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Asking Questions

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University of Dayton, Ohio (url: <http://www.udayton.edu/index.php>)

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<http://www.youtube.com/embed/HRH4ndb3gy?wmode=Opaque>)

Asking Questions

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Topics Most television commercials for universities are predictable. They show ivy-covered walls and state-of-the-art labs. They all tout excellent academics and research.

The University of Dayton's new 30-second commercial, which will air numerous times nationally on ESPN 2, ESPNU and CBS College Sports during the men's basketball season, stands out for its imaginative twist — animation. The spot creatively and memorably portrays the University of Dayton as a national Catholic research university that uses its know-how and community-building skills to improve humanity.

"If we have so many exciting things to say and show you could fill books with it but have to distill it into a 30-second TV commercial and make it as memorable and effective as possible, then the big question is, how do we do that?" asked Tammo Walter, creative director for 160over90, a branding agency in Philadelphia.

The answer? "We added a dimension that allowed us to bring the unique philosophy and character of the University to life while showcasing the distinct and diverse campus environment. We used animation in addition to film, voiceover and music to demonstrate individual thoughts and the idea of a community asking questions and seeking answers together. It really stands out and engages the viewer."

Check it out on the University of Dayton's YouTube channel: <http://www.youtube.com/universityofdayton> (url: <http://www.youtube.com/user/UniversityOfDayton>) .

The commercial has been adapted for large airport ads that will be displayed in the Dayton and Cincinnati airports — all part of a comprehensive marketing strategy to increase the University's visibility as a top-tier national Catholic research university.