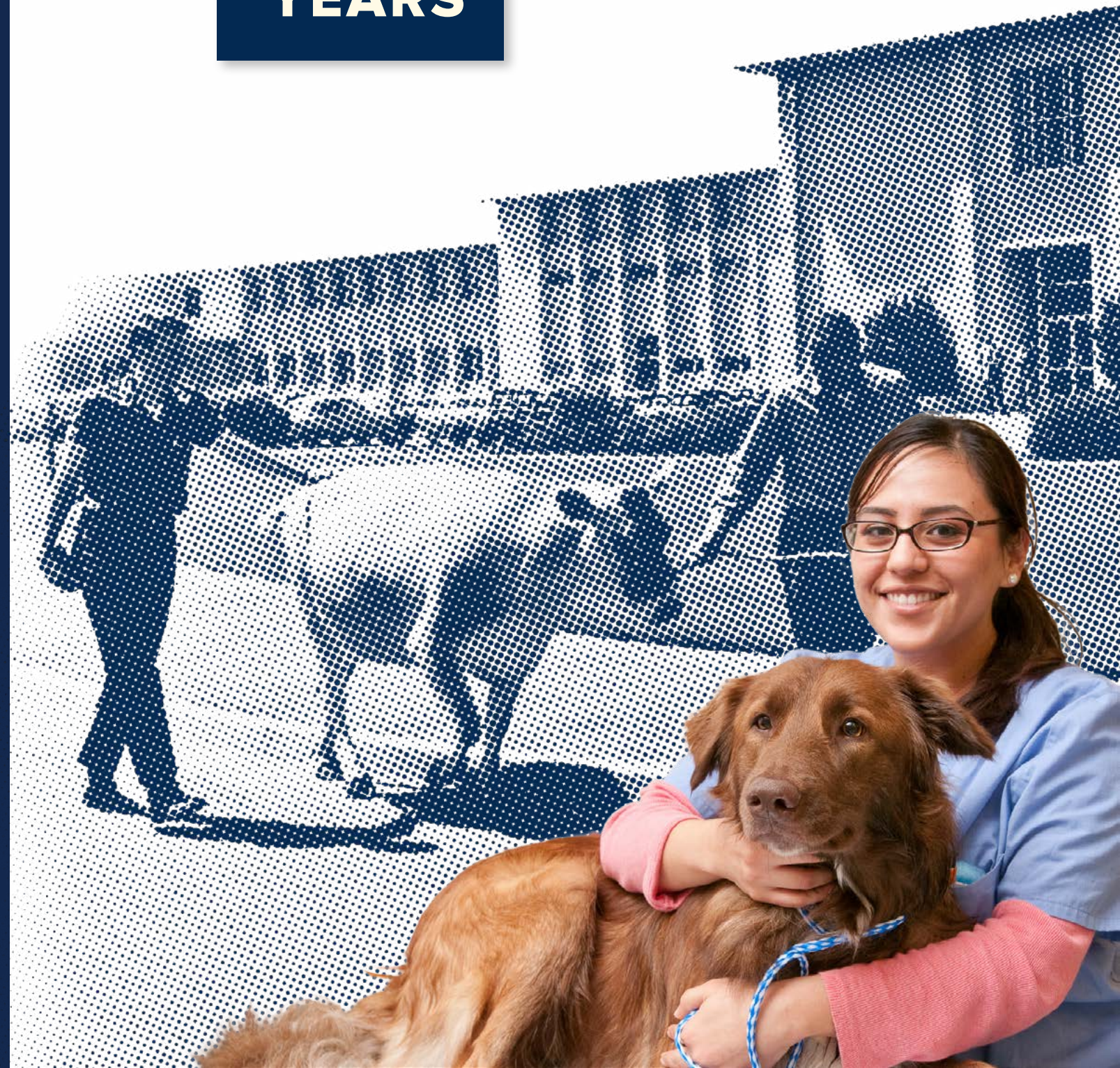


**75**  
**75**  
**75**  
YEARS

# Honoring Our Past, Embracing Our Future

## 75th Anniversary Brand Campaign

2023–24 ACADEMIC YEAR





**VETERINARY  
MEDICINE**

**75  
YEARS**

of EXCEPTIONAL  
CARE AND  
INNOVATION

**UC DAVIS**  
VETERINARY MEDICINE



## Then and Now

Dr. Jovanna Radillo was featured with a photo of her as a student on the building wrap at the main entrance of the school.



# The 75th Anniversary Brand and Campaign

When the **UC Davis School of Veterinary Medicine opened in 1948**, it was immediately recognized as a pioneer. Launched with well-planned visions for instruction and discovery, the school has viewed veterinary medicine through a holistic lens, recognizing the interdependence of animals, humans and the environment. To this day, it upholds its responsibility to improving health with an unwavering commitment to excellence.

The **75th Anniversary brand and campaign pays homage to the people who made innovation and care part of the school's core mission.** This evolutionary momentum continues from that legacy into future generations, using the power of images and stories to connect the past with the present, raise awareness, build on pride and inspire. With a logo that hints of movement from the past to the future, the campaign's visual elements combine bold design with the animals that are central to the school's mission, echoing the pragmatism and authenticity on which the program was built.





# Campaign Arc

**Launch:** Create pride and engagement with our stakeholders by honoring and celebrating our past.

**Close:** Excite our stakeholders and bring in new supporters by sharing our vision for the future.



Honoring the Past



Embracing the Future

- Keep people engaged by placing them at the center of the campaign and by using storytelling throughout.
- Mix imagery of the past with current photos to make visible the lineage of history.



