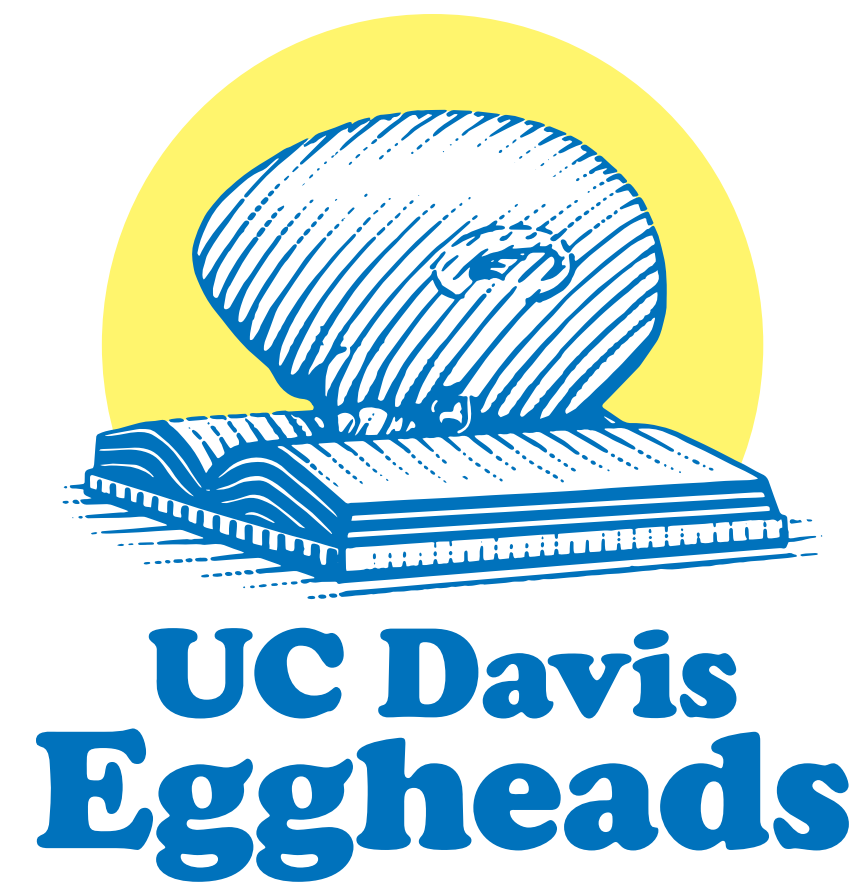


“Year of the Eggheads” Campaign

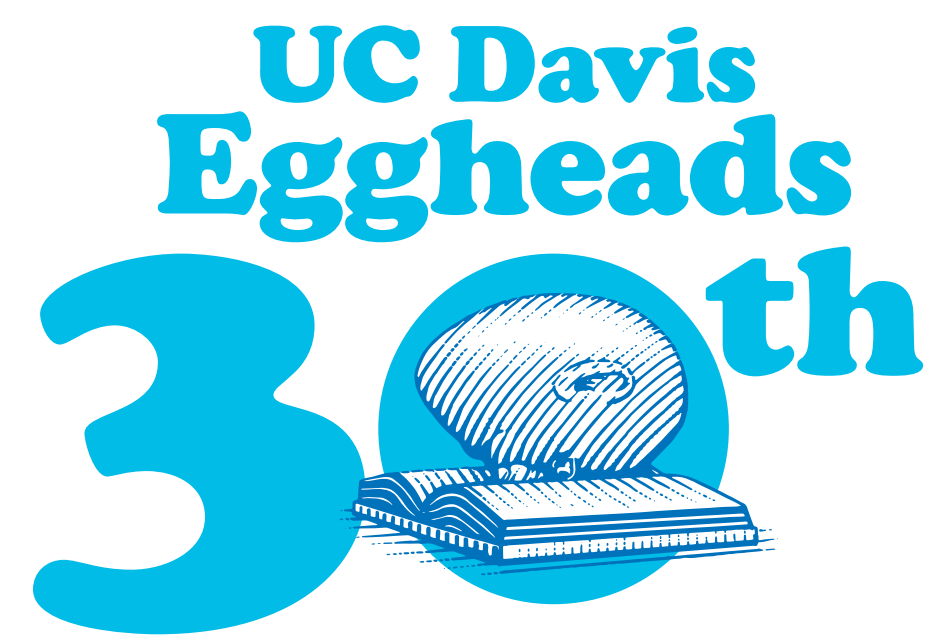
Strategic Communications Marketing • UC Davis

