DeVry University

DIFFERENT. ON PURPOSE.

Wisconsin – Advertising Samples – CONFIDENTIAL

UNDERGRADUATE
TV/ONLINE VIDEO/CINEMA

BRAND RELAUNCH – :60 CINEMA

When Herman DeVry invented the portable film projector, he didn't know he was starting a revolution in teaching. He simply understood that visual communication was a better way to learn.

In 1931, Herman founded a university that embraced new technologies. He wanted students to understand the ever-changing landscape and know how to stay ahead of it. Today, DeVry University continues our founder's spirit of innovation in all we teach.

Since technology is at the core of business everywhere, we infuse tech into what we do as well. So that our students move forward confident. Prepared. Ready.

Because the best way for our students to solve the problems of tomorrow is to meet them head-on, armed with knowledge, with eyes wide open.

DeVry University. Forever Forward.

Super Disclaimer:
In New York, DeVry University operates as DeVry College of New York. DeVry University is accredited by The Higher Learning Commission (HLC), www.hlcommission.org. DeVry is certified to operate by SCHEV. DeVry University is authorized for operation by the THEC. ©2017 DeVry Educational Development Corp. All rights reserved.

BRAND RELAUNCH – :30 TV/OLV TECHNOLOGY

When it came to technology, our founder Herman DeVry never settled. Instead, he formed a relationship with tech until it became his ally.

At DeVry University, our students still harness the power of technology.

Super – Business, Health, Tech

Today, it's at our core. Because it's at the core of business, healthcare and tech, everywhere.

Our students dig deep into understanding technology's role so they're ready…

Super – Ready

…for what comes next.

DeVry University. Forever Forward.

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BRAND RELAUNCH – :30 TV/OLV
SOLVING PROBLEMS

Problems can be a good thing. Because they force us to find solutions that might take us to a more amazing place.

Since 1931…

Super – Problems

…DeVry University has challenged our students to turn problems into opportunities.

Super - Opportunities

And today, by putting technology at the root of what we teach, our students are armed with the knowledge to find better solutions.

Super – Business, Technology, Health

And move forward feeling bold. Confident. Prepared.

Super – Bold, Confident, Prepared

DeVry University. Forever Forward.

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BRAND RELAUNCH – SOCIAL VIDEOS

SOCIAL VIDEO #1: Tech Brings Everything Together"

TYPE: Problems in 2017 are complex.

TYPE: At DeVry University, we bring together people, data, process, devices.

TYPE: So our students are empowered to find solutions.

SOCIAL VIDEO #2: "Tech Across Fields"

TYPE: At DeVry University, we solve tomorrow's problems.

TYPE: By putting technology at the core of our fields of study today.

SOCIAL VIDEO #4: "Real Tech, Real Challenges"

TYPE: Using technology to solve real business problems?

TYPE: Happens every day in our classrooms.

TYPE: Because it happens every day in offices like this.

SOCIAL VIDEO #4: "Infused with Technology"

TYPE: Technology is part of nearly every occupation.

TYPE: Which is why we infuse a modern understanding of technology in our business, tech and healthcare education.

TYPE: So our students are prepared for what's next.

SUPER DISCLAIMER FOR ALL FOUR VIDEOS:

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ONLINE VIDEO

EVER-CHANGING WORLD :30

DUE TO ADVANCEMENTS IN TECHNOLOGY,

35% OF IMPORTANT WORKPLACE SKILLS WILL EVOLVE BY 2020.

TO PREPARE WITH THE SKILLSET NEEDED TO BECOME A PROBLEM SOLVER IN TODAY'S DIGITALLY-DRIVEN WORLD

DEVRY UNIVERSITY OFFERS TECH-INFUSED DEGREES IN BUSINESS, TECH, AND HEALTH.

WANT TO GET READY FOR TOMORROW? START TODAY.

CTA: DEVRY UNIVERSITY/BUSINESS/TECH/HEALTH/DEVRY.EDU

EVER-CHANGING WORLD :15

DUE TO ADVANCEMENTS IN TECHNOLOGY,

35% OF IMPORTANT WORKPLACE SKILLS WILL EVOLVE BY 2020.[1]

PREPARE WITH TECH-INFUSED DEGREES IN BUSINESS, TECH, AND HEALTH FROM DEVRY UNIVERSITY.

CTA: DEVRY UNIVERSITY/BUSINESS/TECH/HEALTH/DEVRY.EDU
"Five years from now, over one-third of skills (35%) that are considered important in today's workforce will have changed."- https://www.weforum.org/agenda/2016/01/the-10-skills-you-need-to-thrive-in-the-fourth-industrial-revolution/

TECHNOLOGY :30

2.5 BILLION GIGABYTES OF DATA ARE CREATED EVERY DAY.

IN THE RAPIDLY-GROWING TECH INDUSTRY, THERE IS MUCH TO BE EXCITED ABOUT.

AND MUCH TO PREPARE FOR.

DEVRY UNIVERSITY OFFERS TECHNOLOGY DEGREES

DESIGNED FOR TODAY'S DIGITALLY DRIVEN WORLD.

SO YOU CAN BE READY TO SOLVE THE PROBLEMS OF TOMORROW.

CTA: DEVRY UNIVERSITY/TECH DEGREES/DEVRY.EDU

TECHNOLOGY :15

2.5 BILLION GIGABYTES OF DATA ARE CREATED EVERY DAY.[2]

PREPARE FOR TODAY'S DIGITALLY DRIVEN WORLD.

WITH DEVRY UNIVERSITY'S TECHNOLOGY DEGREES

CTA: DEVRY UNIVERSITY/TECH DEGREES/DEVRY.EDU
"Over 2.5 quintillion bytes of data are created each day" - http://www3.weforum.org/docs/GITR/2014/GITR_Chapter1.2_2014.pdf, 2013

ONLINE VIDEO

HEALTH :30

NEARLY 9 OUT OF 10 PHYSICIANS NATIONWIDE USE DIGITAL HEALTH RECORDS.

THIS IS JUST ONE OF THE MANY TECH-INFLUENCED TRENDS IN HEALTHCARE.

TO HELP YOU BECOME A PROBLEM-SOLVER IN THIS EVER-CHANGING INDUSTRY

DEVRY UNIVERSITY OFFERS TECH-INFUSED DEGREES IN HEALTHCARE ADMINISTRATION.

WITH THE RIGHT EDUCATION, YOU CAN BE READY FOR WHAT'S NEXT.

CTA: DEVRY UNIVERSITY/HEALTH DEGREES/DEVRY.EDU

HEALTH :15

NEARLY 9 OUT OF 10 PHYSICIANS NATIONWIDE USE DIGITAL HEALTH RECORDS.[3]

PREPARE FOR TODAY'S DIGITALLY-DRIVEN WORLD.

WITH TECH-INFUSED DEGREES IN HEALTHCARE ADMINISTRATION FROM DEVRY UNIVERSITY.

CTA: DEVRY UNIVERSITY/HEALTH DEGREES/DEVRY.EDU

"As of 2015, nearly 9 in 10 (87%) of office-based physicians had adopted any EHR[2], over 3 in 4 (78%) had adopted a certified EHR, and over half (54%) adopted a 'Basic EHR'[1]."- https://dashboard.healthit.gov/quickstats/pages/physician-ehr-adoption-trends.php, 2015

BUSINESS UNDERGRAD :30

ECOMMERCE SALES HAVE DOUBLED IN THE LAST 7 YEARS.

THIS IS YET ONE MORE EXAMPLE OF HOW TECHNOLOGY IS AFFECTING HOW BUSINESSES OPERATE.

TO HELP YOU BECOME A PROBLEM SOLVER IN TODAY'S DIGITALLY-DRIVEN WORLD

DEVRY UNIVERSITY OFFERS TECH-INFUSED BUSINESS DEGREES.

ARMED WITH THE TOOLS OF TOMORROW, YOU CAN MAKE AN IMPACT TODAY.

CTA: DEVRY UNIVERSITY/BUSINESS DEGREES/DEVRY.EDU

BUSINESS UNDERGRAD :15

ECOMMERCE SALES HAVE DOUBLED IN THE LAST 7 YEARS.[4]

THIS IS JUST ONE WAY TECHNOLOGY IS AFFECTING BUSINESS.

PREPARE WITH A TECH-INFUSED BUSINESS DEGREE FROM DEVRY UNIVERSITY.

CTA: DEVRY UNIVERSITY/BUSINESS DEGREES/DEVRY.EDU

"In the most recently reported quarter the share of e-commerce in total U.S. retail sales was 8.9 percent, up from 8 percent from the corresponding quarter in the previous year." 4.2% in Q1'10 - https://www.statista.com/statistics/187439/share-of-e-commerce-sales-in-total-us-retail-sales-in-2010/ US Department of Commerce; US Census Bureau

ONLINE VIDEO

BUSINESS/GRAD :30

TECHNOLOGY IS CHANGING EVERYTHING.

BY 2019, WORKERS IN MANAGEMENT, BUSINESS AND FINANCE WILL SEE THEIR JOB TASKS CHANGE BY 58%.

DEVRY UNIVERSITY'S GRADUATE BUSINESS DEGREES PREPARE YOU TO SOLVE PROBLEMS

IN TODAY'S DIGITALLY-DRIVEN BUSINESS WORLD.

CTA: DEVRY UNIVERSITY/GRADUATE BUSINESS DEGREES/DEVRY.EDU

BUSINESS/GRAD :15

TECHNOLOGY IS CHANGING EVERYTHING. (or TECHNOLOGY IS EVERYWHERE)

BY 2019, WORKERS IN MANAGEMENT, BUSINESS AND FINANCE WILL SEE THEIR JOB TASKS CHANGE BY 58%.[6]

PREPARE WITH A TECH-INFUSED GRADUATE DEGREE FROM DEVRY UNIVERSITY.

CTA: DEVRY UNIVERSITY/GRADUATE BUSINESS DEGREES/DEVRY.EDU

"By 2019, workers in management, business, and finance will see their job tasks change by 58%"– "The Future of Jobs, 2027: Working Side by Side with Robots" by J.P. Gownder (Forrester) April 3, 2017 - https://www.forrester.com/report/The+Future+Of+Jobs+2027+Working+Side+By+Side+With+Robots/-/E-RES119861

FLEXIBILITY :30

TODAY'S STUDENTS NEED BALANCE.

IN WORK, LIFE AND SCHOOL.

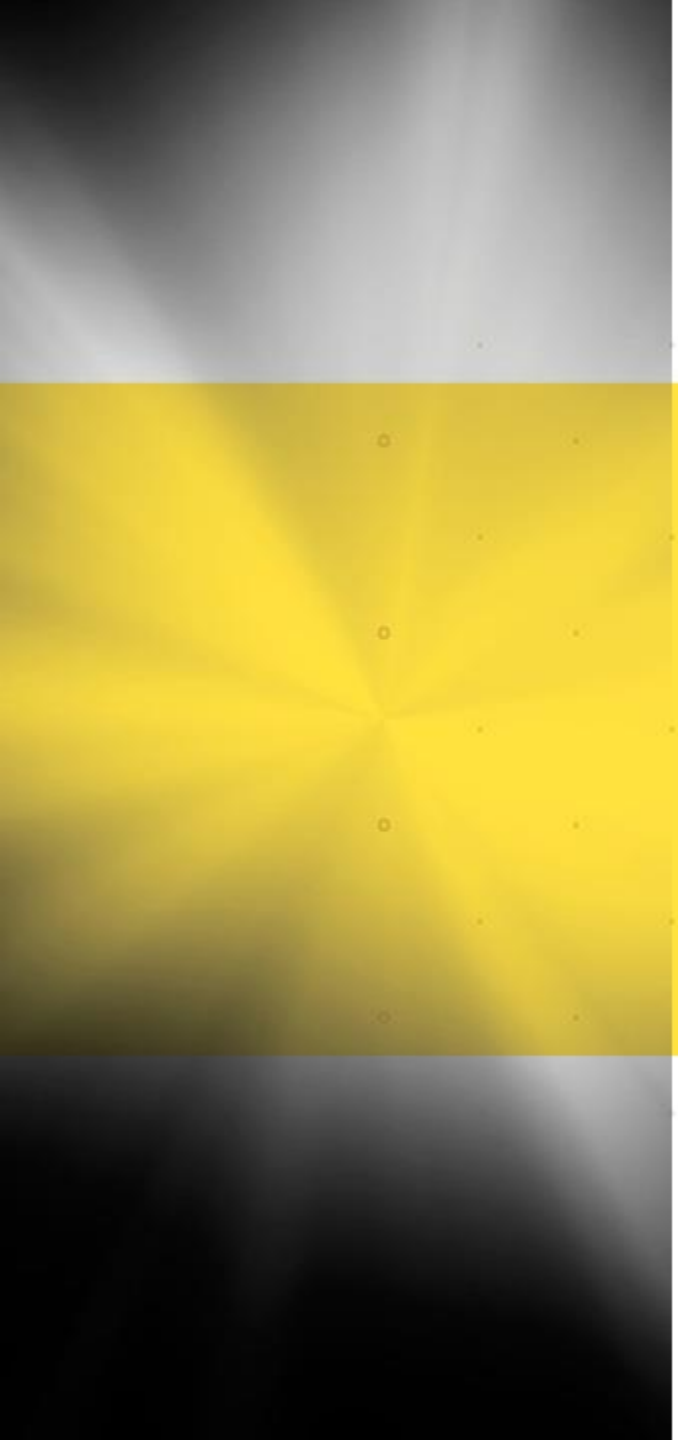
TO GIVE YOU THE TYPE OF LEARNING EXPERIENCE YOU NEED

DEVRY UNIVERSITY OFFERS A FLEXIBLE APPROACH.