# Storytelling Strategy

Using strong visuals, a comprehensive set of stories was featured throughout the campaign that showcased the history of the school and how it is leading veterinary medicine into the future.

75  
75  
75  
YEARS



## Honoring Our Past

<https://synergy.vetmed.ucdavis.edu/news-article-spring-2023/honoring-our-past>

## Top Clinical & Research Accomplishments Over 75 Years

<https://synergy.vetmed.ucdavis.edu/news-article-spring-2023/clinical-updates>

1 Members of the founding faculty in 1952.\*

2 Groundbreaking ceremonies, April 18, 1948. Governor Earl Warren (left) watches as Dean Claude Hutchison points to the architect's drawing of what would become Haring Hall. Harold Parker, Class of 1952, holds the groundbreaking shovel presented to him by UC President Robert Gordon Sprout (second from right).\*

3 Dr. Oscar W. Schalm helped establish the Department of Clinical Pathology, which set a teaching standard for veterinary schools nationwide.

4 An anatomy lab session in the early years of the school.\*

**New 'Vet' School at Davis**

**Classes Start in Fall at Davis Veterinary School**

DAVIS—The school of veterinary medicine in the College of Agriculture at Davis will become a reality on the Davis campus this fall. Work for the construction of the



**Envisioning the Future**

After pioneering veterinary medicine for three quarters of a century, UC Davis is poised to take ambitious leaps forward. From artificial intelligence (AI) to precision medicine, technological advances are shaping the future of research, diagnosis, patient care, and the learning environment.

**Exploring Artificial Intelligence in Animal Health**

AI is already ubiquitous in our smartphones, social networks, and medical devices. Its application in other areas like healthcare is still in its infancy, but it may be able to observe more effectively.

Dr. Stefan Knafl, an assistant professor of medicine, is one of the researchers who is exploring the use of AI in veterinary medicine. He is currently working on a grant to explore the use of AI in the diagnosis of infectious diseases. The grant will support a research program in identifying disease patterns in data and AI tools, and helping address diagnosis.



## Envisioning the Future

<https://synergy.vetmed.ucdavis.edu/news-article-fall-2023/envisioning-future>

## Top Clinical/Research Advancements Shaping the Future of Veterinary Medicine

<https://synergy.vetmed.ucdavis.edu/news-article-fall-2023/clinical-updates>

# Tactics

## Distinctive Logo System and Tagline

- Created in collaboration with the university's main communications office
- Adopted the tagline "75 Years of Exceptional Care and Innovation"

## Constituent Launch Involvement

- 75th Committee
- Student Poster Contest
- Social Engagement
- Kickoff Campus-invite for 75 drone photo

## 75th-Everywhere Approach:

- Building wraps (exterior and interior), pole wraps, banners
- Website and social media, on wearable items

## Traditional methods

- Media relations
- Marketing/advertising
- Event displays
- Themed magazines
- Articles/Stories/Videos
- Swag



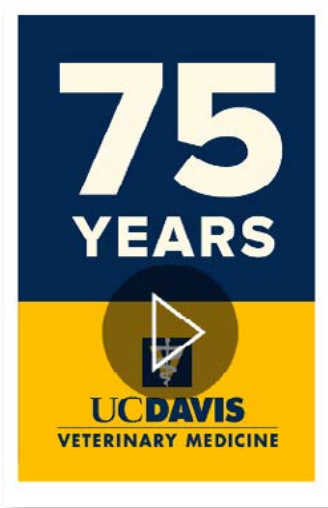
# 75th Everywhere

75  
75  
75  
YEARS



75 YEARS OF EXCEPTIONAL CARE AND INNOVATION





Animated gif opens to the full 75 and was used on email signatures.



# Logo System

The logo was used across the school’s marketing materials during the entire 75th campaign cycle. A flexible system execution made it possible to include the logo on a variety of assets and incorporate the campaign slogan “75 Years of Exceptional Care and Innovation.” The system became the school’s identity for the year, elevating awareness and pride. The inclusion of animals, a stethoscope and microscope gave community members a way to “personalize” their uses of the logo in email signatures, Zoom screens and other ways.

# Animal Tales

Animal success stories included in national and international news coverage over the years were represented in the logos and featured in the 75th issue of our magazine.

These stories served to highlight the remarkable care given and received over the course of 75 years of compassion and dedication.



## The Story of Dolce (75th logo mascot)

Dolce is a stray Pomeranian-mix who was hit by a car and treated by the school's Fracture Program. She is shown in the logo in one of the many outfits that her late adoption-mother, Debbie Wilson, dressed her in daily.

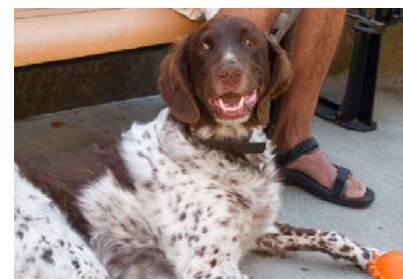
Read the full story of Dolce:

<https://www.vetmed.ucdavis.edu/news/homeless-injured-pup-pampered-princess>



## Whiskey

One of the first dogs in the world to have a section of his mandible regrown using bone morphogenic protein.



## Irish Streetsinger

One of the first horses scanned using positron emission tomography (PET), an imaging technology pioneered at UC Davis, where he was treated and was able to return to racing.