Identity Systems

Celebration



Primary Mark

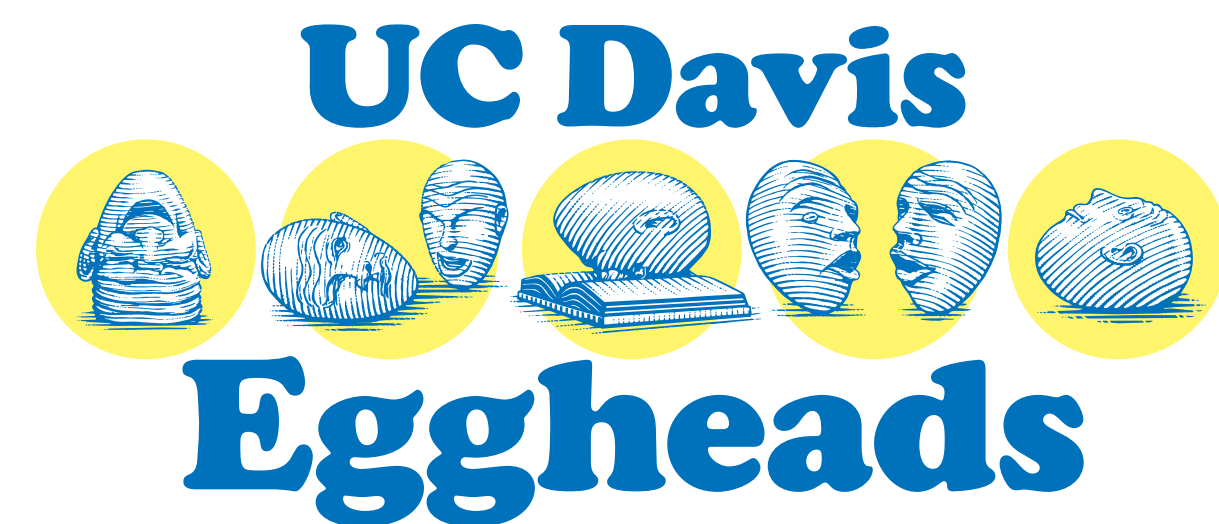


30th Year Mark

Product Collection



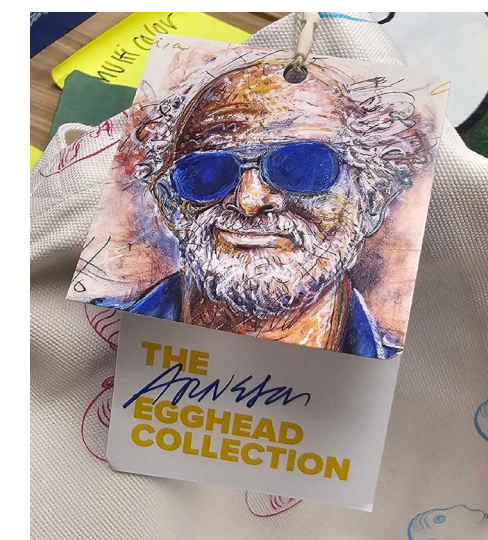