SO YOU CAN LEARN WHERE AND WHEN YOU WANT.

THE LESS ROADBLOCKS, THE CLEARER THE PATH TO SUCCESS.

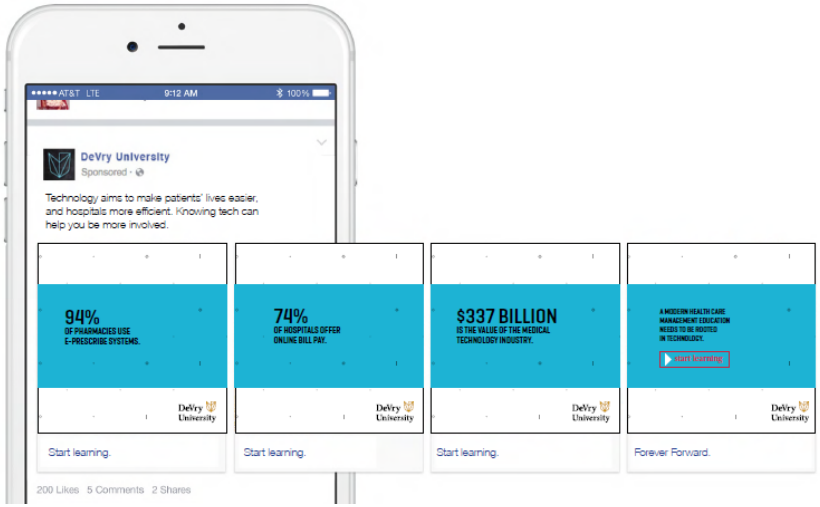
CTA: DEVRY UNIVERSITY/BUSINESS/TECH/HEALTH/DEVRY.EDU

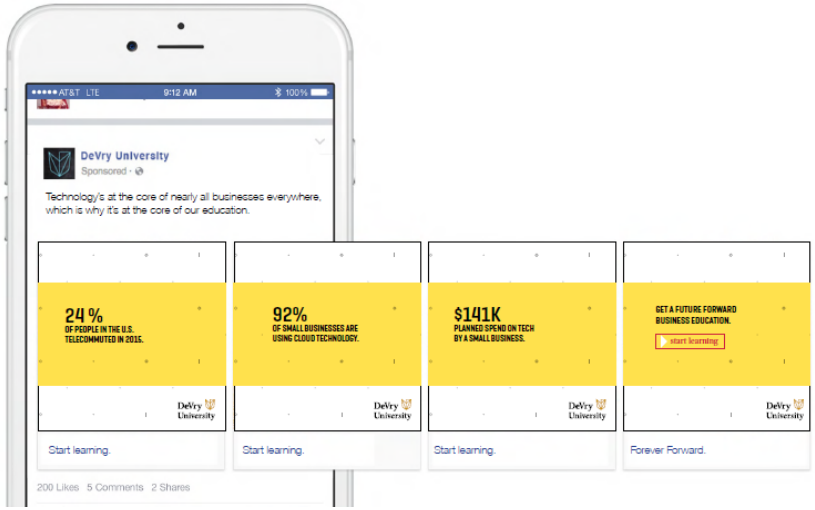


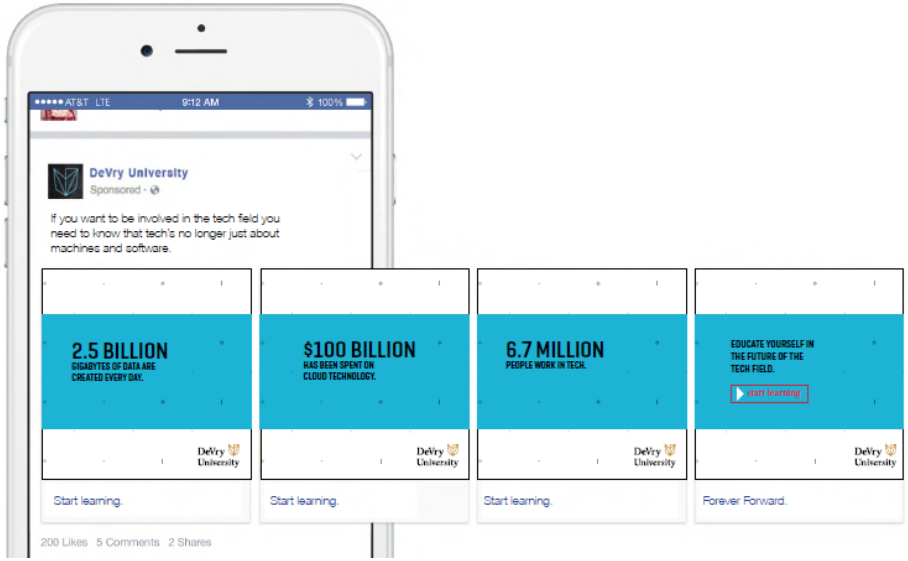
PAID SOCIAL

BRAND RELAUNCH – VIDEO AND BRANDED CONTENT COMPANION BANNERS

BRAND RELAUNCH – PAID SOCIAL

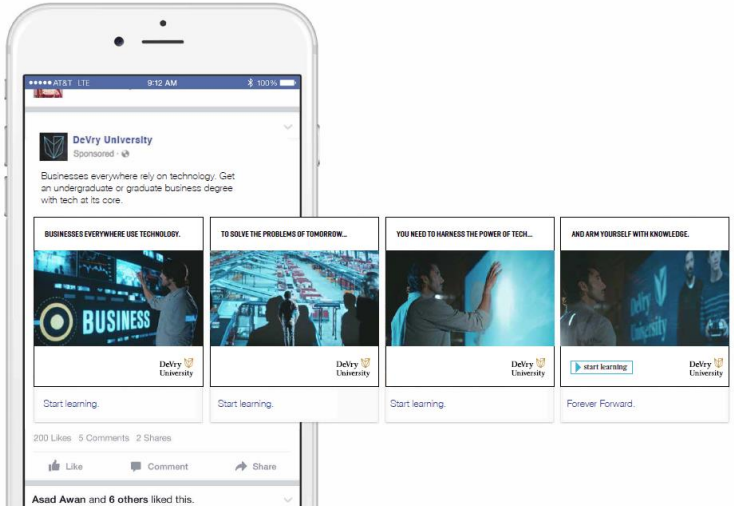




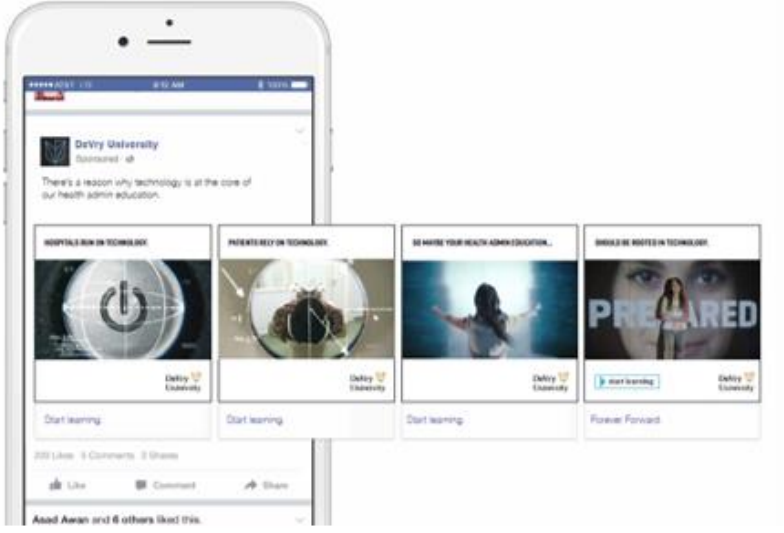


BRAND RELAUNCH – PAID SOCIAL (CONT.)