## Mayson

A Camp Fire escapee who suffered third degree burns was treated and reunited with his family on the *Today Show*.



Read the stories

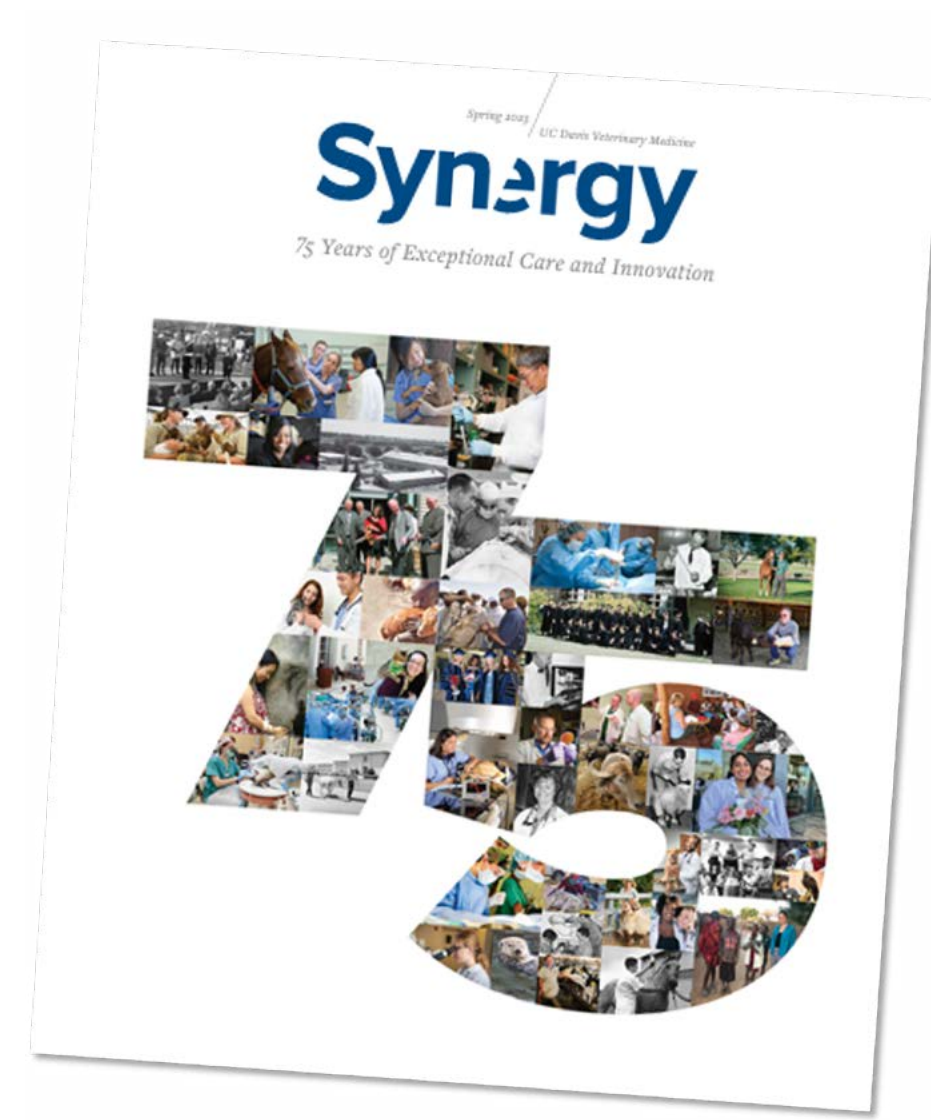
<https://magazine.vetmed.ucdavis.edu/news-article-spring-2023/animal-success-stories>

