

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 close-up portrait of Sonequa Martin-Green, a Black woman with short, curly dark hair, smiling warmly. She is wearing large, gold hoop earrings with a semi-circular pendant. The background is a dark, neutral color.

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



The Univ. of Alabama 
@UofAlabama



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



Every Legend Has A Story
ua.edu

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 |

FROM RUSSELLVILLE TO STAR TREK

SONEQUA MARTIN-GREEN
ACTOR



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Digital Billboard