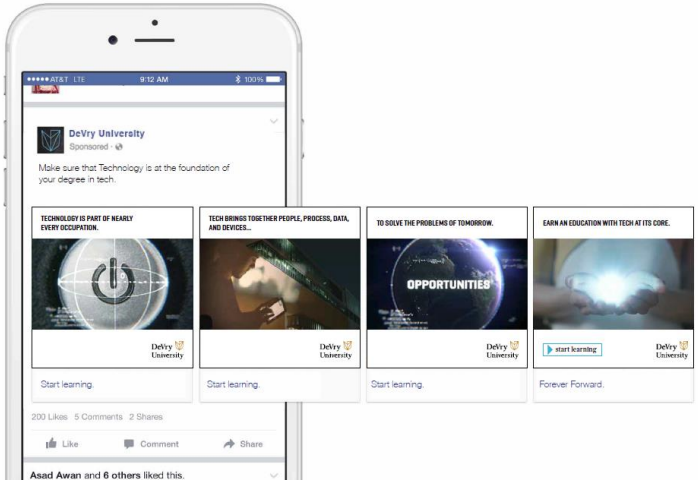
BUSINESS



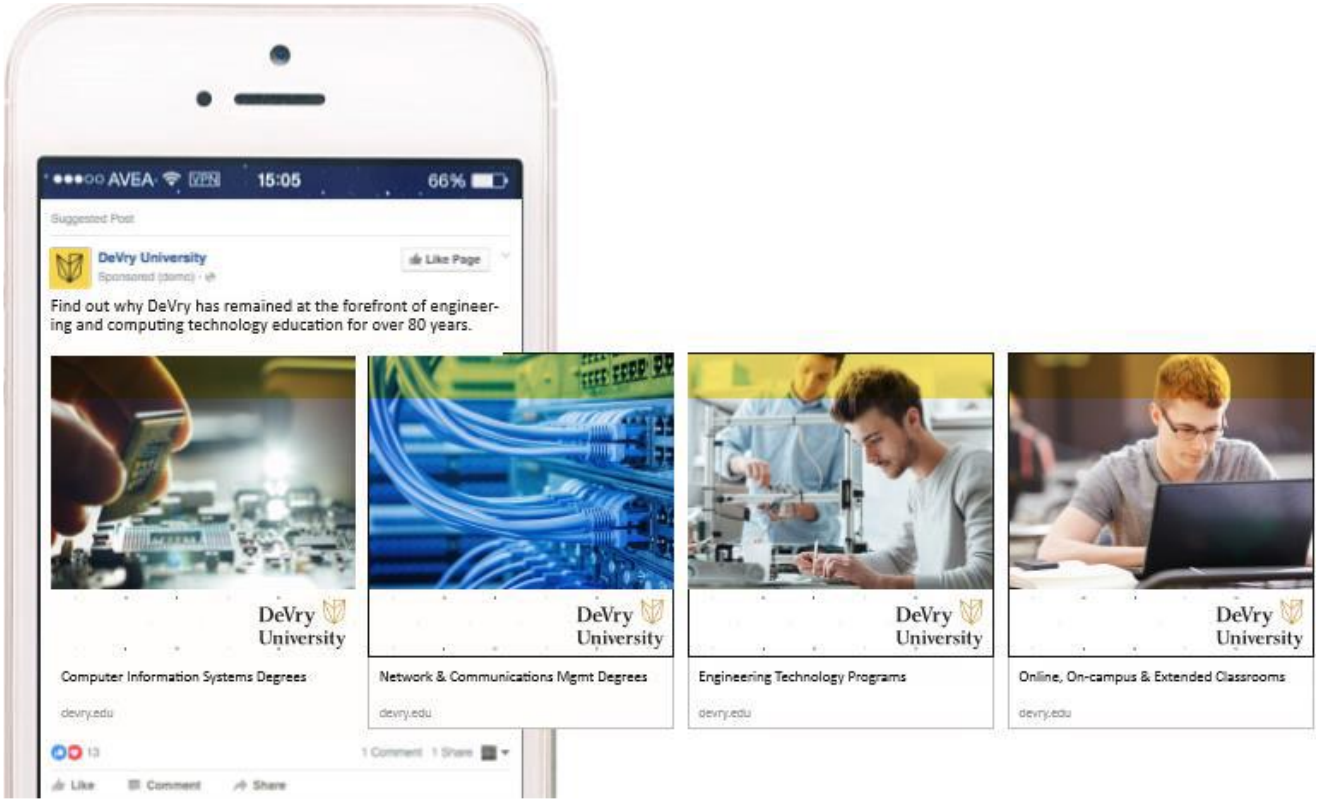
HEALTHCARE



TECHNOLOGY



BRAND RELAUNCH – PAID SOCIAL (CONT.)



BRAND RELAUNCH – PAID SOCIAL (CONT.)

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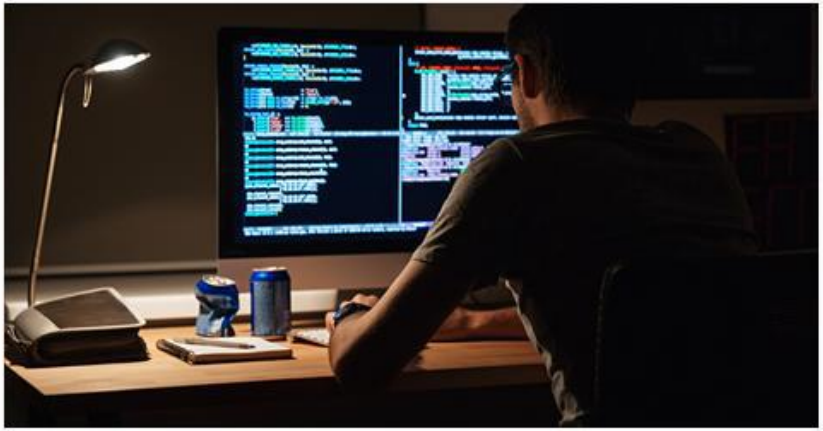
Dive deeper into the world of code; build mobile apps and software. GE info: http://bit.ly/DVU_programs_GE



New Software Programming Specialization

Graduate ready for the software development career field.

DEVRY.EDU

Learn More

86 Reactions 2 Comments 18 Shares

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Learn programming skills in our Computer Information Systems program. GE info: http://bit.ly/DVU_programs_GE

Earn A Computer Information Systems Degree

Graduate with the technical skills you need for your future.

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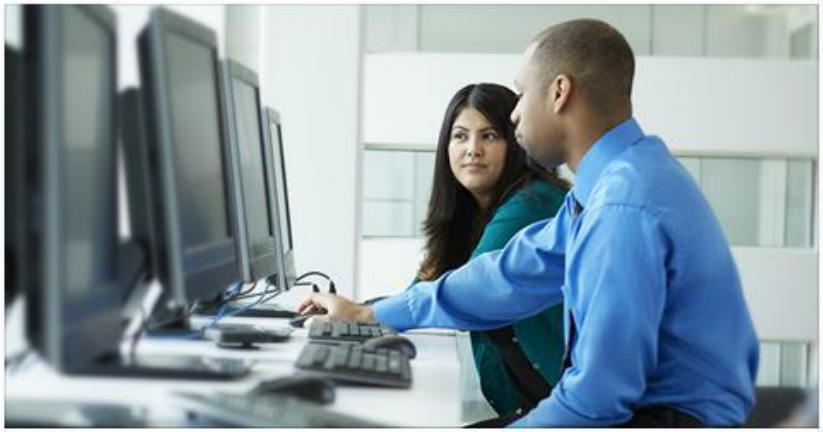
Dive deeper into the world of code; build mobile apps and software. GE info: http://bit.ly/DVU_programs_GE



New Software Programming Specialization

Graduate ready for the software development career field.

DEVRY.EDU

Learn More

8 Reactions

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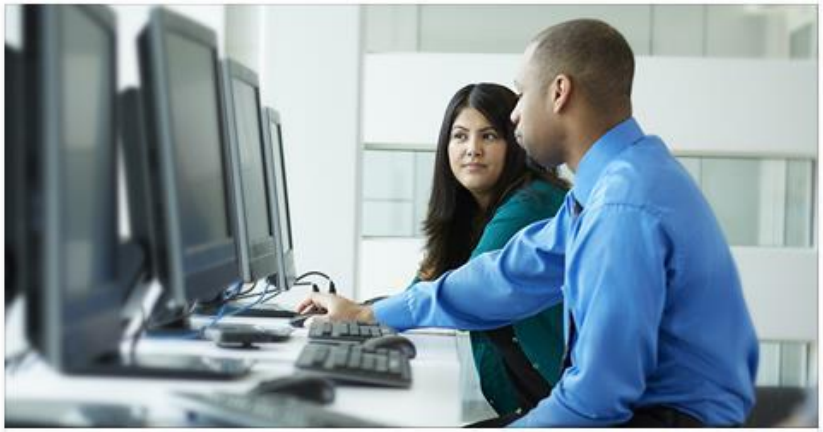
Learn programming skills in our Computer Information Systems program. GE info: http://bit.ly/DVU_programs_GE



Earn A Computer Information Systems Degree

Graduate with the technical skills you need for your future.

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4 Likes

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BRAND RELAUNCH – PAID SOCIAL (CONT.)

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Online options give you the flexibility to schedule classes around your life. GE info: http://bit.ly/DVU_MBC_GE

Medical Billing & Coding Certificate

Take classes online.

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141 Reactions 12 Comments 2 Shares

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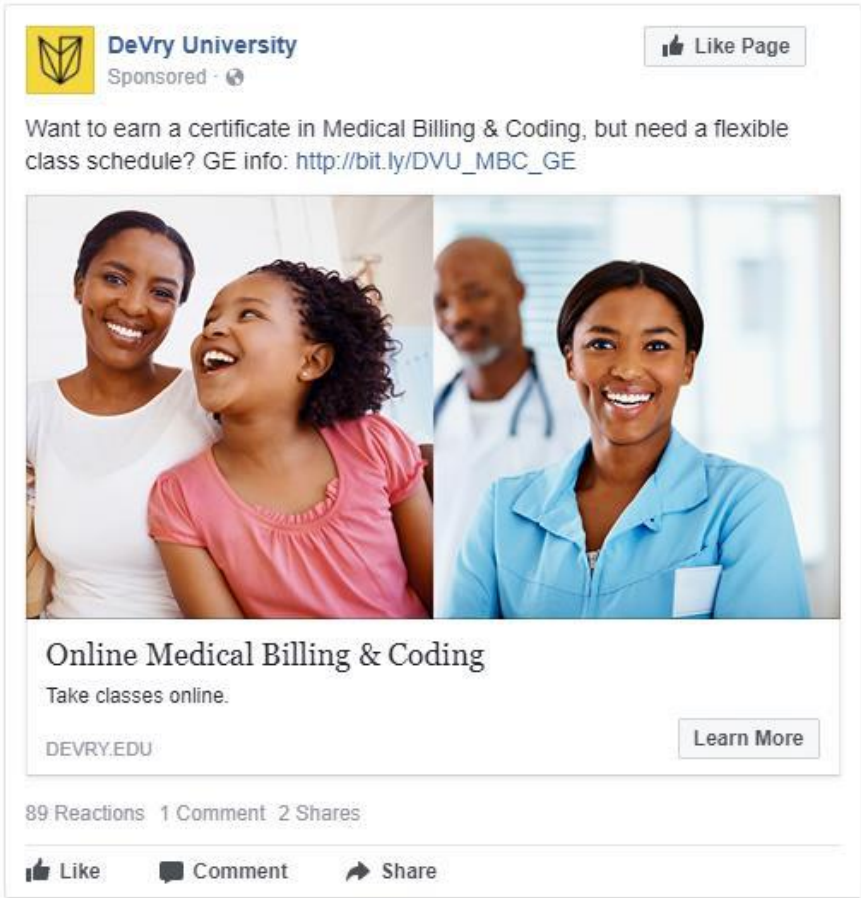
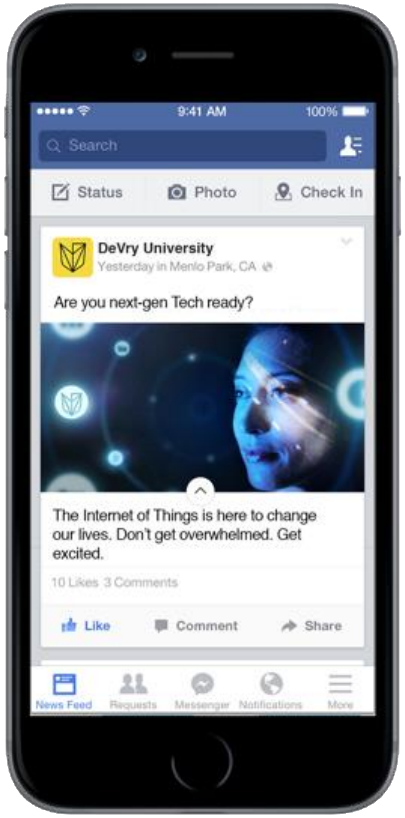
Like Comment Share

BRAND RELAUNCH – PAID SOCIAL (CONT.)



