

ONE
SIXTY
OVER
NINETY

1990

UNIVERSITY OF FLORIDA BRAND UPDATE

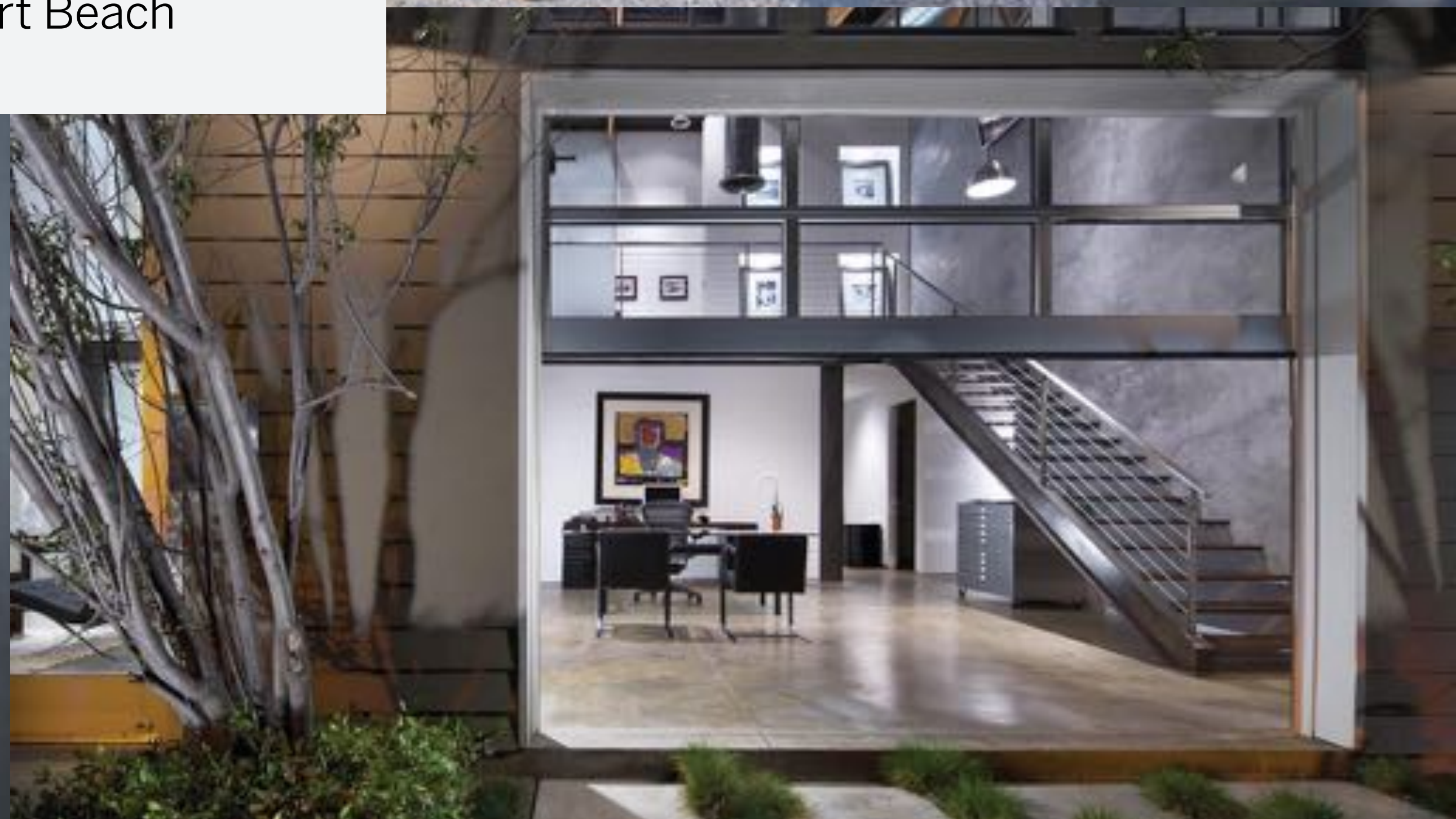


Philadelphia





Newport Beach






Gainesville



OVERALL MARKETING CHARGE

INCREASE THE RANKING AND REPUTATION OF
THE UNIVERSITY OF FLORIDA

GATOR GOOD AD CAMPAIGN



FOR THE

GATOR GOOD

TWO MESSAGING STREAMS

UF AMBASSADORS

ALUMNI WEEKLY EMAILS

ALUMNI MONTHLY NEWS

ALUMNI HOME PAGE

GEO-TARGETED MESSAGING

ACTIVE GATOR CLUBS

PRES. YOUR ALIGNMENT

AAU PEERS

DEAN SPECIFIC EMAILS

DEAN LANDING PAGES

INSIDE HIGHER-ED

CHRONICLE DIGITAL

CHRONICLE PRINT

GEO-TARGETED

SATORS

SHARE THE GOOD THAT INSPIRES YOU

SATORDOOD.COM

The challenges facing our world are bigger than one person. Our organizations. Our networks. But together, by combining our efforts, we can solve them.

At Sators, our mission is to change the world for the better. It's a mission shared by every one of the nation's research institutions. Tackling these problems, which affect the entire world, takes a team effort.



On SatorGood.com, discover the issues we're working on, share the stories of those affected. Then, tell us where you feel you can make the greatest impact.

Let's do what things — really scientific things — can happen where we all just focus.

SATORGOOD.COM

UF

UF

74% OF 12TH GRADERS ARE NOT PROFICIENT IN MATH

THERE'S A LOT OF GOOD WE CAN DO

Dear (TITLE) (LAST NAME)

While improving test scores is keeping kids in school, the focus on raising our education system effort is all that together, we can have an even greater impact. That's why we're reaching out to you. Let's work together and inspire others to do more. If we can bring our institutions together and combine our efforts, there's no challenge we can't overcome.

Visit us now at

SATORGOOD.COM

UF UNIVERSITY OF
FLORIDA

The University of Florida is an equal opportunity institution.
We are committed to providing a safe and healthy environment
for students and employees and to providing a safe and healthy
