

Appendix 1 | Ryerson Reputation Campaign – Fall 2017

Campaign Creative Rollout

Select Examples

Print Ads Globe & Mail (1/2 page)

You see a coffee.



My software simplifies complex data so it can be used to predict needs and create perfectly timed, highly personal experiences – like a coffee maker that could use your heart rate and sleep data to adjust the caffeine levels in your coffee.

I see the future of A.I.

Hossein Rahmani
Assistant Professor, RPA School of Media
Founder and CEO of Tracto (University of Toronto)

Ryerson University

Ryerson researchers are transforming lives.
See how at ryerson.ca/transform

You see a laptop.



I help large organizations in business and the public sector break down the barriers that prevent them from adopting new technologies so they can create more efficient and cost-effective operations.

I see improved efficiency.

Opatovskii Nigwemaya
Professor, Global Management
Director, Institute for Innovation and Technology Management

Ryerson University

Ryerson researchers are transforming lives.
See how at ryerson.ca/transform

You see a globe.



Giving newcomers more of the support they need is fundamental to the research my colleagues and I are doing. Immigrants not only need to settle into their new life, but also grow, flourish and become engaged and contributing members of the country they now call home.

We see a bright future for Canada.

Usha George
Professor, Social Work
Director, Ryerson Centre for Immigration and Settlement

Ryerson University

Ryerson researchers are transforming lives.
See how at ryerson.ca/transform

You see clean laundry.



With 82 per cent of Canadians living in metropolitan areas, providing them with reliable energy is increasingly complex. My research into large-scale renewable energy and storage technologies ensures people in dense urban areas have electricity when they need it – and after that.

I see the future of clean energy.

Rafa Velesteh
Professor, Electrical and Computer Engineering
Assistant Director, Centre for Urban Energy

Ryerson University

Ryerson researchers are transforming lives.
See how at ryerson.ca/transform

You see birthday candles.



We're a team of engineers, scientists, clinicians and researchers from Ryerson University and St. Michael's Hospital developing innovative ways to monitor and treat illness and disease. Together, we're creating technologies and health-care solutions that will help people live longer and celebrate more birthdays.

We see the future of health care.

Institute for Biomedical Engineering, Science and Technology
Professors Dr. Krishnan & Michael Kaplan
Dr. Christian and Researchers, Ryerson University
Dr. Odi Bakula
Co-Director and Researcher, St. Michael's Hospital

Ryerson University

Ryerson researchers are transforming lives.
See how at ryerson.ca/transform

You see a chair.



The sights and sounds of a classroom can be overwhelming for a student with autism. I helped create Wikimind, an audio-tactile chair and child-friendly temperature control system that lets students interact with their class remotely while still maintaining a social presence. With Wikimind, the student has full control over the audio, visual and tactile stimuli they receive so they can better participate and learn.

I see inclusive learning.

Deborah Fels
Professor, Information Technology Management
Director, Inclusive Design and Media Centre

Ryerson University

Ryerson researchers are transforming lives.
See how at ryerson.ca/transform

To you, it's art.



I work to change the way people think about disability by challenging the way art is typically created and experienced. More people can live with, and live with when they have access to creating, experiencing and being represented in art.

To me, it's art changing perceptions.

Eliza Chandler
Assistant Professor, School of Disability Studies
Co-Director of Centre for Transition, Access, Art, Technology, and Access to Life
Recipient for Personhood Heritage

Ryerson University

Ryerson researchers are transforming lives.
See how at ryerson.ca/transform

You see a petri dish.



I apply the problem-solving techniques of physics to biology to better understand how viruses influence and hijack cells and spread in a cell culture or inside a person. By using computer and mathematical modeling to analyze data, we then able to extract information about a virus infection to make predictions. We which of two virus strains poses a bigger threat, how fast to target a virus to stop it from spreading, or the likelihood that drug resistance will emerge during treatment.

I see a physics equation for better health.

Catherine Beauséjour
Assistant Professor, Department of Physics
Member, College of New Students, Artists and Scholars,
Royal Society of Canada

Ryerson University

Ryerson researchers are transforming lives.
See how at ryerson.ca/transform

Print Ads Hill Times (Full page)

You see a globe.



We see a bright future for Canada.

Going overseas says of the support they need in fundamental to the research by colleagues and a new setting, immigrants can only need to arrive their new life, but also grow, flourish and become engaged and contributing members of the country they now call home.

John George
Professor, Social Science for Immigration and Settlement

Ryerson University

Ryerson researchers are transforming lives. See how at ryerson.ca/transform

You see a laptop.



I see improved efficiency.

I help large organizations in business and the public sector break down the barriers that prevent them from adopting new technologies so they can create more efficient and cost-effective operations.

Oleksii Hrymenko
Director, Global Engagement and Technology Management

Ryerson University

Ryerson researchers are transforming lives. See how at ryerson.ca/transform

You see birthday candles.



We see the future of health care.

We're a team of engineers, scientists, clinicians and researchers from Ryerson University and St. Michael's Hospital working together to improve the lives of those with chronic conditions. We're creating technologies and health care solutions that will help people live longer and enhance their quality of life.