Brand relaunch – canvas (slide 1 of 8)

SPONSORED POST



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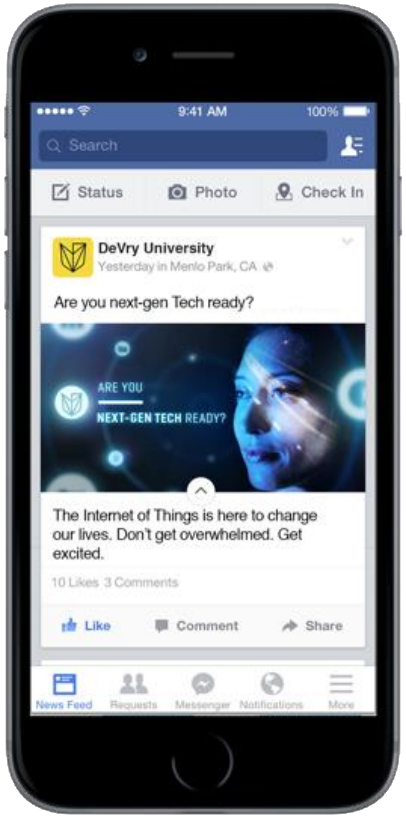

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Brand relaunch – canvas (slide 2 of 8)

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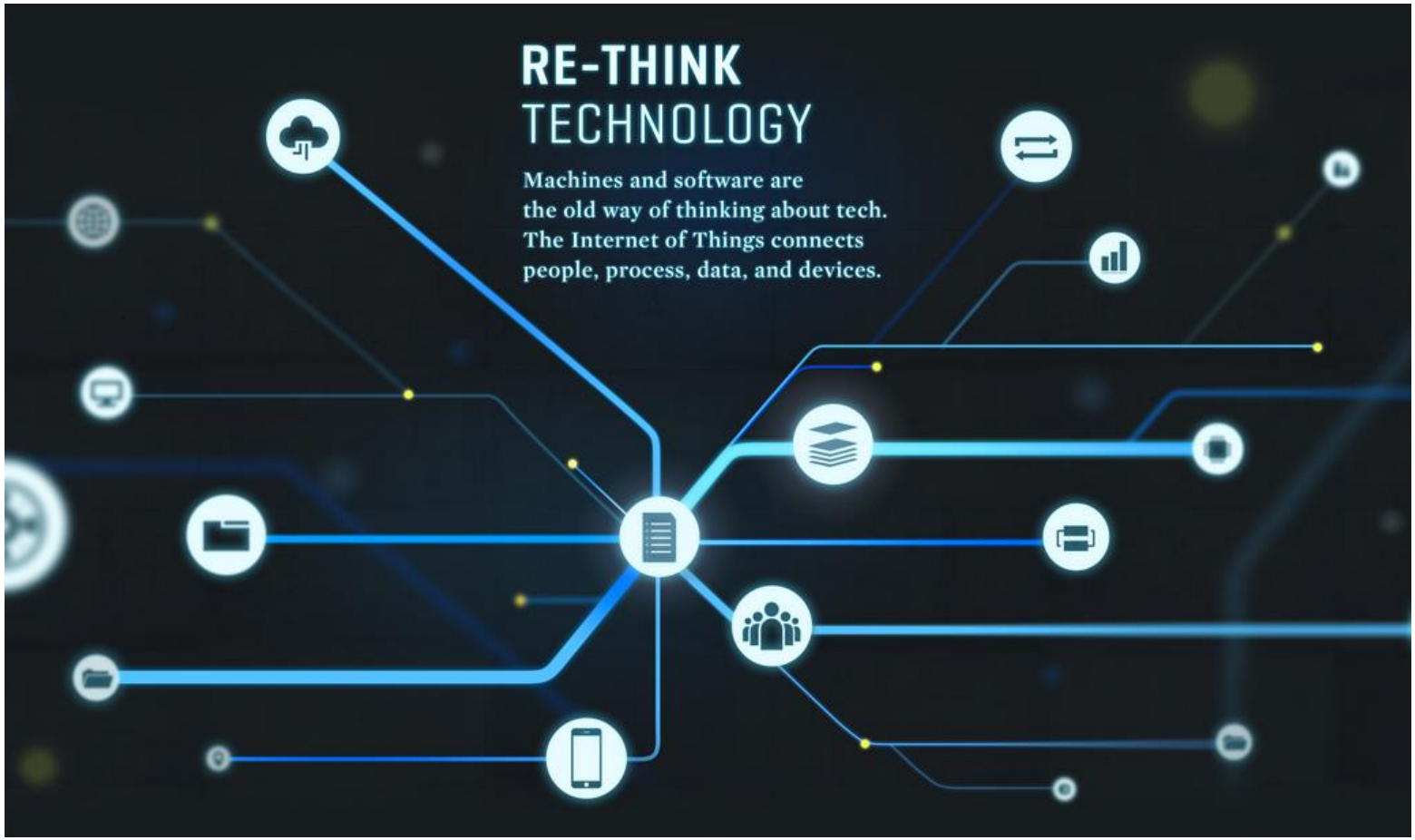
Frame 1

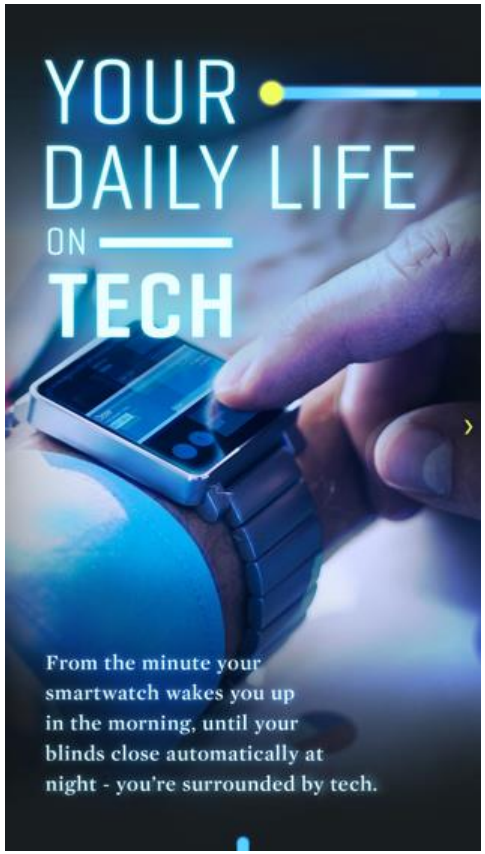
Brand relaunch – canvas (slide 3 of 8)

Frame 2



Brand relaunch – canvas (slide 4 of 8)

Frame 3A



FRAME 3B

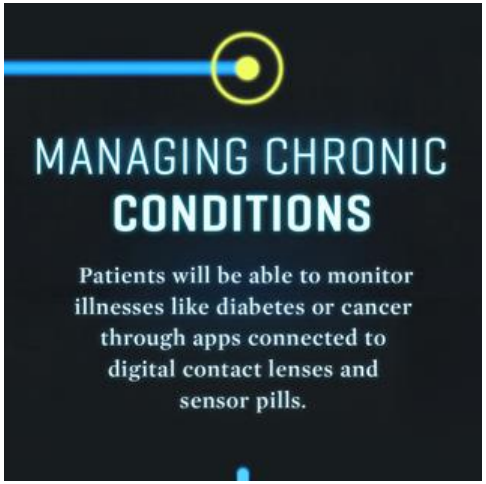
FRAME 3C

Brand relaunch – canvas (slide 5 of 8)

Frame 4A

FRAME 4B

FRAME 4C



Brand relaunch – canvas (slide 6 of 8)

Frame 5A – ANIMATION STORYBOARD (5-6 second loop)

Frame 5A.1

Frame 5A.2

Frame 5A.3

Frame 5A.4

Frame 5A.5

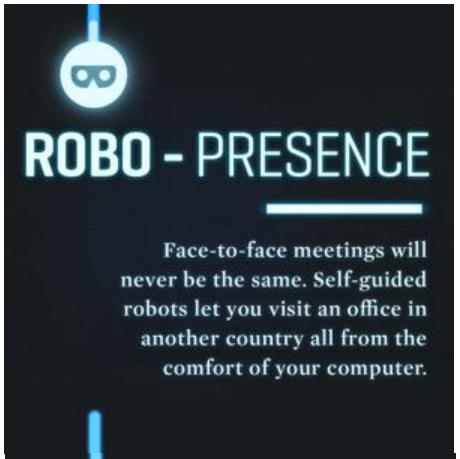
Frame 5A.6

Frame 5A.7

Frame 5A.8

Frame 5A.9

Brand relaunch – canvas (slide 7 of 8)



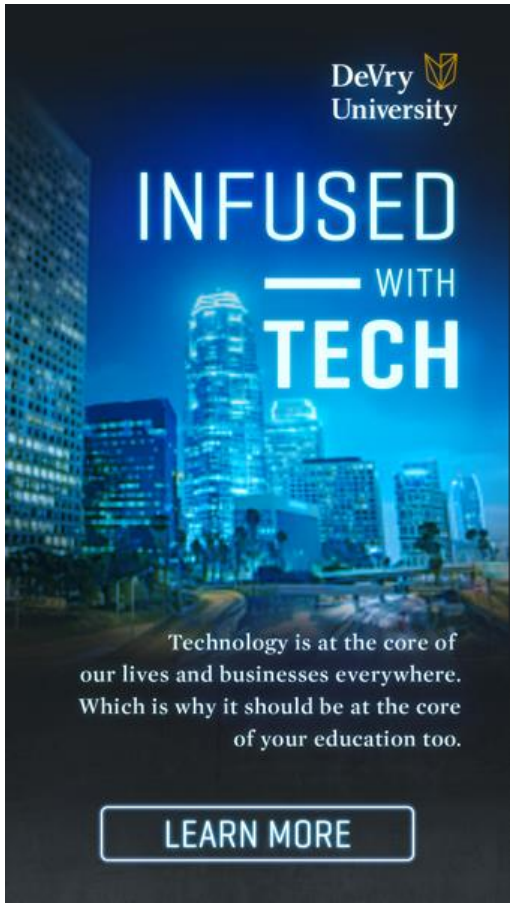
FRAME 5B

FRAME 5C

Brand relaunch – canvas (slide 8 of 8)

FRAME 6

FRAME 7



BRAND RELAUNCH –DISCOVERY

Sponsored content partnership with Discovery – 6 videos and 6 articles

Home Automation: http://www.discovery.com/changing-how-we-live/#home-automation-goes-high-tech

Cashier Free Retailers: http://www.discovery.com/changing-how-we-live/#cashier-free-retailers-eliminating-the-point-of-sale

Drone Delivery: http://www.discovery.com/changing-how-we-live/#drone-delivery-to-the-rescue

Wearable Tech: http://www.discovery.com/changing-how-we-live/#wearable-tech-healthcare-advancements-within-reach

Self-Driving Cars: http://www.discovery.com/changing-how-we-live/#self-driving-cars-can-potentially-save-lives

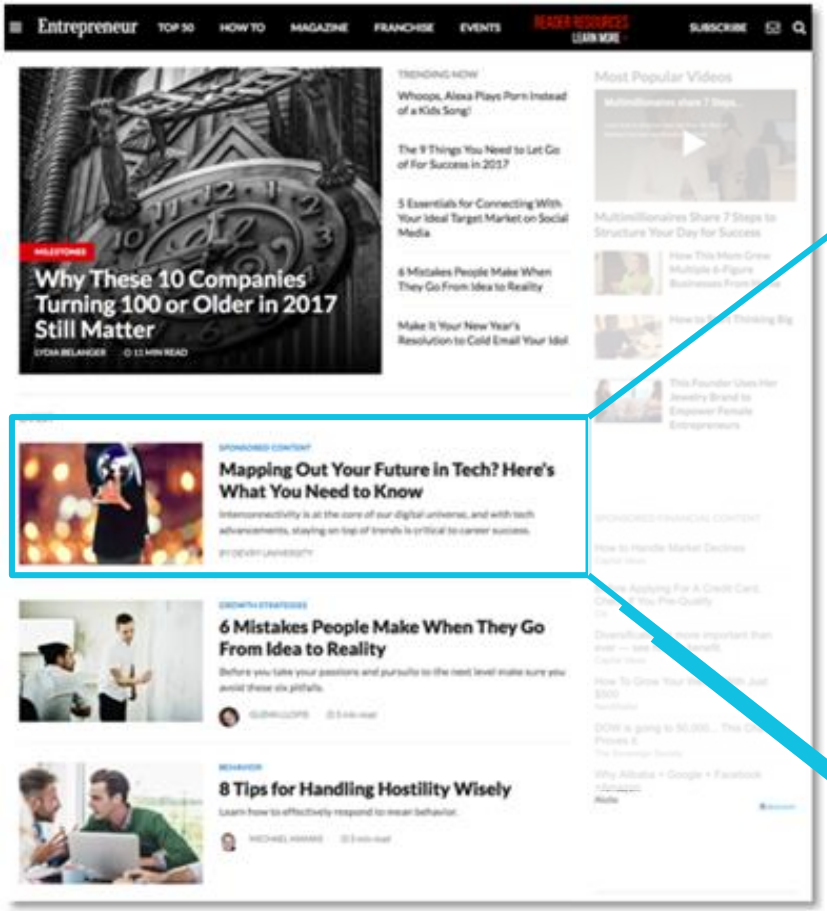
High-Tech Personalization: http://www.discovery.com/changing-how-we-live/#high-tech-personalization-and-replenishment