# Synergy Magazine

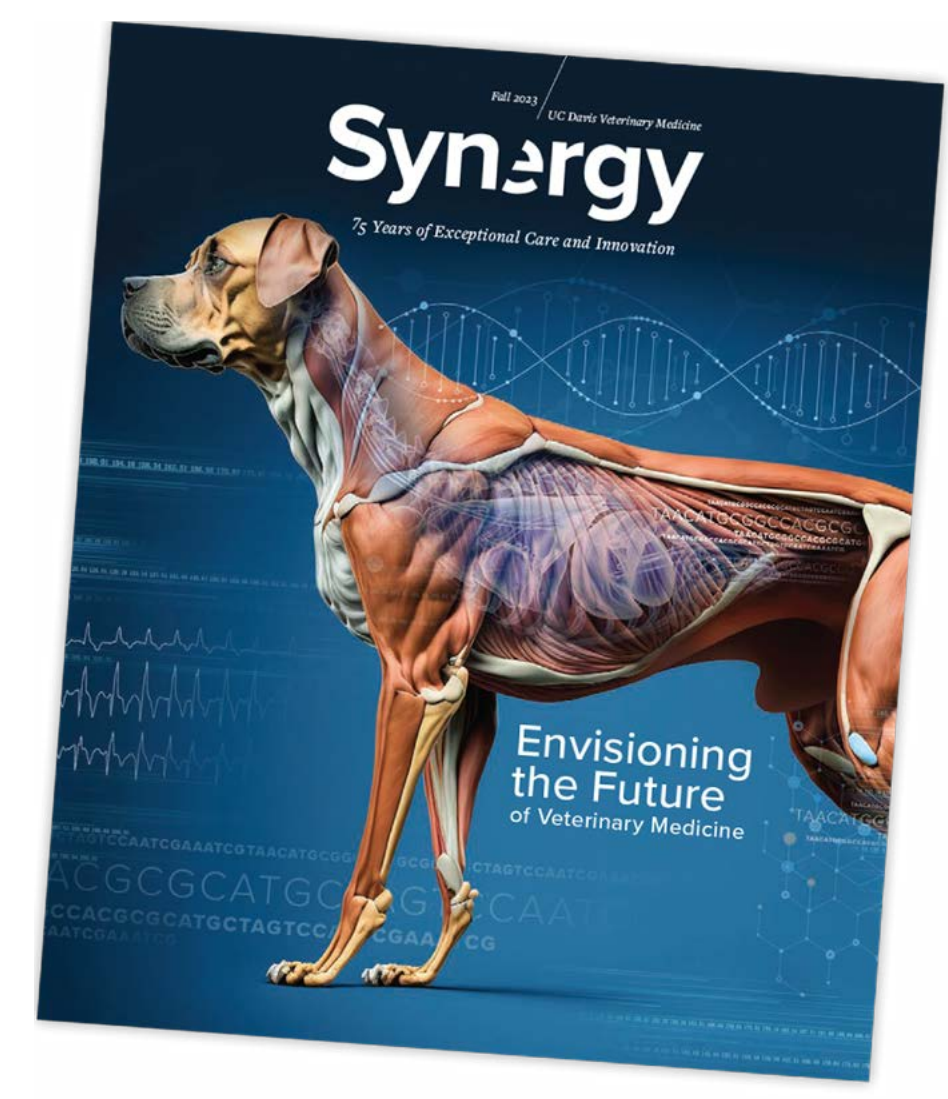
Both Spring 2023 and Fall 2023 issues of our semiannual magazine were dedicated to the 75th campaign.

**Circulation:** 12K approx. / issue + digital

**Audiences:** Alumni, Donors, Clients, Deans, Elected officials, Animal lovers



Looking Back (1st issue)



Looking Forward (2nd issue)

# Videos

For the campaign launch, the school produced a popular one-minute 75th brand video, which followed the looking-back looking-forward formula, and a history video. It also added 75th branding to many of the other videos produced during the year.

- Brand video views: 20K+
- History video views: 6K+
- At-event views: 1K+
- Additional videos with mentions of 75th: Tens of thousands



Watch the 75th Brand video  
<https://www.instagram.com/p/CrzAfA9Pifk/>



Brand video being shown at commencement



Watch the 75th History video  
<https://www.instagram.com/p/CsZEvTgOevJ/>

# Storytelling Going Viral!

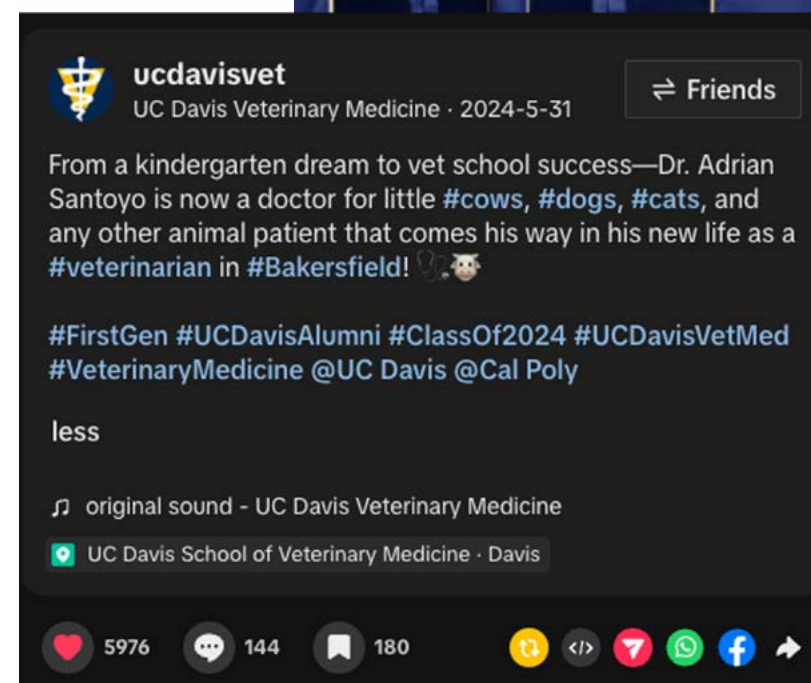
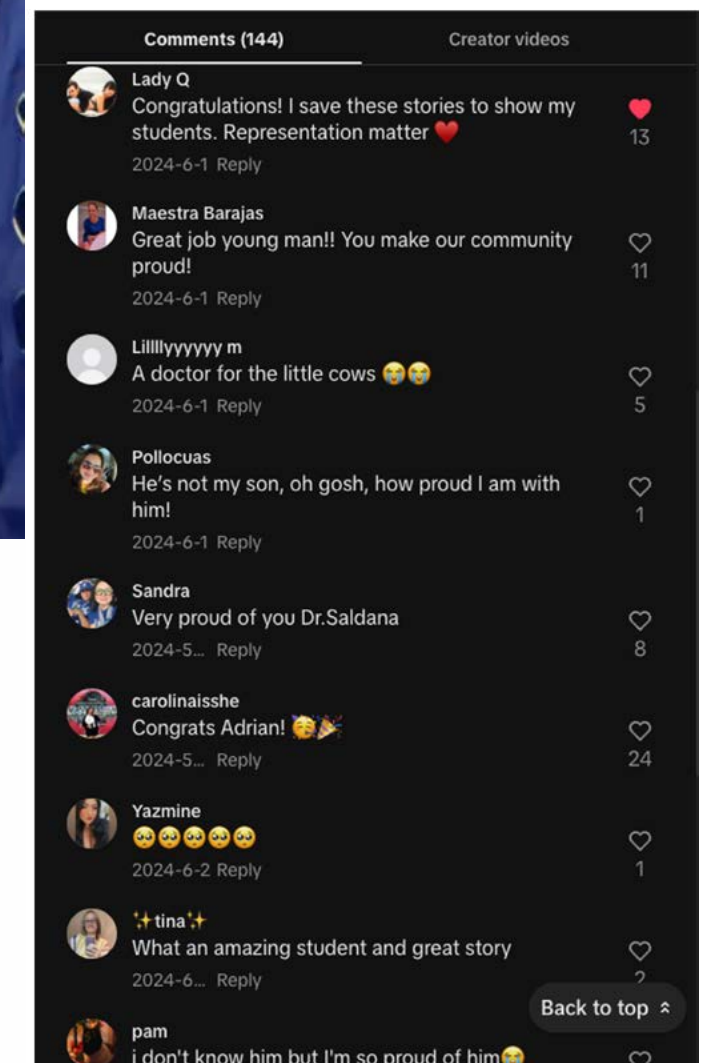
Our first viral Tik-Tok video featured the 75th branding in a powerful story of a first-generation student at commencement. The video inspired the Latino community—a key constituent group for us.