Institute for Biomedical Engineering, Science and Technology
Professors Dr. Michael & Miriam Rafuse
Dr. Dan Reynolds, Director, Institute
Dr. Dennis and Professor Dr. Michael Hospital

Ryerson University

Ryerson researchers are transforming lives. See how at ryerson.ca/transform

You see a coffee.



I see the future of A.I.

My software amplifies complex data so it can be used to predict trends and create performance insights. I help personal experience - like a coffeehouse that will tell you your heart rate and sleep data to adjust the coffee levels in your coffee.

Researcher: Rafuse
Research Professor Dr. Michael Rafuse
Director and CEO of Ryerson Connected Analytics

Ryerson University

Ryerson researchers are transforming lives. See how at ryerson.ca/transform

To you, it's art.



To me, it's art changing perceptions.

I work to change the way people think about disability. To challenge the way we typically interact and experience the world. People can live their fullest lives when they feel as good as looking, experiencing and being represented in art.

Olivia Chavira
Assistant Professor, School of Graphic Design
Department of Design, Ryerson University
Supported by Ryerson Foundation

Ryerson University

Ryerson researchers are transforming lives. See how at ryerson.ca/transform

You see clean laundry.



I see the future of clean energy.

With 82 per cent of Canadians living in metropolitan areas, providing them with reliable energy is increasingly complex. We research how to use smart materials, smart and flexible technologies, energy storage, smart cities and smart home electricity when they need it - not after last.

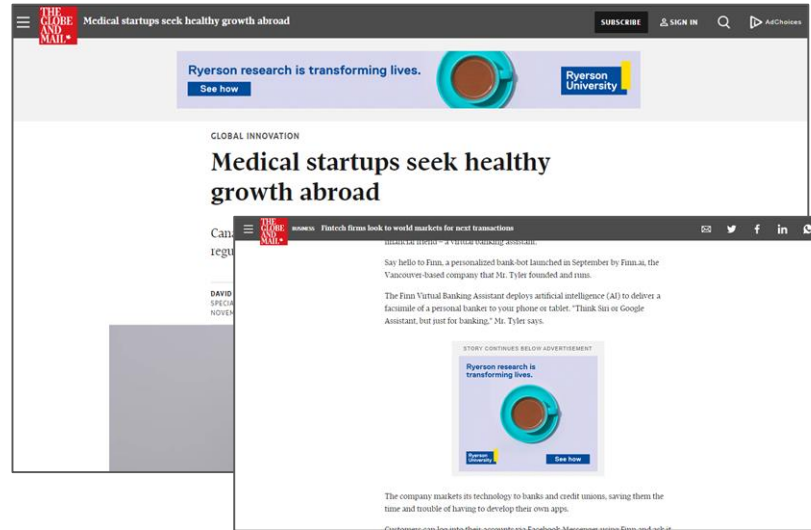
Ben Vorenkamp
Professor, Electrical and Computer Engineering
Assistant Director Centre for Smart Energy

Ryerson University

Ryerson researchers are transforming lives. See how at ryerson.ca/transform

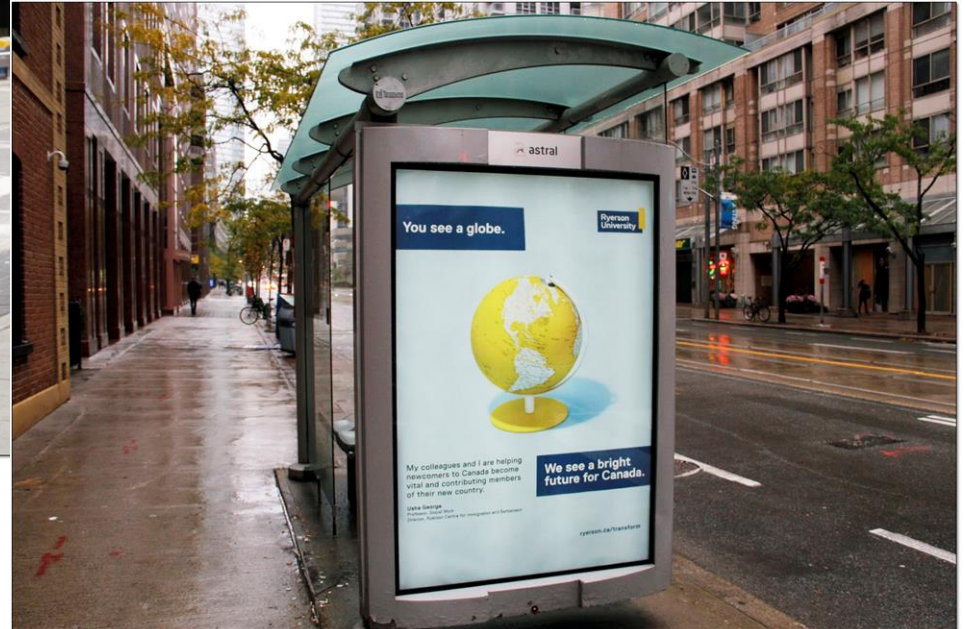
Digital Ads: Globe & Mail Alliance Network