BRAND RELAUNCH – BRANDED CONTENT CREATIVE EXAMPLES

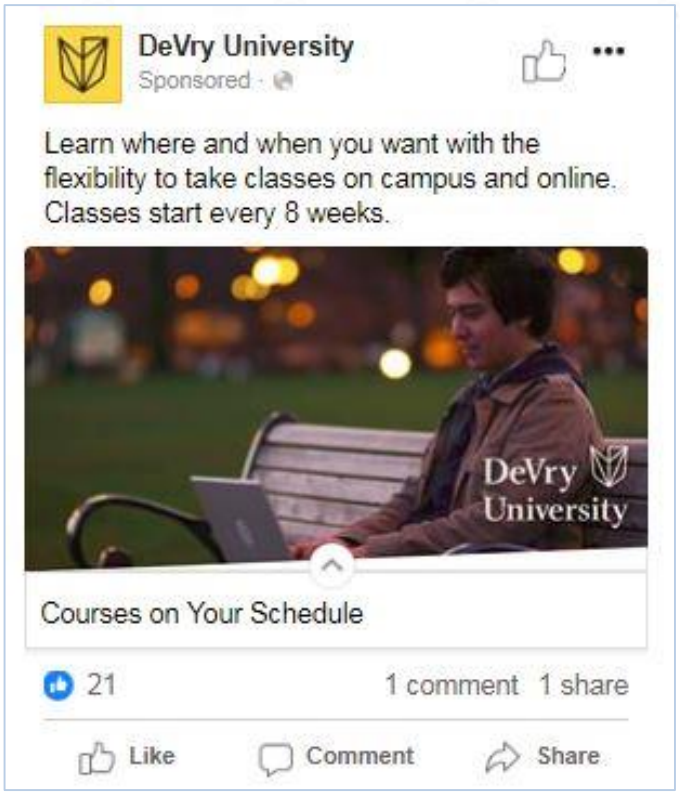
Best Performing Content - Abstracts	
Are you Ready for the Future of Tech?	Interconnectivity is at the core of our digital universe, and staying on top of tech advancements and trends is critical to career success. With 86 percent of U.S. adults 18-29 owning a smartphone, most students, recent grads and longtime employees are seasoned in adopting new technologies. Preparing for the future of automation and digital security can help jobseekers adapt to the future of tech.
The IoT and the Next Five Years	The future of interconnectivity looks bright! The Internet of Things (IoT) is booming, expected to grow to 34 billion devices by the year 2020. GPS units are among the first examples of these devices with built-in computers that can sense things independent from human input, and that technology is rapidly evolving to include wearable fitness trackers and apps that unlock your door. Many wonder, "What's next?"

All content lives on blog – www.devry.edu/blog

BRAND RELAUNCH – BRANDED CONTENT USER EXPERIENCE



DeVry General Brand



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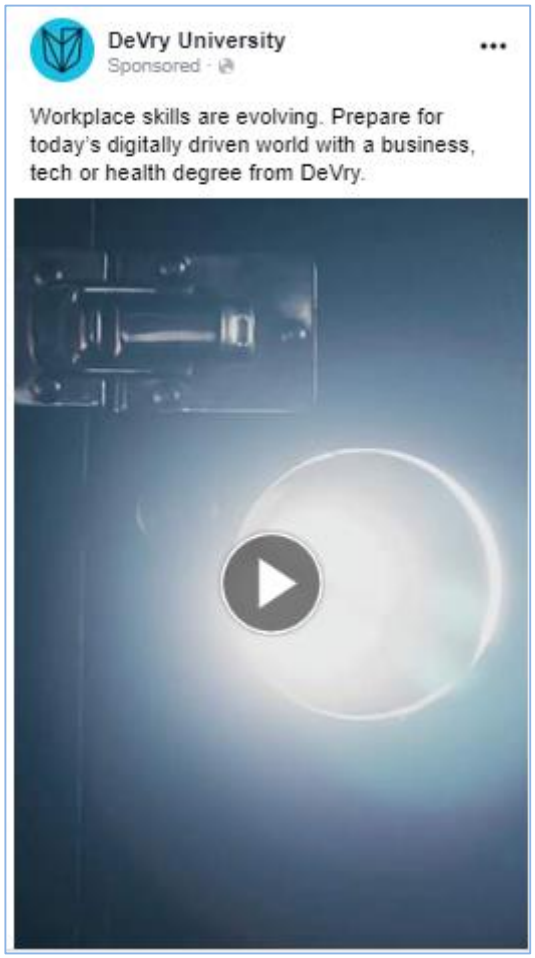
Ad Name: CV~MarketplaceDemandsTech_CM~General_AT~FBCAROUSEL_SZ~1080x1080

DeVry General Brand



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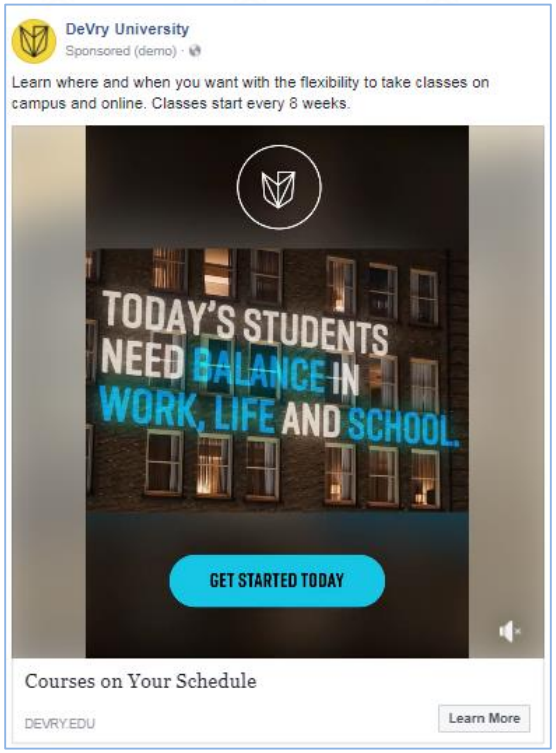
CV~MarketplaceDemandsTech_CM~General_AT~FBVIEWS_SZ~VID30

Ad Name:
AG~ExperientialLearning_AT~SPRE_FF~REM_CM~Business_CZ~VID

DEVRY GENERAL BRAND



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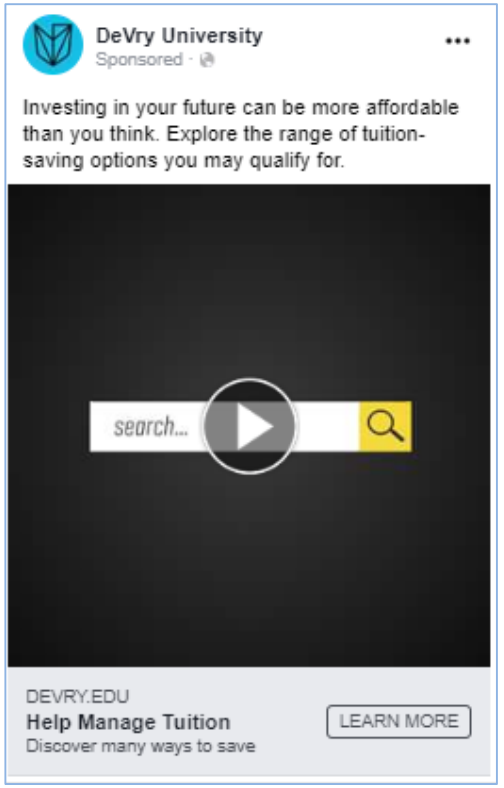
Ad Name: AG~ExperientialLearning_AT~SBAN_FF~REM_CM~Brand_CZ~CAROUSEL

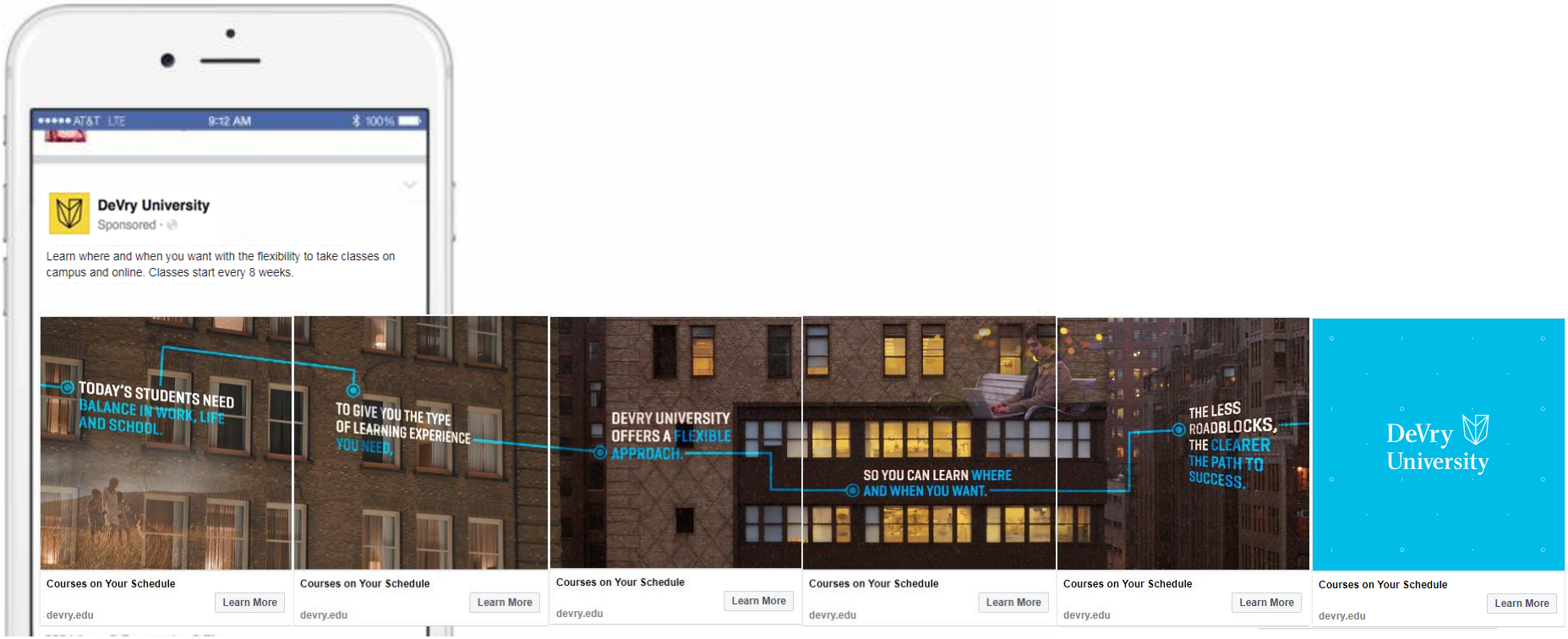
DEVRY GENERAL BRAND

Ad Name: AG~Tech-Inside_AT~SPRE_FF~REM_CM~Brand_CZ~VID



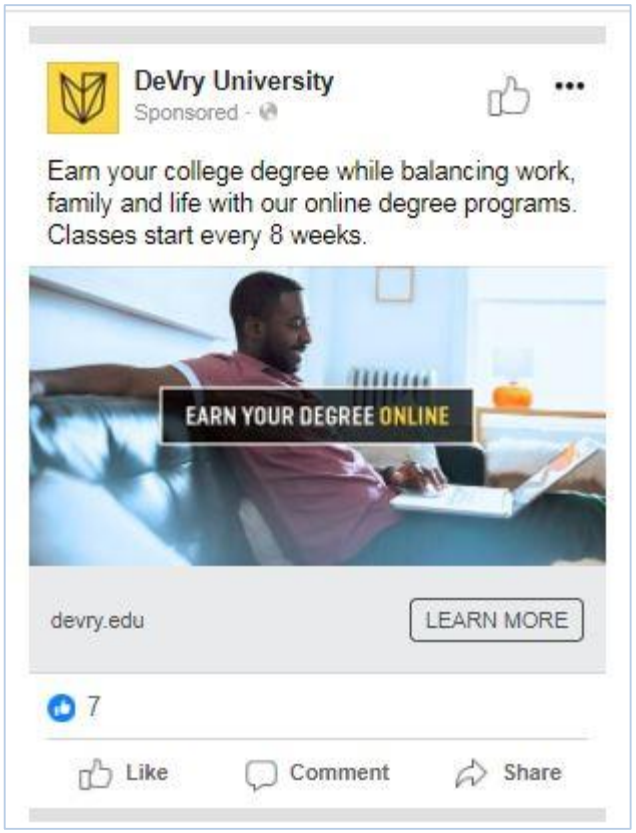
Ad Name: AG~Affordability_AT~SPRE_FF~REM_CM~Brand_CZ~VID