work environment for all.
University of Florida
Gainesville, Florida



Game of Thrones

Thrones' Fan Laugh

Game of Thrones is a television sensation, and its magical world and intense war have led to more than just weekly excitement, but also an outflow of content.

144 Comments · Share

Write a comment...

Suggested Post

UF University of Florida
Sponsored · 0

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We can learn better ways to teach. With your ideas, your story and your help, join the conversation and share the good that inspires you. #LearnGood



ADDING CREATIVITY TO THE EQUATION

When faced with a difficult test, we come together and build a community.

In 2012, the state of Florida debuted the Algebra...

[Learn More](#)

Like · Comment · Share · 0

Game of Thrones

Thrones' Fan Laugh

Game of Thrones is a television sensation, and its magical world and intense war have led to more than just weekly excitement, but also an outflow of content.

144 Comments · Share

Write a comment...

Suggested Post

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We can learn better ways to teach. With your ideas, your story, and your help, join the conversation. There's a lot of good we can do. #LearnGood



74% OF SENIORS FAILED THE NAEP MATH TEST

When faced with a difficult test, we come together and build a community.

In 2012, the state of Florida debuted the Algebra...

[Learn More](#)

Like · Comment · Share · 0



UF

LINK ONE

LINK TWO

LINK THREE

LINK FOUR

DEAN NAME, TOGETHER WE CAN HAVE A GREAT IMPACT.

The Great Good isn't about a single university. Or even a single cause. It's giving others a voice and hearing the call to do more. Because together, we can lead the way. Take a look through the challenges we're taking on. Hear the stories of those affected. From Dr. Lee's technology that improves insulin delivery to Pastor Therpe's congregation combating obesity. Together, we can continue to inspire change.