Primary Mark



Alternate Mark



Hang Tag



Launch Party and Lighting Ceremony



Media Coverage of Launch

Highest Potential Editorial Reach

Mar 7, 2024 - Dec 31



CBS News
Editorial | US | Apr 1, 2024 - 10:39 PM

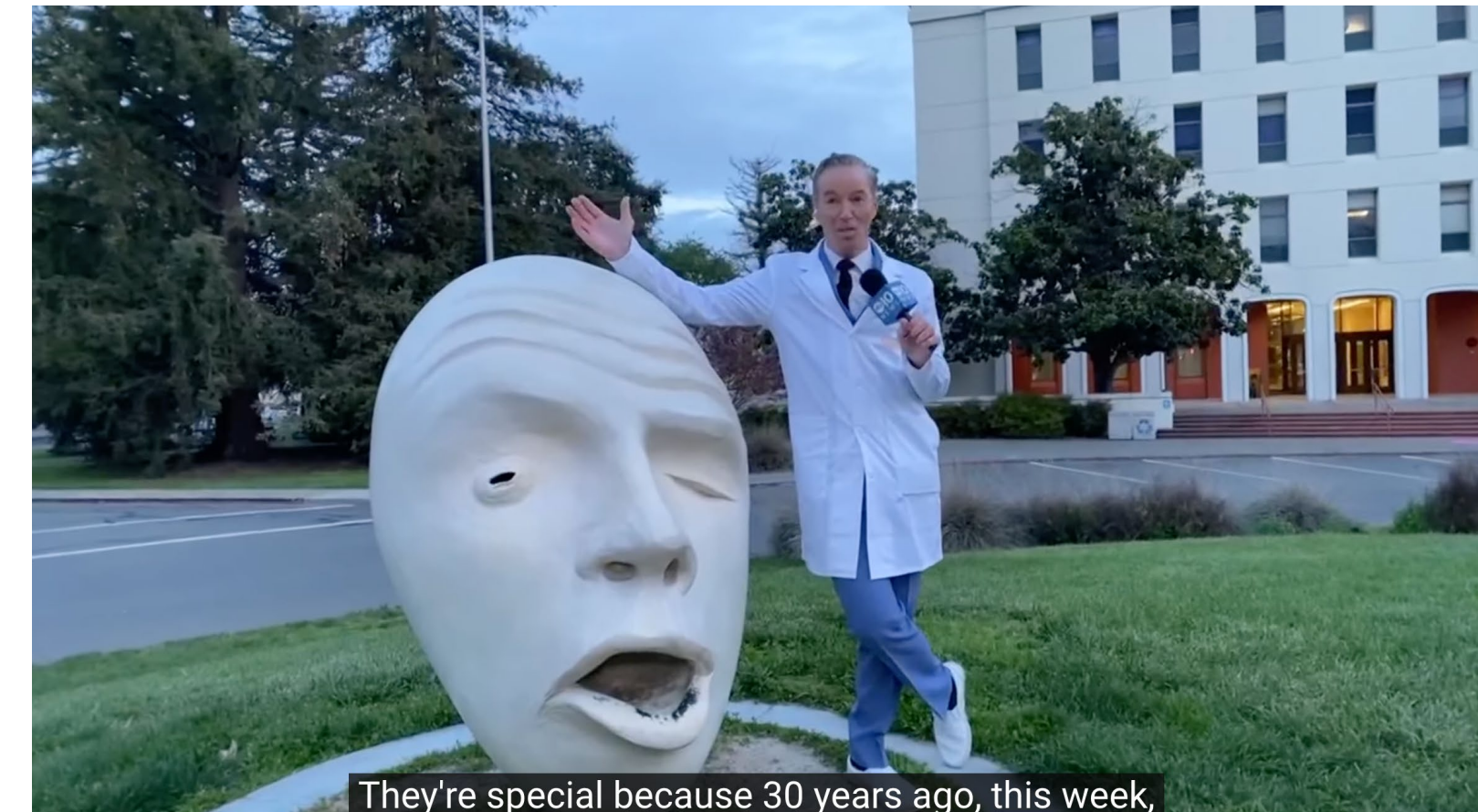
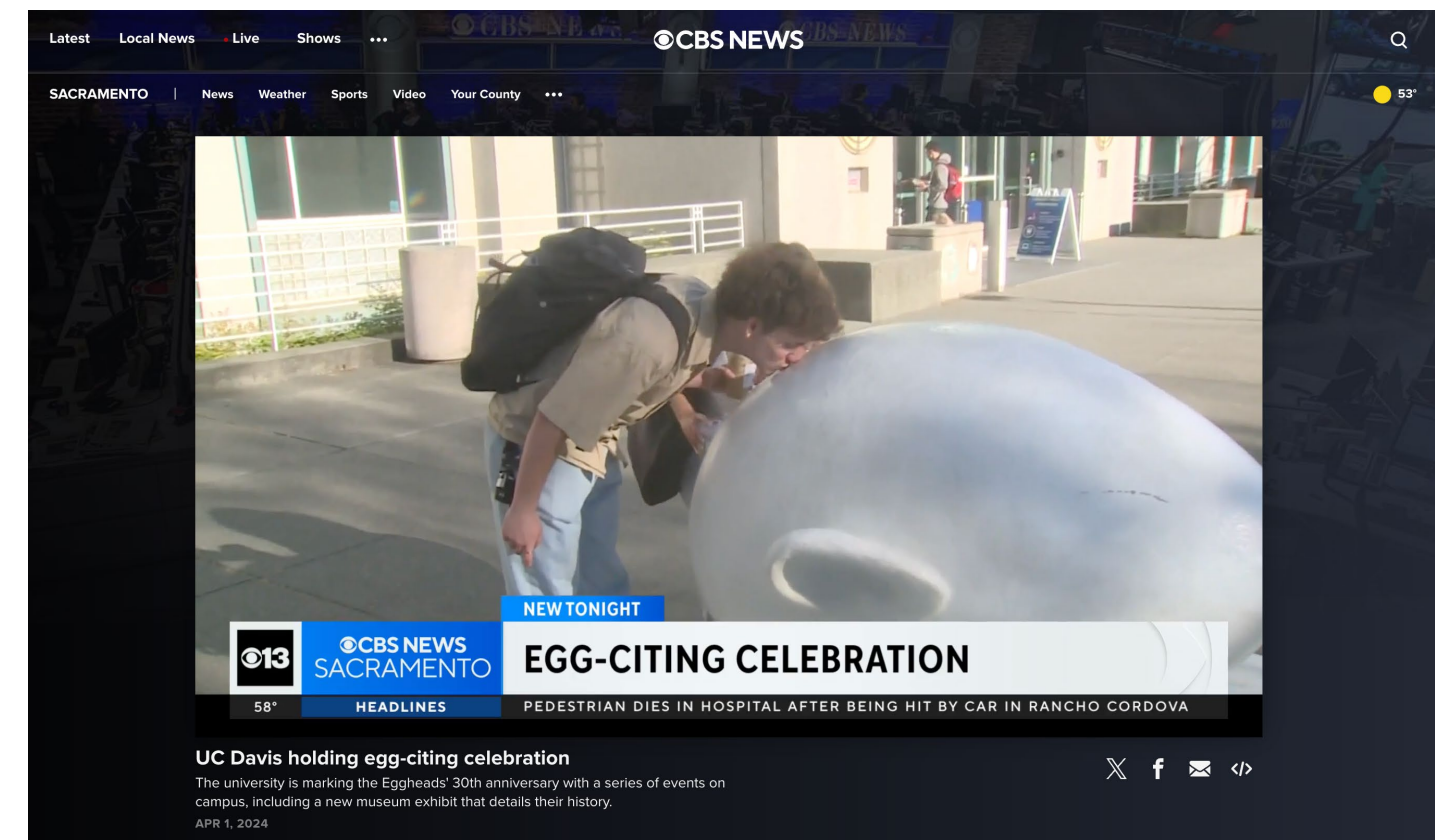
UC Davis holding egg-citing celebration

