

11-14-2011

The Greater Good

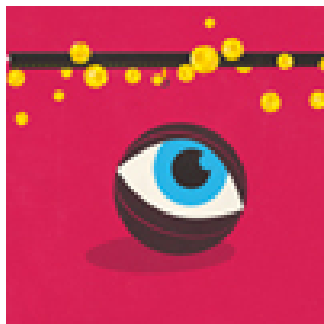
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The Greater Good

11.14.2011 | Research, Campus and Community, Hot Topics

What happens when innovation meets the greater good?

The University of Dayton's new, out-of-the-ordinary national television commercial (url: <http://vimeo.com/31734466>) takes viewers on a visually compelling, animated journey through some of the most innovative research efforts on campus.

Algae becomes a greener jet fuel. Paper-thin sensors protect passports from identity theft. Nanofibers stop glaucoma from robbing a patient's sight and carbon helps bones mend quicker.

"By using an illustrative animation technique we were able to simplify very complex research scenarios into a short but visually powerful journey. We brought to life what students and faculty at the University of Dayton work on that actually helps our global community to become a better place," said Tammo Walter, creative director for 160 over 90, a branding agency in Philadelphia that created the piece.

"We then wrap up everything with real footage of the University's new iPad app, encouraging the audience to learn a lot more about the University and its pursuits."

The spot will air on ESPN, Fox Sports, CBS College Sports and WHIO-TV during the Dayton Flyers basketball season.

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