We also showed this video at the 75th gala.

**“When I grow up, I want to be a doctor for the little cows”—Adrian**



**Watch the video**  
<https://www.tiktok.com/@ucdavisvet/video/7375268366451313962>



- **Total views\*: 227,467**
  - **Total likes: 20,496**
  - **Total comments: 585**
  - **Total shares: 2,863**
- Tik Tok, Facebook, Instagram combined

# Web Pages

- Vet Med homepage: 166,778 views
- 75th Anniversary page: 2,617 views
- 75th Comms Resources page: 2,071 views
- Gala page: 1,022 views
- Synergy magazine site feature articles: approx. 1,000 views



Feature article link



Feature article link



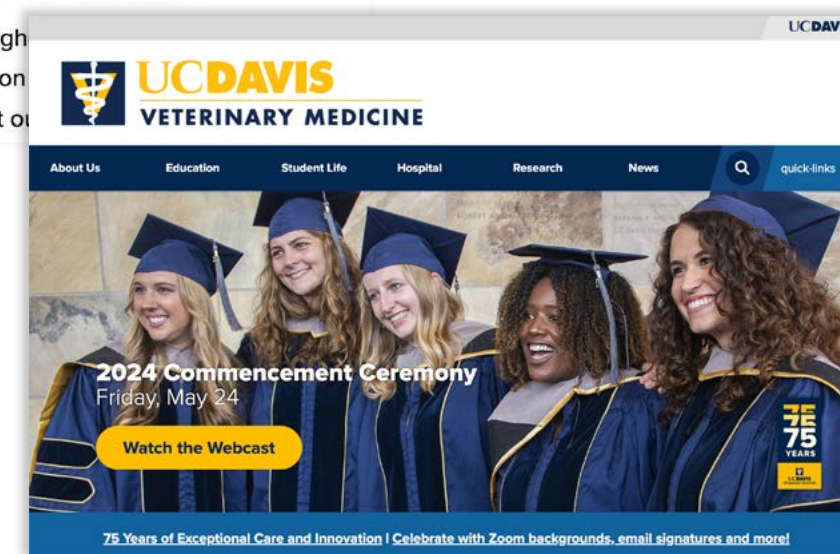
## Celebrating 75 Years



## A Legacy of Exceptional Care and Innovation

Through  
been on  
and at o

Visit the 75th site  
<https://www.vetmed.ucdavis.edu/75th-anniversary>



# CapRadio (*NPR* Affiliate) — Paid

The school has been an important resource for the greater Sacramento and San Francisco Bay Area, with many clients and supporters in the region. To most effectively reach the regional audience, the local *NPR* affiliate became the primary focus for the limited campaign advertising budget.

- Five weeks during campaign launch April–June 2023 and again for one week for campaign close and gala
- Morning Drive, Afternoon Drive, plus some additional during the day
- 104 announcements total
- Each listener heard message 8.1 times total
- **Total listens 561,600**