The university is marking the **Eggheads'** 30th anniversary with a series of events on campus, including a new museum exhibit that details

Social Echo 0 0 0

44.4M Reach

Neutral



They're special because 30 years ago, this week,



which is why there's merchandise and you got product here.

Bookstore Retail Display



Product Photo Shoot with Models



Picnic Day Pop-Up



Sacramento Airport OOH Advertising



Digital Advertising Samples

Get Your Egghead On

Available, but not for long.



Bucket Hat
Pen
Travel Mug
Tote Bag
Silk Scarf
Sweatshirt

Choose Your Vibe

Don't wait until they're gone.



Choose Your Vibe

Don't wait until they're gone.




THE *APN* EGGHEAD COLLECTION



Hard Boiled or Sunny Side Up?

Available, but not for long.



So Many Ways to Egghead

Get yours before they're gone.



Show Your True Egghead

Get yours before they're gone.



THE *APN* EGGHEAD COLLECTION



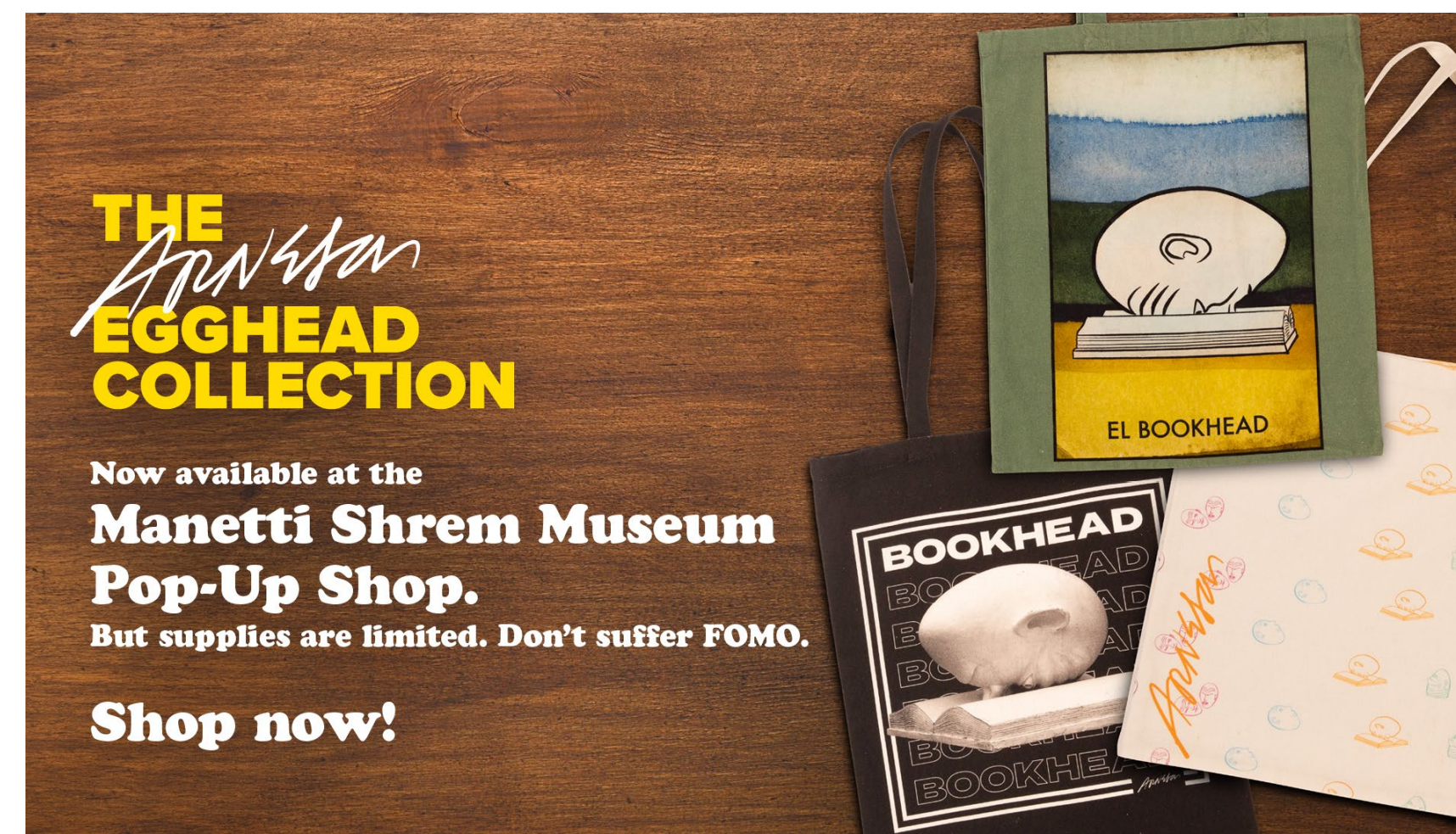
Digital Advertising Samples



On-Campus Digital Advertising Samples



THE *ArN* EGGHEAD COLLECTION
Now available at UC Davis Stores.
But supplies are limited. Don't suffer FOMO. Shop now!



THE *ArN* EGGHEAD COLLECTION
Now available at the **Manetti Shrem Museum Pop-Up Shop.**
But supplies are limited. Don't suffer FOMO.
Shop now!



THE *ArN* EGGHEAD COLLECTION
Now available at the **Manetti Shrem Museum Pop-Up Shop.**
But supplies are limited. Don't suffer FOMO.
Shop now!



THE *ArN* EGGHEAD COLLECTION
Honoring the UC Davis Eggheads.
Limited Edition Product collections now available at
• UC Davis Stores
• Manetti Shrem Museum Pop-Up Shop

Promotional Cups at Dining Services



PBS Documentary Premiere and Party