EMAIL US +



VIEW ALL

SORT BY

FILTER +



102
MILLION
PEOPLE
IN THE U.S.
NEED
WORK

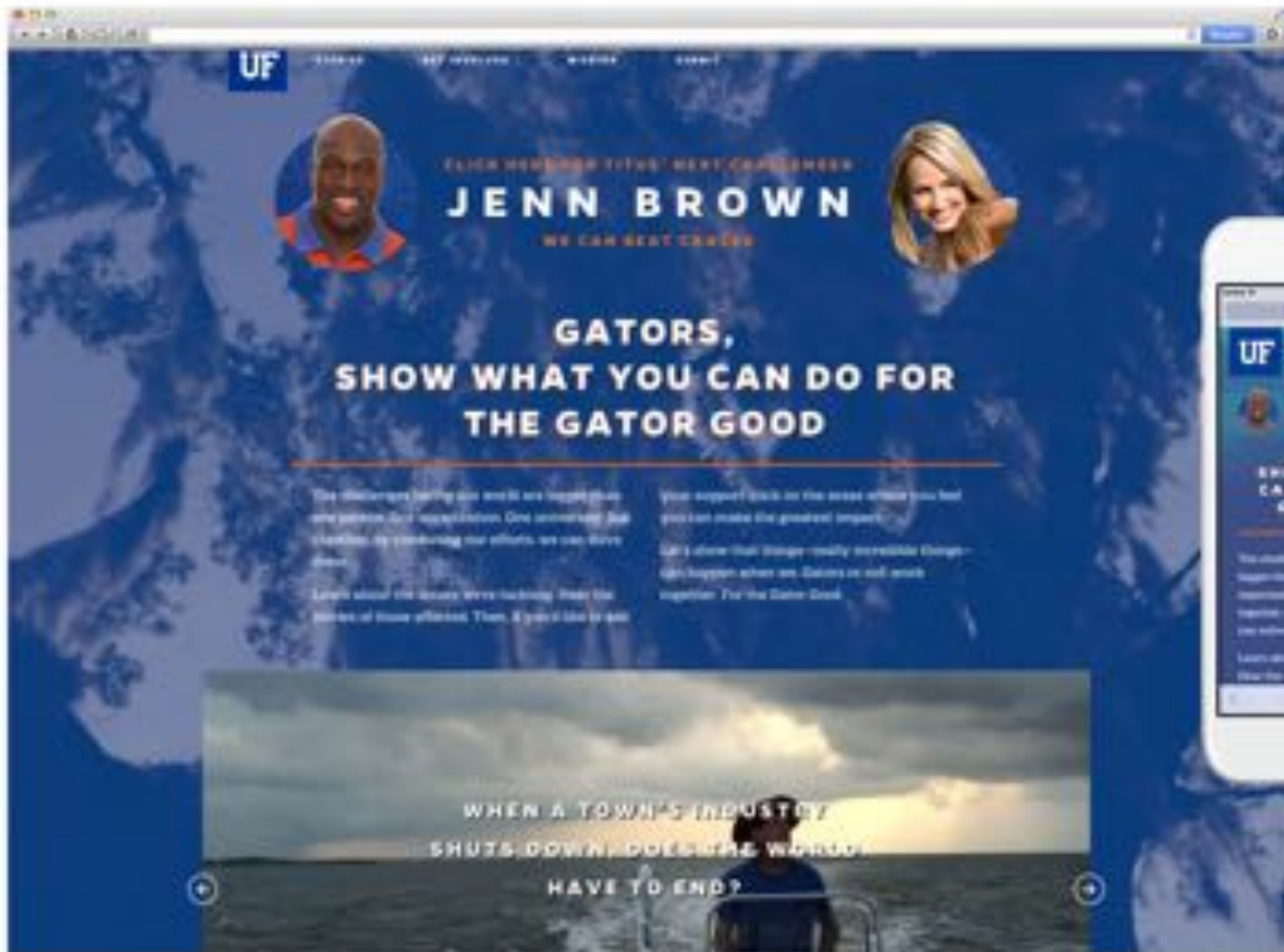


MALARIA IS
AVOIDABLE,
CURABLE &
KILLS
500,000

74% OF
12TH GRADERS
ARE NOT
PROFICIENT
IN MATH

THERE'S A
LOT OF GOOD
WE CAN DO

UF



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CLICK HERE TO FIND OUT HOW YOU CAN JOIN THE GATOR GOOD

JENN BROWN

WE CAN BEAT CANCER

GATORS, SHOW WHAT YOU CAN DO FOR THE GATOR GOOD

The challenges facing our world are bigger than ever before. But together, we can make a difference. By combining our efforts, we can drive change.

