CASE Circle of Excellence Entry 9b. Marketing: Advertising – Individual Ads

Sonequa Martin-Green, Where Legends Are Made Ad The University of Alabama, Division of Strategic Communications

A STAR IS BORN

Sonequa Martin-Green made her acting debut as a student at UA. Her star rose quickly... from The Walking Dead to Star Trek: Discovery, where she made history as the first female African American in a lead role for the Star Trek franchise.



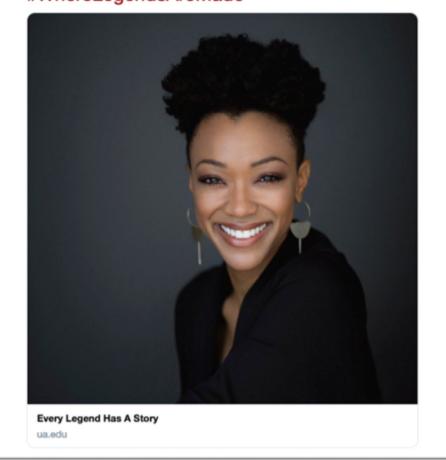
THE UNIVERSITY OF ALABAMA®

WHERE LEGENDS ARE MADE[®]

SONEQUA MARTIN-GREEN | CLASS OF 2007 ACTOR



From the state where stars fell, hers is rising quickly. Learn how Sonequa Martin-Green became a **#legend**. The University of Alabama | **#WhereLegendsAreMade**



Legends Campaigns Twitter Results				
Followers ad group 1 - Santa Clara Followers Campaign: Followers campaign - 2018 CFP Santa Clara - Sonequa Martin-Green				
Impressions	Spend	Results	Results rate	Cost per result
33,830	\$398.11	166 Follows	0.49% Follow rate	\$2.40 Cost per follow



Digital Billboard