

A woman with long dark hair, wearing a red top, looks up at a glowing, colorful lightbulb held by a hand. The background is dark, and the lightbulb is the primary source of light, casting a warm glow on the woman's face.

# You shine. We save.

*Making lighting cleaner and more efficient.*

**Among the many green advances** happening at UC Davis, the California Lighting Technology Center develops next-generation, energy-efficient lighting solutions and works with industry and government to innovate all over the world. UC Davis research and collaborations take place everywhere — on land, in the air, at sea — because we believe the path to sustainability is the one we illuminate together. Learn more at [21stcentury.ucdavis.edu](http://21stcentury.ucdavis.edu).

**UCDAVIS**

## **Advertising: Individual Ads**

**Title:** You Shine, We Save

### **Concise description:**

The UC Davis national awareness advertising campaign showcases educational opportunities and research innovations that improve our world and make life healthier, more sustainable and more enjoyable for all.

The “You Shine, We Save” ad communicates our strengths in advancing energy efficiency and sustainability. UC Davis has won multiple #1 awards for national and global sustainability, so it was difficult to choose what to feature among UC Davis’ many related achievements. We selected our California Lighting Technology Center’s groundbreaking work because of its everyday relevance and because it is easy to communicate it in a visually compelling way.

**Names of Staff:** Kristin Burns, Marketing Writer; Linda Forbes, Associate Director of Marketing; Karin Higgins, Principal Photographer; Tom Hinds, Director of Marketing; Jay Leek, Senior Graphic Designer; Russell Thebaud, Senior Creative Analyst; Gregory Urquiaga, Photographer; Lori Arcangel Wright, Project Manager; Dana Topousis, Chief Marketing and Communications Officer

### **Objectives and how they support our institutional mission:**

Objective: Position the UC Davis brand as a leading public research university that is improving quality of life for all through innovation and collaboration.

The ad highlighted our strengths as innovators and collaborators working to promote sustainability, which is core to our mission of teaching, research and public service.

### **Innovation:**

#### **Creative Approach:**

Our approach to copy and design: provide a friendly, relatable entry to the story, followed by impact.

The “You/We” copy paired the presence of lighting in our daily lives with the dedication of UC Davis’ efforts to find ways to save energy. The last line called out our specific work to advance lighting technology. The body copy touched on other areas of strength related to sustainability and the partnerships we foster to promote it. In every campaign ad, the “You/We” approach drives home the connection between UC Davis and the outcomes that people care about, reinforcing that we are working to protect and improve the things most important to them.

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Our photographers captured a luminous image of one of our students working with the next-generation lights at the UC Davis California Lighting Technology Center (CLTC), that conveys the notion of shining on more than one level (the light shines, the student shines, the reader shines a light every day).

The 10 lines in our design represent our 10 academic colleges and professional schools – intersecting, colorful waves reflecting our diverse strengths and how we work together in unity and collaboration to innovate.

**Target audience and how needs were addressed:**

The sustainability ad was one of a set designed to show all the different ways that UC Davis creates educational opportunities and research innovations that improve our world and make life healthier, more sustainable and more enjoyable for all. Our target audience included national decision-makers and thought leaders/influencers along with higher education and industry leaders. The ad, one example from the suite that the target audience was exposed to, demonstrates UC Davis' innovation in advancing sustainability and stewardship of resources, which is part of our core mission.

**Total budget for entry, excluding salaries but including the cost of vendors/consultants:**

We effectively leveraged available resources by creating the photography, layout, design and messaging entirely in-house. The budget for the entire 2017 national campaign, including media buying fees, was \$1,000,000. This ad was one of approximately 10 advertisements run as a part of this campaign.

**Describe your results and how you met your goals and objectives; if this is a recently launched program, describe your plans to evaluate it:**

**Success Metrics:**

During calendar-year 2017, the ad appeared in print, online and out-of-home platforms.

- Print ads in *The Chronicle of Philanthropy*, *Science* magazine and *The Wall Street Journal* yielded more than 6 million impressions
- Digital banner ads had more than 1 million impressions and yielded a click-through rate of 0.37%, exceeding banner ad performance benchmarks
- Based on airport traffic data, the out-of-home ad at the Sacramento International Airport yielded 10.1 million impressions during the eligibility period
- The custom landing page for this ad had an average time on page of 2:56, which is well above performance benchmarks. *Politico* and Twitter were the top two traffic drivers
- Anecdotal reception from faculty, staff, alumni and students was positive, especially from those whose work/scholarship is related to sustainability

- The fall phase of the campaign was optimized to feature this ad more frequently since it performed so well in the spring. We are also creating an additional sustainability-related creative treatment for a 2018 campaign.

**Share any additional information to clarify the purpose and/or outcome of this work:**

The 2017 UC Davis national awareness advertising campaign effectively demonstrated to national influencer/thought leader audiences that UC Davis' educational opportunities and research innovations are improving the world and making life healthier, more sustainable and more enjoyable for all. The budget was used efficiently and effectively to promote our advances through more than 184 million ad impressions, essentially the number of "eyeballs" exposed to our messages. We continually optimized and applied key learnings to boost overall performance, resulting in major improvements in the second phase. The use of both premium and niched platforms in our strategy allowed us to effectively reach our direct targets, and the level of engagement from these audiences in our digital placements met or exceeded all industry and publisher benchmarks.