DeVry General Brand



Ad Name: CV~Flexibility_CM~_AT~FBCAROUSEL_SZ~1080x1080

DeVry General Brand



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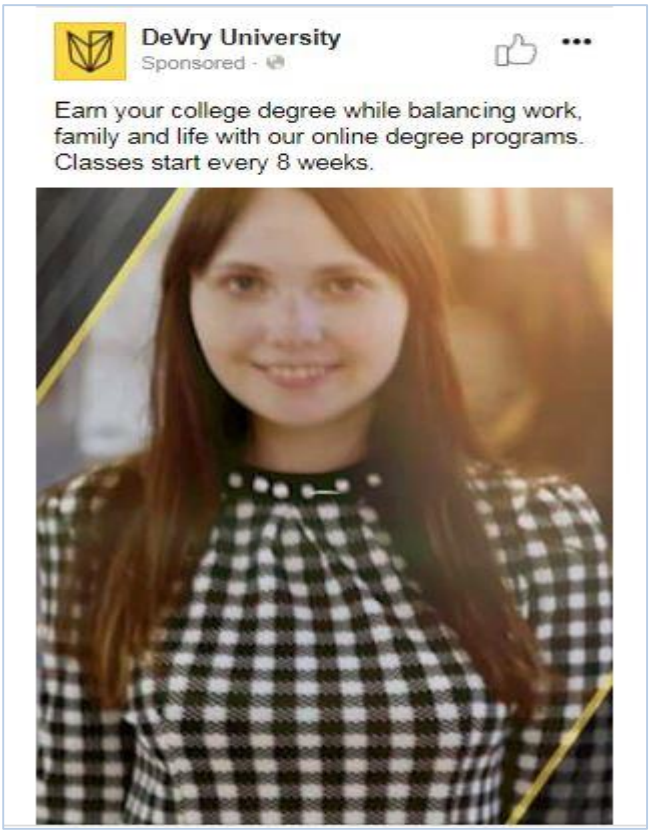

Ad Name: CV~OnlineLearning_CM~Brand_AT~FBVIEWS_SZ~VID30

DeVry General Brand

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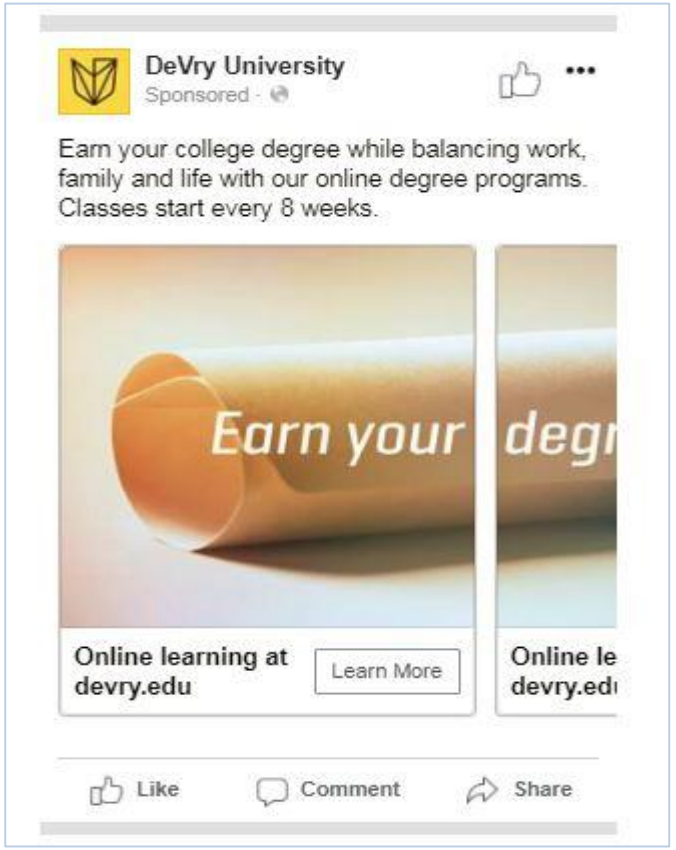

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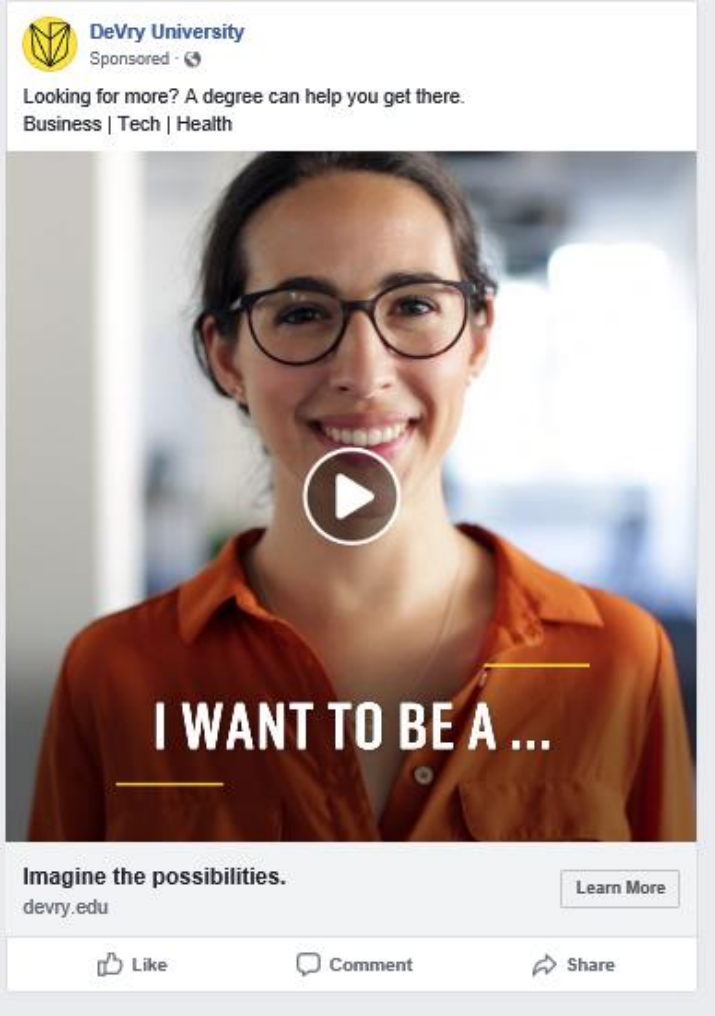
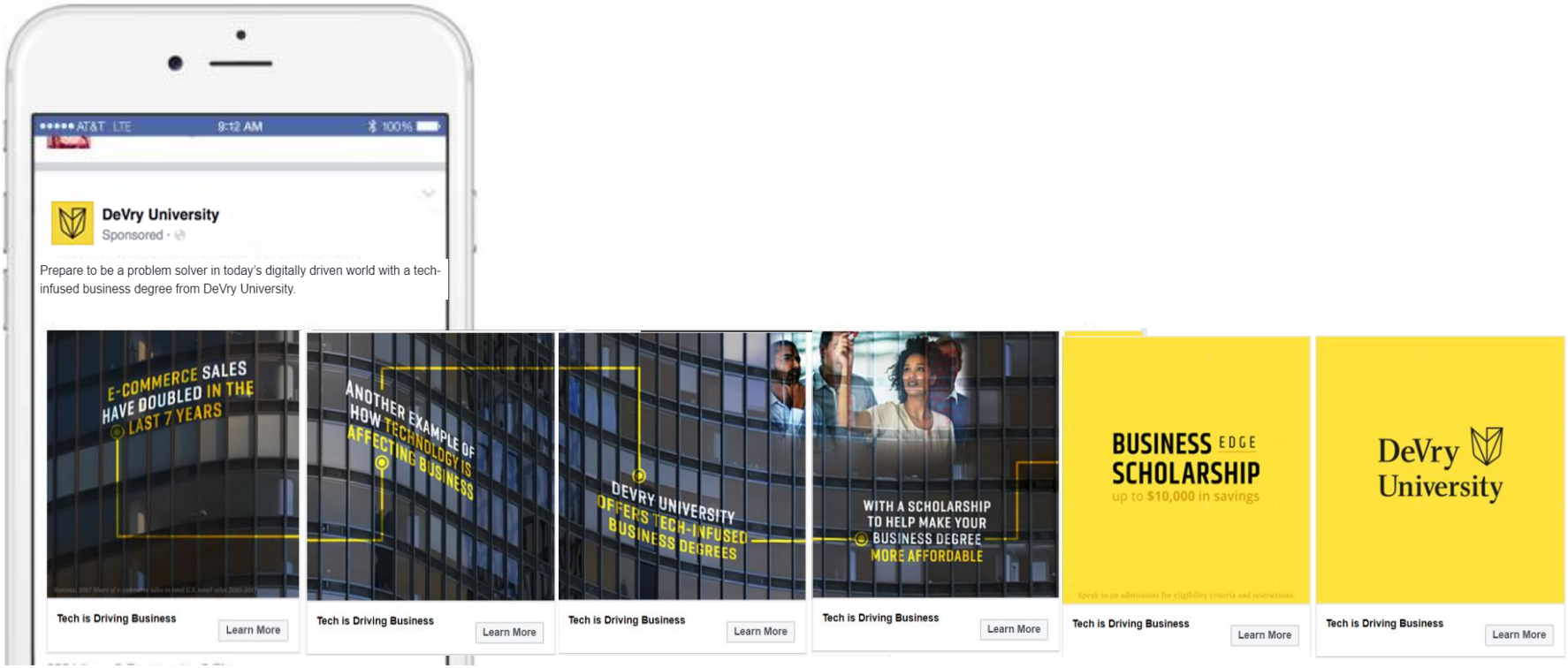
DeVry General Brand



UG Business Carousel (Scholarship)