Learn about the issues we're tackling. Meet the heroes of those affected. Then, it's your turn to act.

Your support is the most powerful force you can make the greatest impact.

Let's show that things really, really, incredible things can happen when we Gators all work together. For the Gator Good.

WHEN A TOWN'S INDUSTRY
SHUTS DOWN, DOES THE WORLD

HAVE TO END?

UF

JENN BROWN

GATORS,
SHOW WHAT YOU
CAN DO FOR THE
GATOR GOOD

The challenges facing our world are bigger than ever before. But together, we can make a difference. By combining our efforts, we can drive change.

Learn about the issues we're tackling. Meet the heroes of those affected. Then, it's your turn to act.

GATORS
WHAT'S THE GOOD THAT

INSPIRES YOU

The best inspiration doesn't come from a book or a speech. It comes from seeing people making a difference in the world. It's the good that inspires you to do more. It's the good that inspires you to be better. It's the good that inspires you to be a Gator.

YOU'VE GOT THIS. YOU'VE GOT THIS. YOU'VE GOT THIS. YOU'VE GOT THIS. YOU'VE GOT THIS.

GATORSGOOD.COM

#GATORSGOOD



ADDING
CREATIVITY
TO THE
EQUATION

SHRINKING
GAPS IN
HEALTH
ACCESS

GIVING OUR
WORLD
NEW
DIMENSION

GATORS
SHARE THE GOOD
THAT INSPIRES YOU

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STAND UP TO
ECONOMIC DOWNTURNS

JOIN THE CONVERSATION #GATORSGOOD

GIVING
DIABETICS
THEIR
LAST SHOT


STANDING
UP TO
ECONOMIC
DOWNTURN

MIAMI,
SHARE THE
GOOD THAT
INSPIRES YOU

#GATORSGOOD



BRINGING HARMONY
TO THE WORLD

A top-down view of a person's hands holding a football on a grassy field. The person is wearing a green beaded bracelet on their left wrist and white sneakers. The football is positioned in the center of the frame, held by both hands. A white rectangular box with a thin border is superimposed over the football and hands, containing the text "#GATORGOOD" in white, bold, uppercase letters.

#GATORGOOD

An aerial photograph of a university campus, likely the University of Florida, showing various buildings, green spaces, and a road. The text "#GATORGOOD" is overlaid in the center in a white box.

#GATORGOOD

WWE's Titus O'Neil, former Florida player, aiding #GatorGood challenge to support UF students.



WWE's Titus O'Neil discusses race, wrestling, and 'Gator good'



@TitusO'Neil visited his alma mater UF and showed what it truly means to be a #GatorGood participant of studentathletes.



UF

CHALLENGING A NATION TO CHANGE THE WORLD

Join UF alumni and current UF supporters Titus O'Neil as he travels to challenge others to activate - for the Gator Good. Perhaps you've never before. Don't spend your precious waking & dreaming in your community.



WWE's Titus O'Neil, former Florida player, aiding #GatorGood challenge




UF fans support O'Neil's challenge to support UF students.



@TitusO'Neil Legally here deep for UF scholarship and for #GatorGood. Thanks for all that you do to give back. - Jan

It's a part of something greater. #GatorGood. #GatorGood

alligator

Tennessee not the only volunteers: UF alumnus to challenge Gator fans at home game



COMMUNITY

Gator Nation answers Titus O'Neil's challenge



JENN BROWN

790



Join the Gator Good challenge to support UF students.

