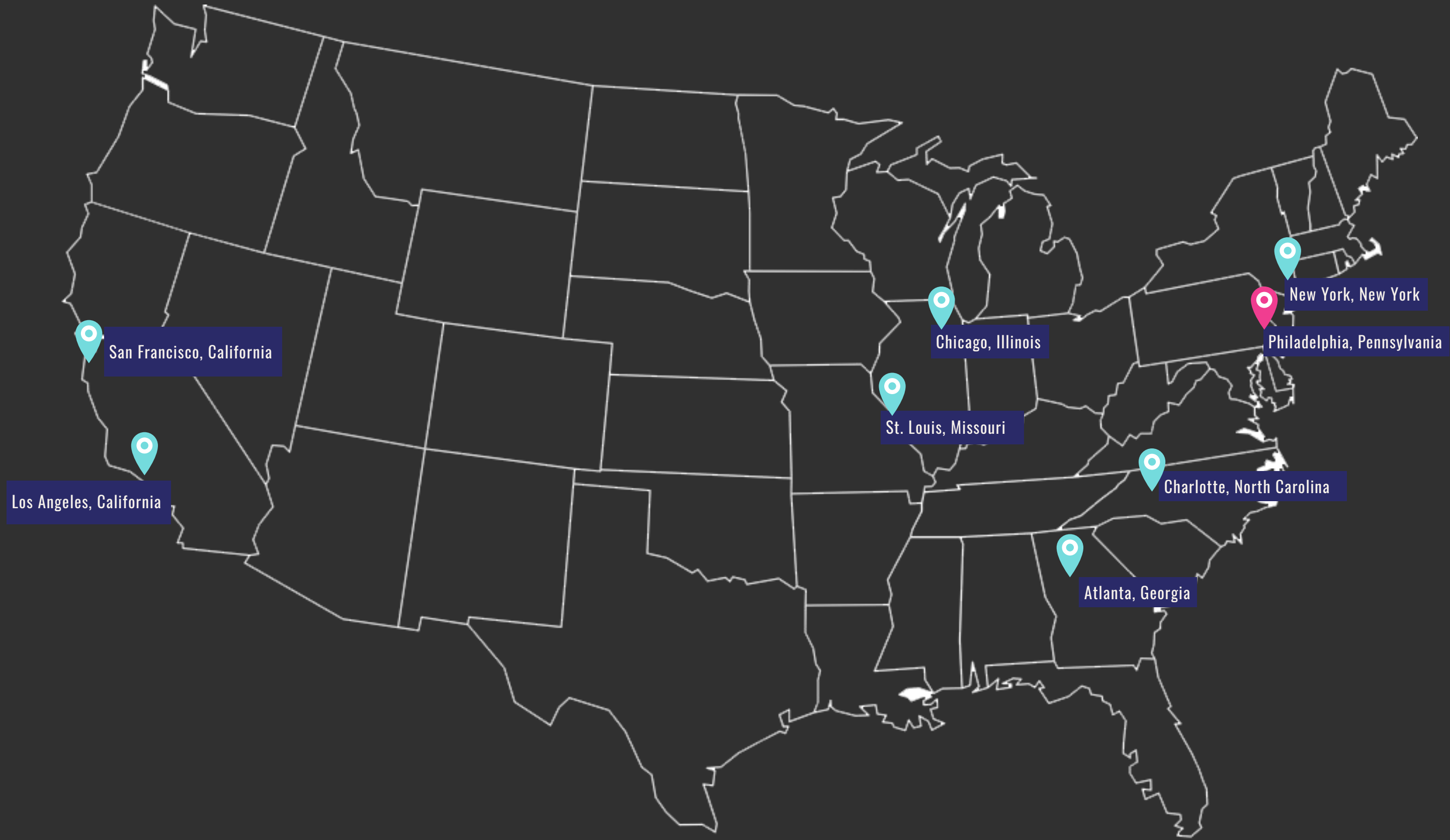
160/90

Adam Gerdts
VP for Institutional Advancement



Doron Stern
Chief Marketing Officer

ACCOUNT MANAGEMENT	CREATIVE	SERVICE LINES	OVERSIGHT
SVP, STRATEGY & CLIENT SERVICES RYAN BROWN	EXECUTIVE CREATIVE DIRECTOR CORY MCCALL	VP, DIGITAL BRAD HARRIS	CEO NICK PHELPS
GROUP ACCOUNT DIRECTOR SARAH HAMAN	CREATIVE DIRECTOR KYLE FERINO	DIRECTOR, DIGITAL STRATEGY RACHAEL BRANDON-LAI	EXECUTIVE VICE PRESIDENT DOUG TIBBETTS
ACCOUNT SUPERVISOR LIV ABRAMOWITZ	ASSOCIATE CREATIVE DIRECTOR EVAN MONSKY	VP, VIDEO PRODUCTION ANDERSON BRADSHAW	SVP, MANAGING DIRECTOR MATT YUSKEWICH
DIRECTOR, STRATEGY BEN MICHAELS	SENIOR DESIGNER JUSTIN SPINOZZI	EXECUTIVE PRODUCER JUSTIN PADILLA	SENIOR VICE PRESIDENT KIM HALLMAN
PROJECT MANAGER KELLI GANNON	COPYWRITER NICK ANDERSON	DIRECTOR, ACTIVATION MEG CREAMER	DIRECTOR, BUSINESS DEVELOPMENT MAURIZIO MAZZA



Closing Considerations

Closing Considerations

- ▶ Understand Today's Advancement Landscape
- ▶ Appreciate Interplay Between Brand & Campaign
- ▶ Apply Consumer Discipline to University Marketing
- ▶ Craft Relevant & Emotionally Resonant Work
- ▶ Truly Full Service
- ▶ Genuine Partners



THANK YOU