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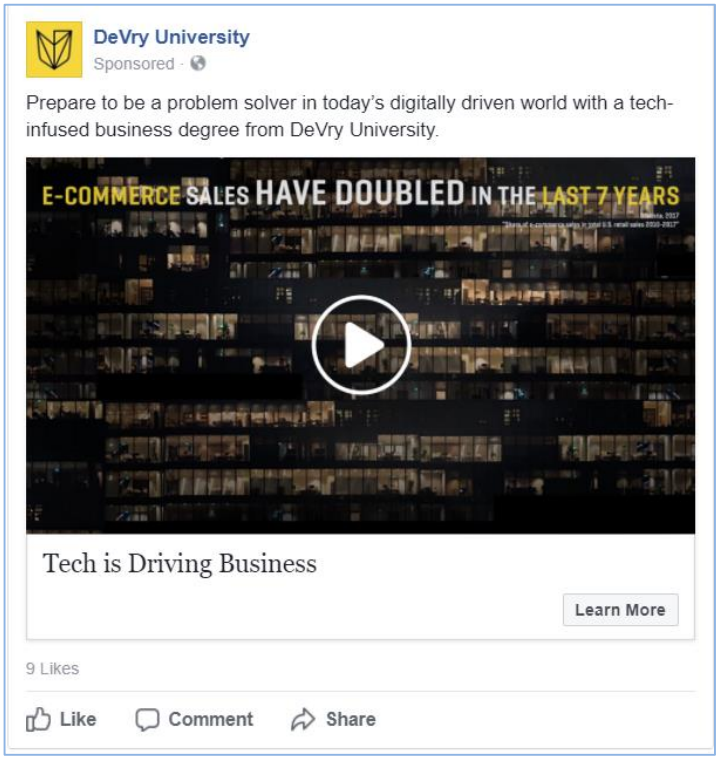
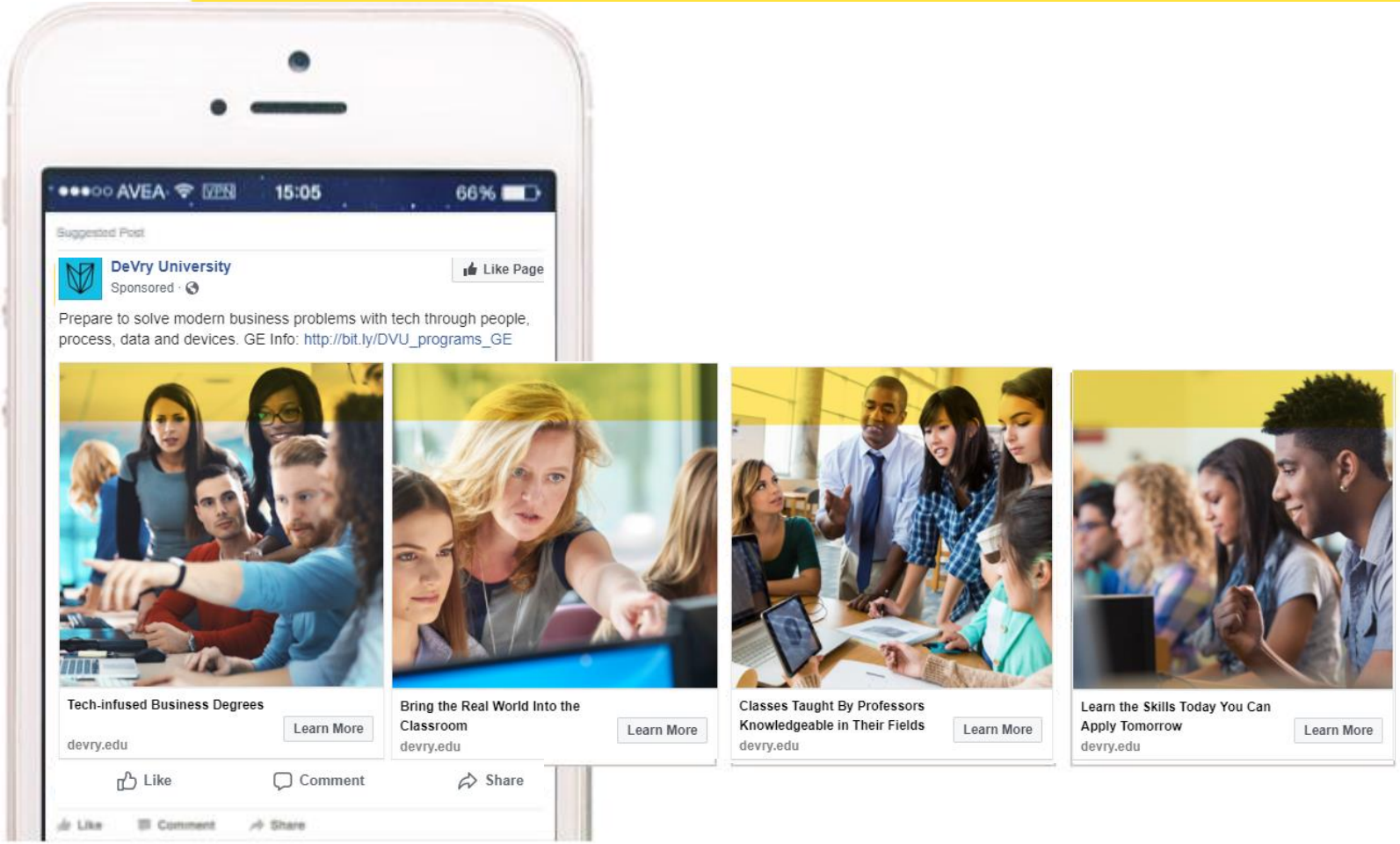


Ad Name:
CV~BusinessEdge_CM~Scholarship_AT~FBVIEWS_SZ~VID15

ug business carousel



Ad Name: CV~CreativeSet1_CM~ModernBusinessProblems_AT~FBCAROUSEL_SZ~600x600

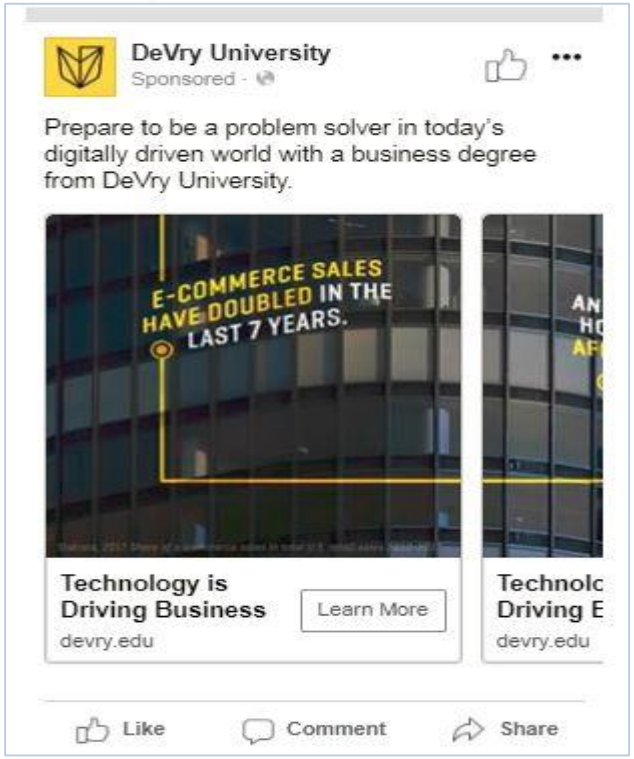
Ug business

Ad Name:
CV~FemaleStudentSmiling_CM~EarnAccountingDegree_AT~FBCLICKTOSITE_SZ~1200x628

Ad Name:
CV~FemaleTeacherinClassroom_CM~BuildYourFuture_AT~FBCLICKTOSITE_SZ~1200x628

Ug business

Ad Name:CV~MarketplaceDemandsTech_CM~Business_AT~FBCAN_SZ~CSTM



Ad Name:CV~MarketplaceDemandsTech_CM~Business_AT~FBCAROUSEL_SZ~1080x1080

Ug business

Ad Name:
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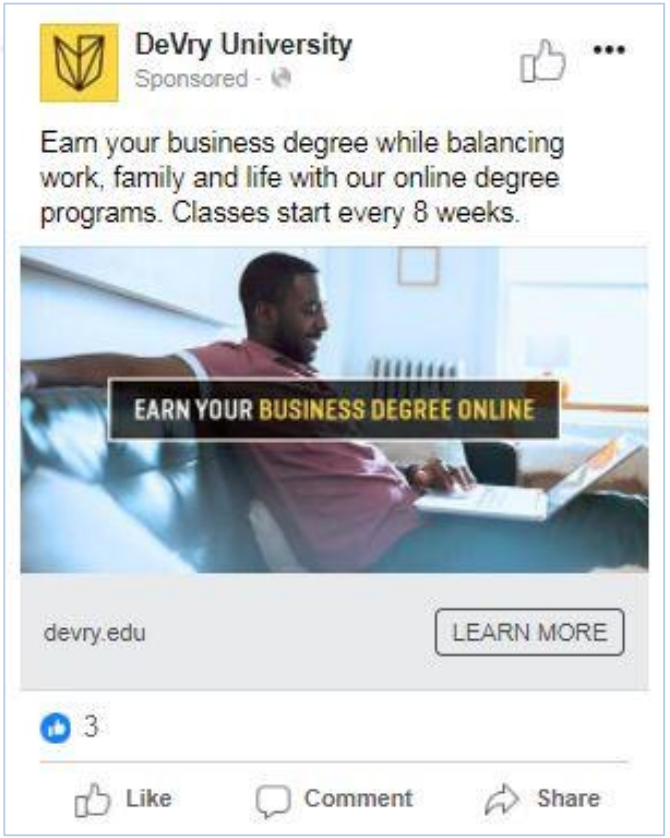

Ad Name:
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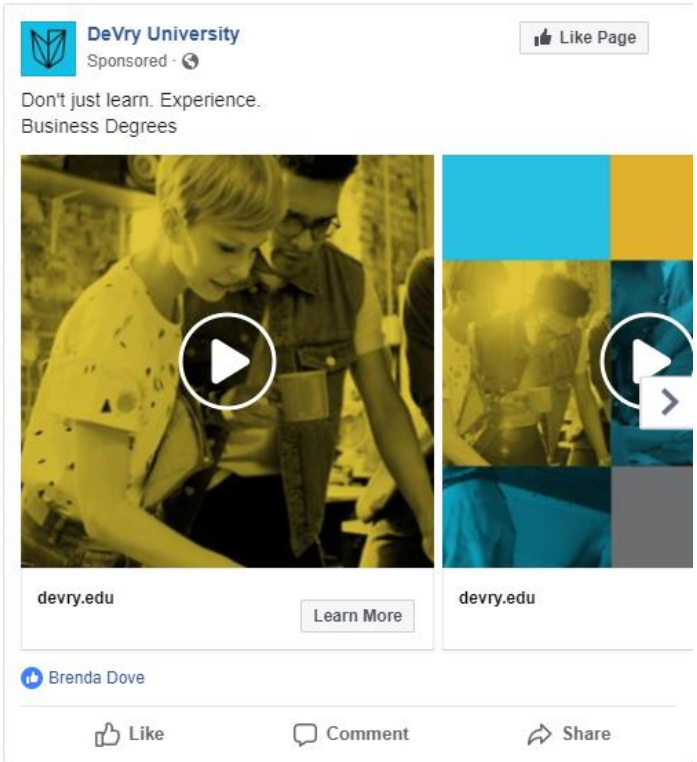
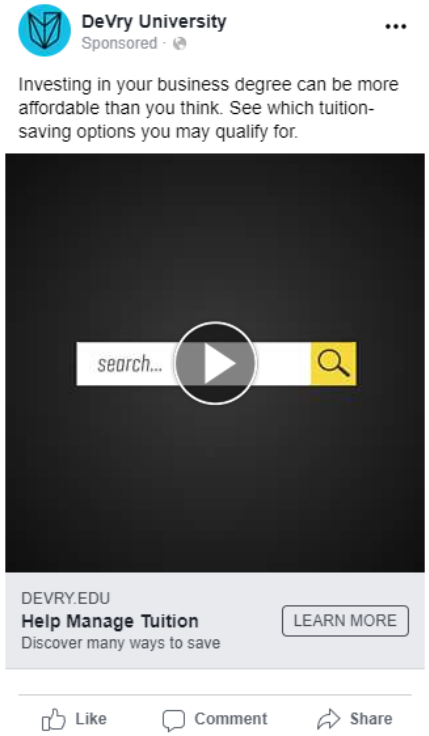
Ug business