AD CAMPAIGN OVERVIEW: MID-CAMPAIGN

CLICK-THROUGH

3x

INDUSTRY
AVERAGE

MORE THAN

5x

PAGE VIEWS
THAN 2014

MORE THAN

2x

HOURS PLEDGED
THAN 2014

MORE THAN

2x

PAGE VIEWS
THAN 2014

LESS THAN

14%

BOUNCE
RATE

PAID

13M

MEDIA IMPRESSIONS

EARNED

26M

MEDIA IMPRESSIONS

INCREASE NATIONAL AWARENESS: TOP CITIES VISITED

#1 NEW YORK CITY

#3 CHICAGO

#4 DC

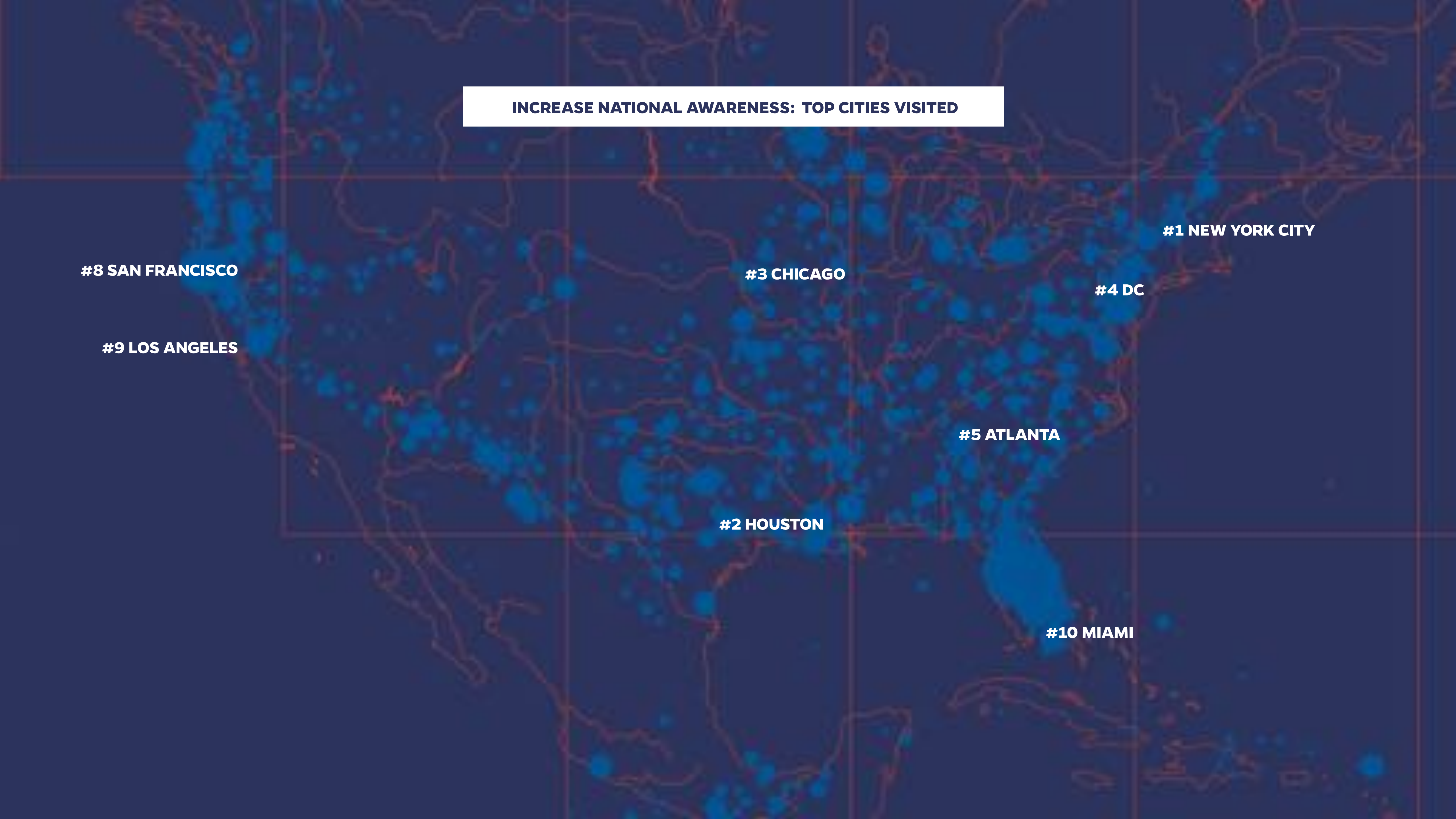
#8 SAN FRANCISCO

#9 LOS ANGELES

#5 ATLANTA

#2 HOUSTON

#10 MIAMI



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CHANGING
LEARNING



TEACHING
STUDENTS WITH
DISABILITIES



FAMILY TRADITIONS



ENJOYING WITH
BROTHERS



GETTING THE BOOKS



BUILDING A
COMMUNITY CAMP



CONCRETE STORIES



LEARNING THE RIGHT
WAY



GETTING THE
ANSWERS



MEDICALLY
INCLUDED

UF FLORIDA

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MONTHLY OVERVIEW: VIRTUAL TOUR 2ND SEASON