- 6 ad versions shown in different sizes
- Premium partner network of sites our ads appeared with news, business and finance focused content:
 - Globe & Mail
 - Guardian
 - Forbes
 - Atlantic
 - Reuters
 - Wall Street Journal
 - Washington Post
 - ABC
 - Inc
 - Fast Company



Transit Shelter Ads

- 6 creative versions at key locations in Toronto and Ottawa




Social Ads

LinkedIn (paid and organic posts)

Ryerson University
2w

Ryerson researchers are transforming lives. Hossein Rahnama's software could use heart rate & sleep data to adjust caffeine levels in coffee: <https://lnkd.in/d8qUHbM>

You see a coffee.



Ryerson University
2d

Ryerson researchers are transforming lives. Bala Venkatesh ensures people in dense urban areas have consistent access to energy: <https://lnkd.in/dszjUNF>

You see clean laundry.



I see the future of clean energy.

67 Likes


24 Likes

Facebook (paid and organic posts)

Ryerson University
1 hr · 🌐

Harald Bauder's research helps newcomers to Canada become vital contributing members.

You see a globe.



Ryerson University
1 hr · 🌐

Michael Kolios uses ultrasound and optics to treat cancer – helping people live longer.

You see birthday candles.



We see the future of health care.

Transforming lives
Discover all the ways Ryerson researchers are making meaningful change.
[RYERSON.CA/TRANSFORM](https://ryerson.ca/transform) [Learn More](#)

Like Comment Share

12

Twitter (organic only)

Ryerson University @RyersonU [Follow](#)

Ryerson researchers are transforming lives. Hossein Rahnama's software could use heart rate and sleep data to adjust caffeine levels in coffee: ow.ly/IzAU30guwIO


You see a coffee.



Ryerson University @RyersonU [Follow](#)

Ryerson researchers are transforming lives. Ojelanki Ngwenyama @TRSMRyersonU helps large organizations embrace innovation for more efficient operations: ow.ly/mKUz30gCSV3

You see a laptop.



I see improved efficiency.

11:11 AM · 16 Nov 2017

2 Retweets 2 Likes

Campaign Website: ryerson.ca/transform

The screenshot shows the homepage of the 'Ryerson Researchers are Transforming Lives' campaign website. At the top, there is a navigation bar with the Ryerson University logo, a search bar, and links for 'Info for -', 'Apply', 'Visit', 'Give', and 'my.ryerson'. Below this is a dark blue header with the main title 'Ryerson Researchers are Transforming Lives' and sub-navigation for 'Our Stories', 'About Ryerson', and 'Research & Innovation'. The main content area features a large image of a teal coffee cup on a matching saucer. To the left of the cup, a yellow box contains the text: 'You see a coffee. We see the future of artificial intelligence.' Below this, a 'Find out more' button is visible. The page is divided into three columns, each featuring a researcher's portrait and a brief description of their work.

Catherine Beauchemin is predicting the future of flus
As a physioist, Catherine Beauchemin is used to relying on both experiments and theory (equations) together to study, understand, and predict the world.

Ojelanki Ngwenyama helps foster a culture of innovation
Ojelanki Ngwenyama's research will help Canadian organizations identify, understand and overcome barriers that prevent them from adopting new and innovative information and communication technologies.

Deborah Fels is shaping inclusive design
Her research at Ryerson has led to the creation of Webmoti, a multimedia, multi-sensory system that lets autistic students attend classes remotely while controlling the type and amount of sensory input they receive.

The screenshot shows the 'About Ryerson' page. It features a large image of a busy outdoor campus scene with students walking. Below the image is the heading 'Where Mind and Action Intersect' and a paragraph of text: 'Located in Toronto's downtown core, Ryerson University offers full-time and part-time undergraduate and graduate programs, innovative learning opportunities, and a diverse and welcoming campus community. At Ryerson, innovation means encouraging our community to challenge the status quo with new solutions and apply new ways of thinking to transform the world.' Below this are two smaller images with captions: 'Leadership' featuring Mohamed Laohem, president and vice-chancellor, and 'Research & Innovation' featuring a student in a lab. The page also includes a navigation bar with 'Our Stories', 'About Ryerson', and 'Research & Innovation'.

About Ryerson

Where Mind and Action Intersect
Located in Toronto's downtown core, Ryerson University offers full-time and part-time undergraduate and graduate programs, innovative learning opportunities, and a diverse and welcoming campus community. At Ryerson, innovation means encouraging our community to challenge the status quo with new solutions and apply new ways of thinking to transform the world.

Leadership
Mohamed Laohem, president and vice-chancellor of Ryerson University, is proud to lead our comprehensive Innovation University.

Research & Innovation
The interdisciplinary approach to research at Ryerson represents the collaboration of over 120 centres, institutes and labs and over 100 local, national and global funding partners.

A new responsive microsite was developed for this campaign.

Content was tailored for the influencer audience.