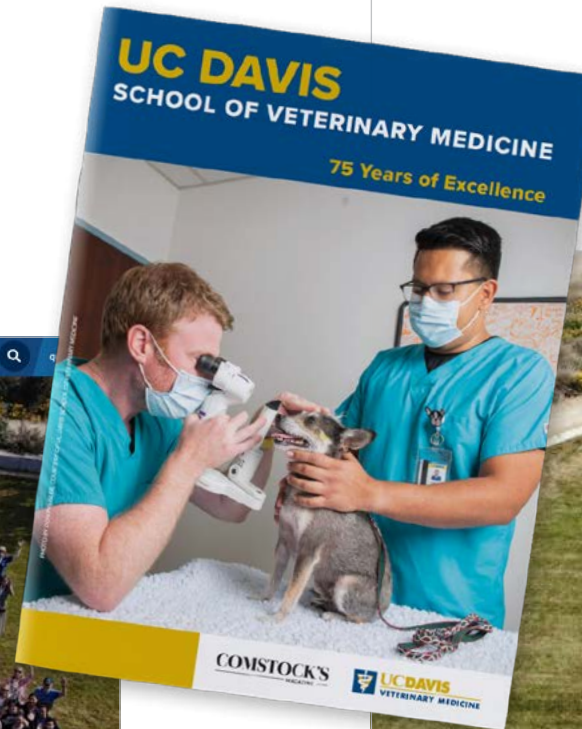
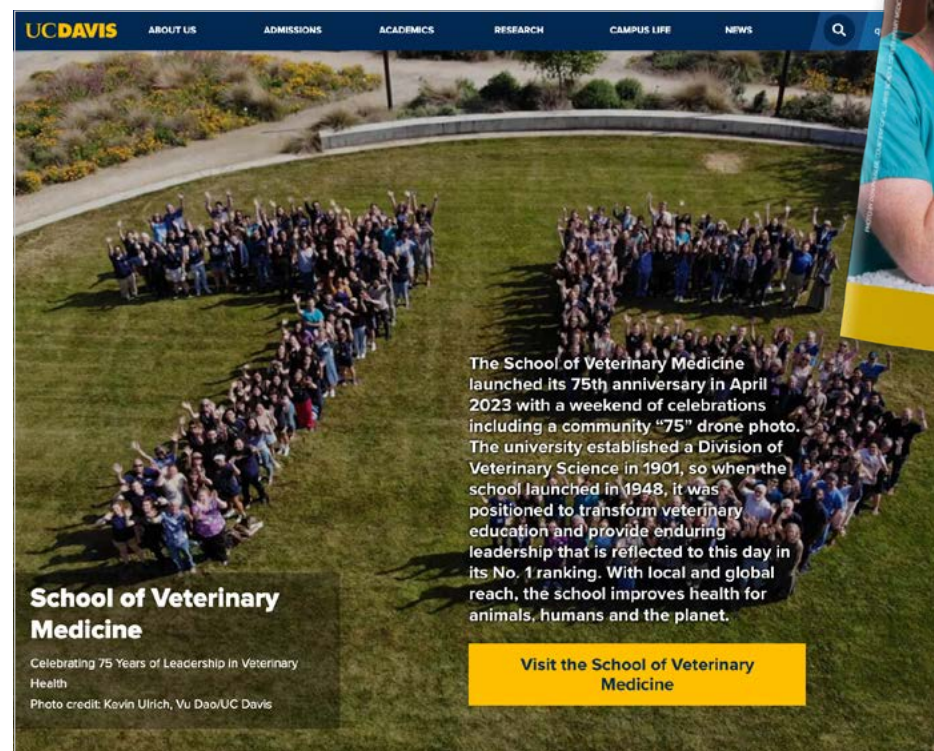


Click to listen to a launch spot

# Additional Publications

- Email newsletters: 100K+ total views\*
- Chancell-ing article (*Davis Enterprise* and Web): Hundreds or more viewers\*
- UC Davis Online Annual Report: Hundreds of viewers\*
- *Comstock's* Special Section: Thousands of area influencers\*

\*Estimates



# Social Media

- Posts: 30+
- Reactions & Comments: 5,500+



**ucdavisvetmed** Edited · 38w  
 75 years ago, #UCDavisVetMed faculty and staff set out to provide first-class animal care and prepare top-tier veterinary medicine students for careers and service. In doing so, we've saved and improved animal lives — from voles to elephants — around the world.

[View insights](#) [Boost post](#)

828 likes

**UC Davis School of Veterinary Medicine**  
 Published by Margaret · September 21, 2023

Since 1948, #UCDavisVetMed faculty, staff, and students have achieved remarkable milestones. As we look back at 75 years, we're revisiting our top clinical and research achievements.

Coming in at #4 is our pioneering work in discovering a cure for #FelineInfectiousPeritonitis (FIP). Up to 95% of cats diagnosed with FIP die without treatment. In 2019, after 50 years of research by #UCDavis veterinary scientists, the antiviral drug GS-441524 was discovered to be a cure.

Unfortunately, the manufacturer of the drug chose not to market the drug for veterinary purposes. Currently, there remains no successful treatment approved for veterinarians in the U.S., but #UCDavisVetMed continues its research with new clinical trials and other treatment applications.

Read the article in #SynergyMagazine for more top achievements. Have we missed any notable accomplishments? Share your thoughts with us in the comments!  
<https://synergy.vetmed.ucdavis.edu/news.../clinical-updates>  
 #ThrowbackThursday #UCDavisVetMed75 #FIPWarrior

[See insights and ads](#) [Boost post](#)

221 likes 28 comments 30 shares

**UC Davis School of Veterinary Medicine**  
 Published by Margaret · January 11 at 9:58 AM

What does the future of veterinary medicine look like? Here are ten of #UCDavisVetMed's most current and advanced technologies that will shape our future.

From new discoveries in imaging modalities to artificial intelligence, innovation now drives the practice of healing animals. UC Davis has always been at the forefront of that progress and continues to forge new ground. As we are building the Veterinary Medical Center, we are setting the gold standard of care while definin... [See more](#)

SYNERGY.VETMED.UCDAVIS.EDU

**Top Clinical/Research Advancements Shaping the Future of Veterinary Medicine**  
 In our spring issue, we brought you some of the top clinical and research accomplishments ...