AVERAGING
4K
SESSIONS

AVERAGING
2.5
MINUTES

OVER
100
COUNTRIES

ALL
50
STATES

ADMITTED STUDENT WEBSITE

ASW OVERVIEW: 2015

150k

**PAGE VIEWS IN
THREE DAYS**

50k

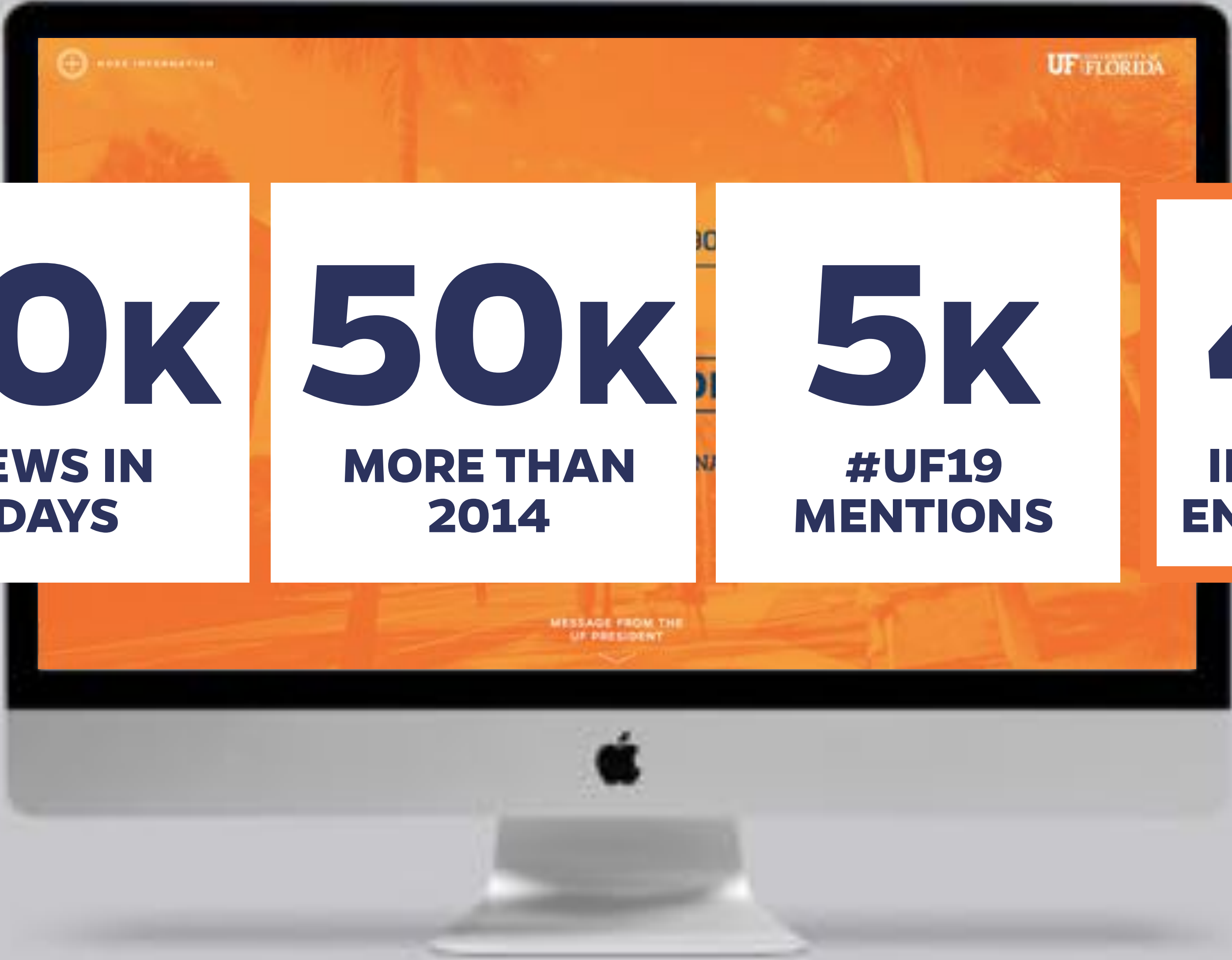
**MORE THAN
2014**

5k

**#UF19
MENTIONS**

4%

**INCREASED
ENROLLMENT**



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UF

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CALENDAR

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DIRECTORY

GIVING

UF HEALTH

UF IFAS

Current Students



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ACADEMICS

ADMISSIONS

CAMPUS LIFE

RESEARCH

ATHLETICS

ALUMNI



UF IFAS

FOREST GENETICS

ACROSS CAMPUS

WE PUSH
THE LIMITS
OF HUMANITY

SO THEY
WON'T BE YOURS

PEOPLE



UNLOCK YOUR FULL
RANGE OF MOTION



UNLOCK YOUR
RANGE OF



We don't know everything about the world

JUST THE HUMAN RACE



UNLOCK YOUR
FULL RANGE OF
MOTION

UNLOCK YOUR
FULL RANGE OF
MOTION

HHP

ENGINEERING
SOLUTIONS AVAILABLE

HHP

JOURNALISM
SOLUTIONS AVAILABLE

HHP

MEDICINE
SOLUTIONS AVAILABLE

SET A DANGEROUS PRECEDENT

FOR YOUR SUCCESSOR SELF



THERE'S STRENGTH IN OUR NUMBERS

There is no shortage of ways to connect the world's most innovative minds. At the heart of our success is our people. We are a team of diverse, talented individuals who work together to drive our business forward. Our strength lies in our ability to adapt and overcome challenges, ensuring we remain a leader in our industry.



WHEN YOU BUILD A DANGEROUS LEADER WITH YOU, YOU GET A JET-PACK

Our leaders are the driving force behind our success. They are the ones who set the vision, inspire the team, and drive results. We are looking for individuals who are not just leaders, but dangerous leaders. Those who are willing to take risks, challenge the status quo, and push the boundaries of what is possible. If you are one of these individuals, we want to hear from you.



IT'S MORE THAN THE COMMUNITY YOU BUILD

IT'S THE ONE YOU COME FROM



LEARN IMPORTANT SKILLS LIKE HOW TO

LET A RECRUITER DOWN CENTRAL



UF MBA

THOSE WHO NEVER REST ARE REST ASSURED

UF MBA TRANSFORMATION GUARANTEED

SET A DANGEROUS PRECEDENT FOR YOURSELF

WHAT DOES IT TAKE TO TOP YOUR TOP

THERE ARE TWO TYPES OF PEOPLE IN THIS WORLD. THOSE WHO ARE SATISFIED AND YOU, WHO NEVER WILL BE. YOU, WHO VIEWS EVERY PROMOTION AS A NEW START, FRICTION AS A CHANCE TO GROW STRONGER, AND THAT CORNER OFFICE AS A VANTAGE POINT TO SURVEY YOUR NEXT CLIMB.

UF MBA TRANSFORMATION GUARANTEED

THE ONLY LIMIT IS YOU

UF MBA TRANSFORMATION GUARANTEED



ATHLETICS



THANK YOU