[See insights and ads](#) [Boost post](#)

45 likes 3 comments 8 shares

Like Comment Share

View more comments

Top fan  
 Mariko Yamada  
 So proud of UCD Vet Med! 🎉🎉

2w Care Reply Hide

**ucdavisvetmed**

**ucdavisvetmed** Edited · 11s  
 Gladys Valley Hall was transformed into a sea of Aggie blue and gold last weekend as alumni gathered for our #UCDavisVetMed 75th anniversary tailgate. The atmosphere was vibrant with balloons, pompoms, and finger signs, setting the stage for the annual #CausewayClassic football game.

Amidst the lively ambiance, attendees enjoyed a delectable brunch along with a guest appearance by @CoriRocketDog, a live band, and games. The excitement peaked as we witnessed an impressive 31-21 victory against Sac

[View insights](#) [Boost post](#)

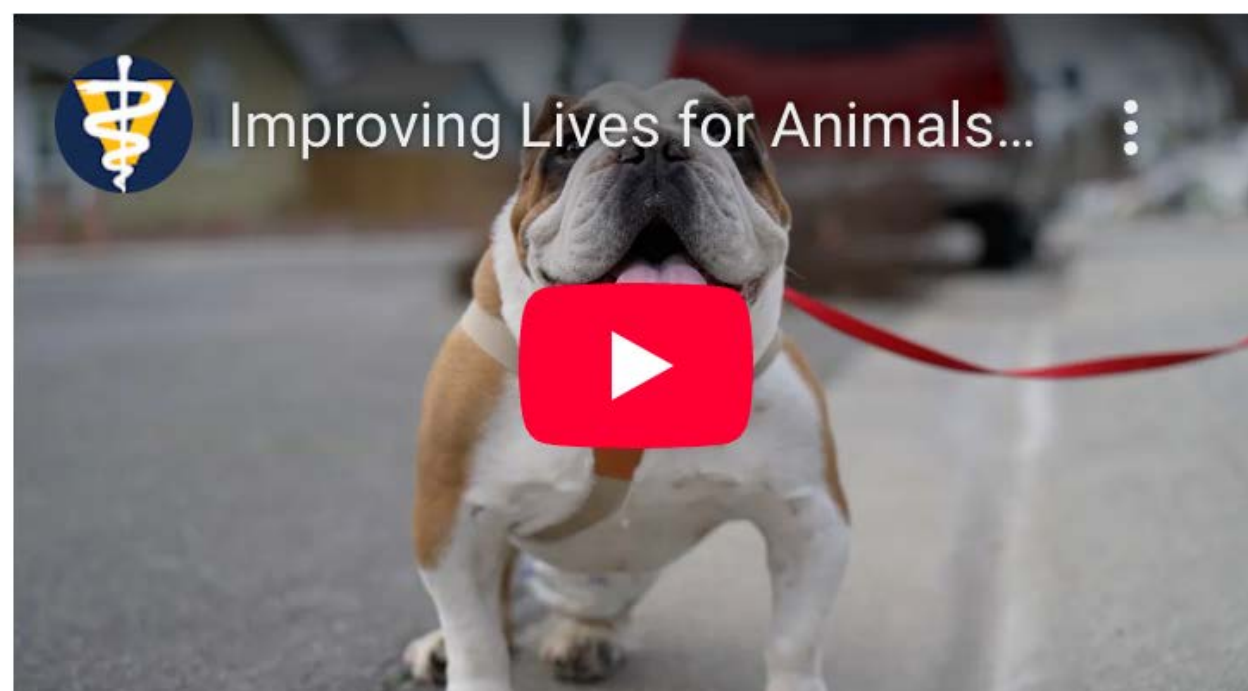
563 likes  
 November 21, 2023

Add a comment...

# 75th Anniversary Gala

The gala was the culminating event for the 75th celebration. The evening featured emcee champion figure skater Brian Boitano, dance performances, special guests, and a video highlighting the school's work on spina bifida produced for the gala by the communications team.

The event provided additional visibility, engagement and prestige, and raised ~\$850K.



Watch the spina bifida video  
<https://youtu.be/JG3M8RqYTyk>



18-month-old Tobi meets ToMo the dog for the first time. Both were born with spinda bifida and received a new UC Davis stem cell treatment that enabled them to walk on stage for their standing ovation after their video was played.



# 75th Gala Marketing

- Website: 9,765 views
- Inspirational spina bifida + Thank you videos: 1,000 views
- Social marketing
  - Total impressions\*: 96,090
  - Total engagements: 3,582
- Comstock's magazine ad: ~2,000
- CA Vet Magazine article circulation: ~14,000



\* Facebook, Instagram, LinkedIn, YouTube combined



with Special Guest and emcee Brian Boitano | June 29, 2024  
Sacramento Memorial Auditorium



Watch a special thank you from host Brian Boitano and Dean Mark Stetter.

Thank you, Gala Attendees!

# CapRadio (NPR Affiliate) — Earned

- The team pitched an interview with the emcee of the 75th anniversary gala—champion figure skater Brian Boitano—and UC Davis’ Dr. Michael Kent to the local *NPR* affiliate's interview program, “Insight.”
- They discussed pets and cancer and how Boitano would serve as emcee of the 75th gala
- Brian discussed the cancer treatment his dog Hunter received at UC Davis
- “Insight” has approx. 500,000 listeners per week



Listen to the interview

<https://www.capradio.org/news/insight/2024/05/21/sacramentos-japantown-mural-upcoming-book-the-latino-century-pet-cancer-treatment-at-uc-davis/>

# Campus Participation

The UC Davis Library, which manages the university archives, made a replica of a 1957 parade float for the UC Davis annual Picnic Day parade with the 75th logo. It was a huge hit at the parade, winning the award for the best float, and generated campus interest in the school's historical significance.



The 1957 float, created by students of the then College of Veterinary Medicine.



The 75th celebration replica, created for the 2024 Picnic Day parade by library Archives and Special Collections staff members (Kevin Miller/UC Davis).

# Outcomes/Reactions



Taji Bijou Abraham

MPVM'97 grad and over the years have seen how UCD Vet Med has grown! Wish I could be there to celebrate! Happy World Veterinary Day to all of us 😊



Julie F. Sternau Kincade

That's awesome! Congratulations! My father graduated in the Class of 1956! Wish he was still here to Acknowledge this milestone! ❤️❤️



Laura Green

So much to be proud of! We are so lucky to have such an incredible veterinary medicine teaching hospital in California. Thank you for all you do!



Animal Reproduction Systems, Inc. · [Follow](#)

Happy 75th Anniversary, UC Davis Veterinary Medicine!



Jeanne Trexel

My vet is an alumni and I feel so lucky

# 75th Survey

The communications team conducted a pre- and post- 75th anniversary year approval survey on two populations from the advancement database: alumni and non-alumni.

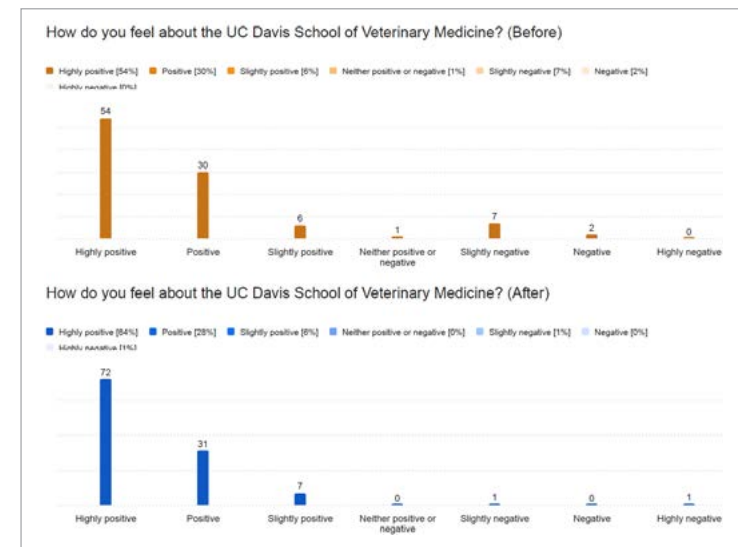
The key metric was a sentiment question included in both surveys: “How do you feel about the UC Davis School of Veterinary Medicine?”

## Results support 75th Campaign Success

Alumni sentiment went from excellent to almost unanimously positive, with overall positive ratings going from 90% to 98%.

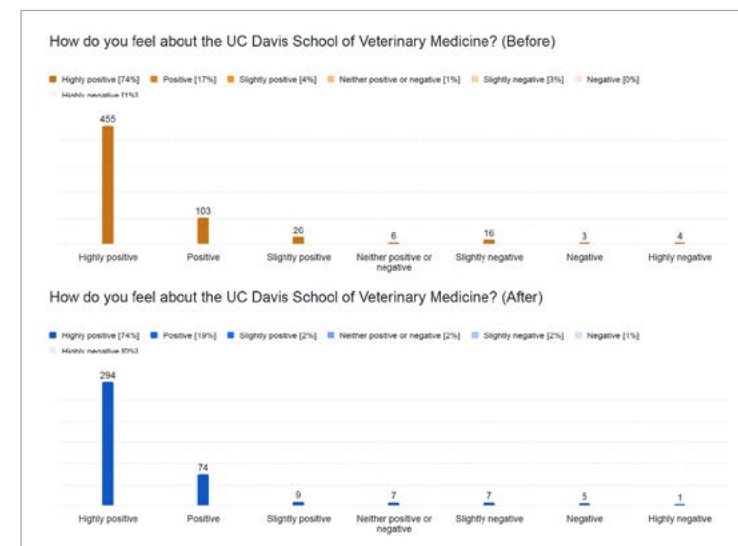
Non-alumni sentiment, which was already exceptionally strong, also improved, with people with any negative sentiments dropping from 4% to 3% (overall positive 95%, neutral 2%, negative 3%).

### Alumni



	Pre	Post
+	90%	98%
-	9%	2%
HP	54%	64%
P	30%	28%
SP	6%	6%
-	1%	0%
SN	7%	1%
N	2%	1%
HN	0%	1%

### Non-Alumni



	Pre	Post
+	95%	95%
-	4%	3%
HP	74%	74%
P	17%	19%
SP	4%	2%
-	1%	2%
SN	3%	2%
N	0%	1%
HN	1%	0%

# Post-75th Brand Transition

The school wanted to leverage the goodwill built during the 75th anniversary and also realized how popular the brand had been. So the animals, stethoscope and microscope of the 75th brand were retained and expanded, while the tagline was transitioned to “Exceptional Care, Education and Innovation.”

New materials include email headers, zoom screens, email signatures and other applications.