Ad Name:
AG~ExperientialLearning_AT~SPRE_FF~REM_CM~Business_CZ~VID



Ad Name:
AG~ExperientialLearning_AT~SBAN_FF~REM_CM~Business_CZ~CAROUSEL

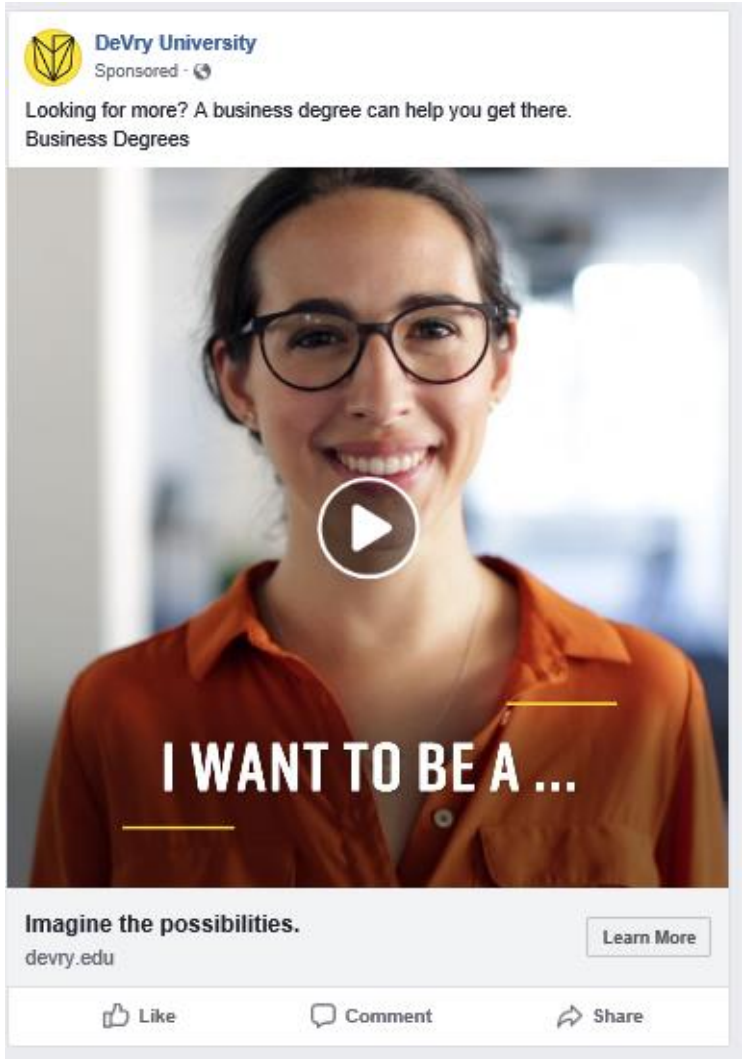
Ug business



Ad Name:
AG~Affordability_AT~SPRE_FF~REM_CM~Business_CZ~VID

Ad Name: AG~Tech-Inside_AT~SPRE_FF~REM_CM~Business_CZ~VID

Ug business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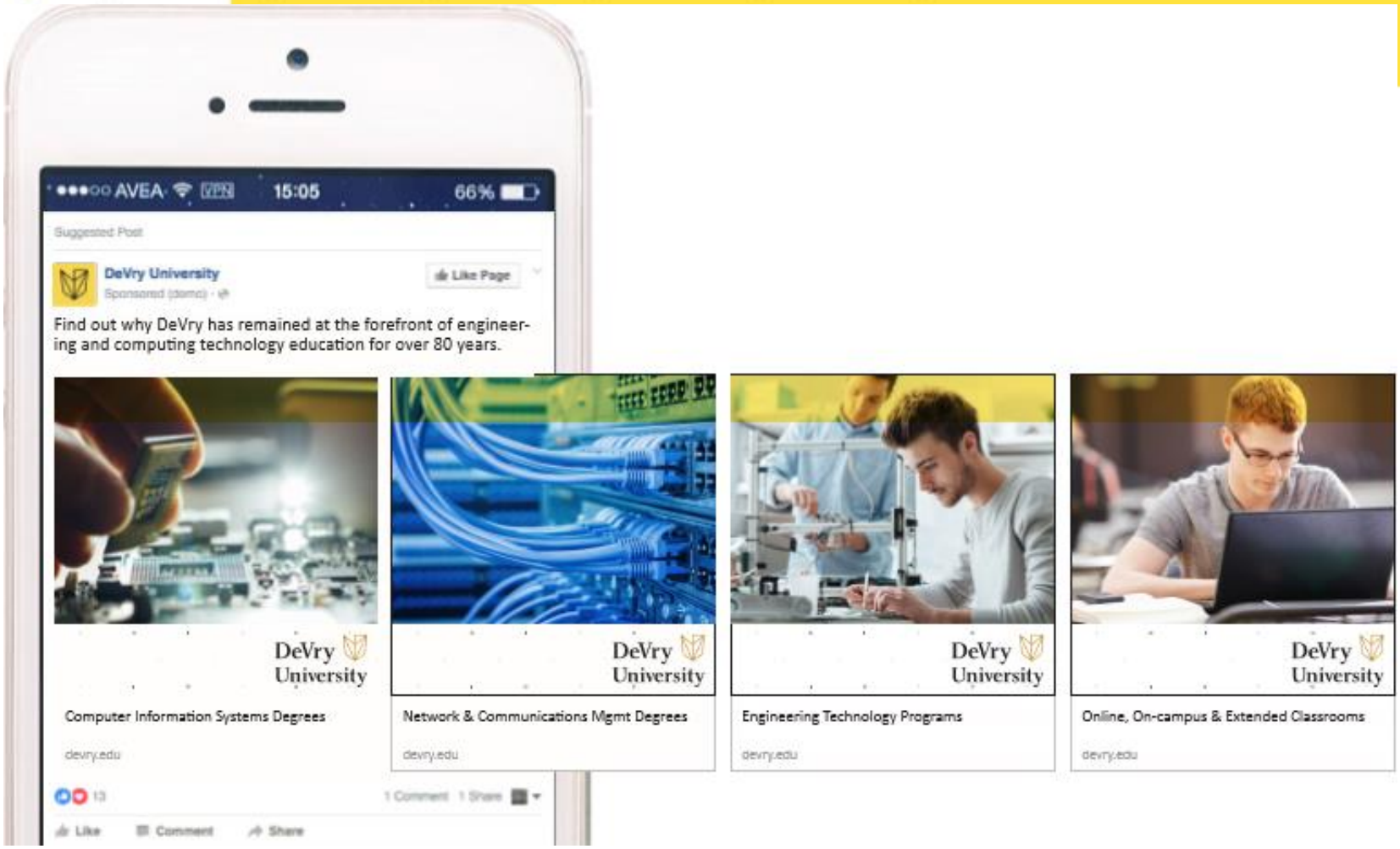

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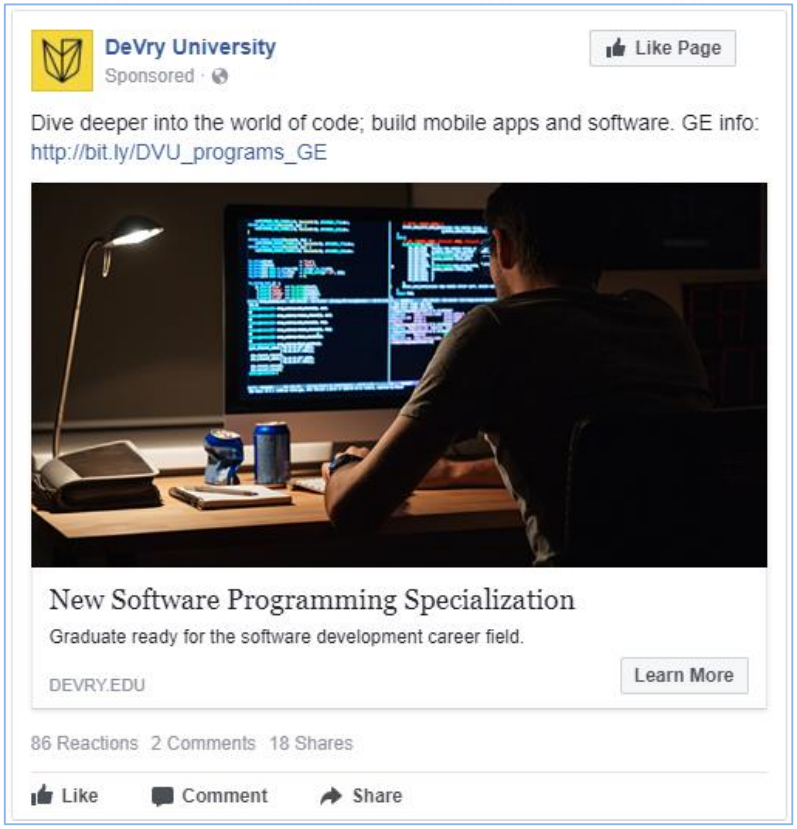
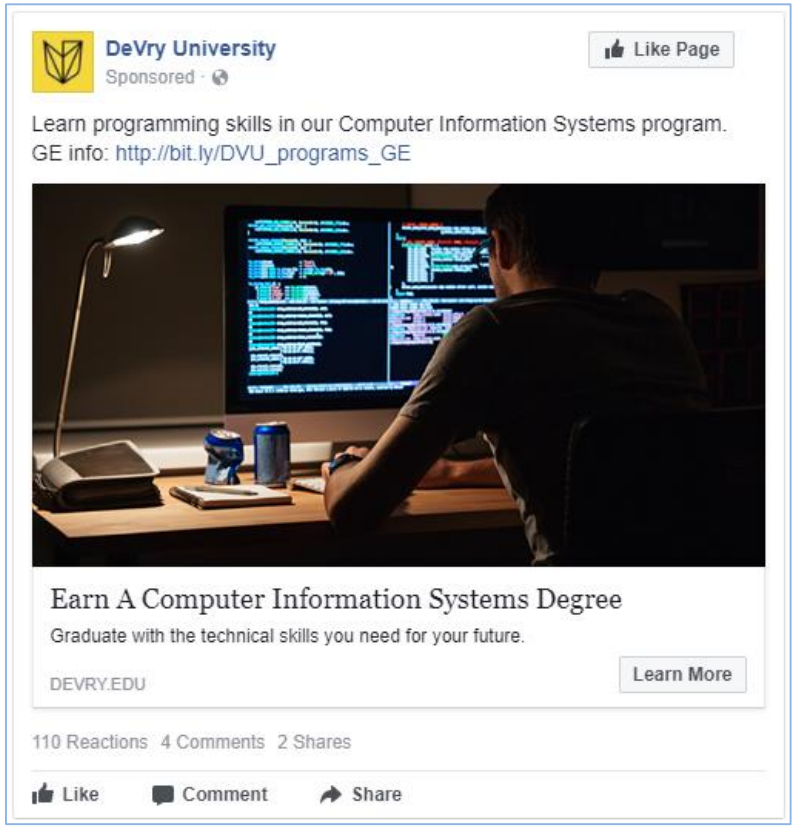
Tech



Ad Name:
CV~BackofMaleCodingScreen_CM~DiveDeeper_AT~FBCLICKTOSITE_SZ~1200x628



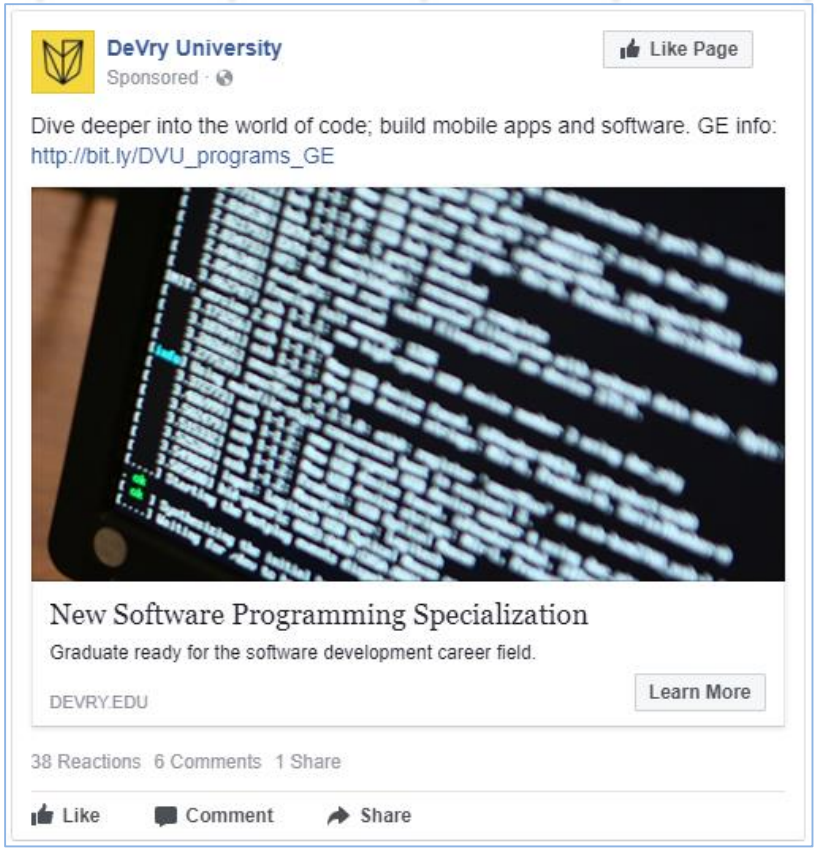
Ad Name:
CV~BackofMaleCodingScreen_CM~LearnProgramming_AT~FBCLICKTOSITE_SZ~1200x628

Tech

Ad Name: CV~AAMaleandUSHFemaleComputer _CM~LearnProgramming_AT~FBCLICKTOSITE_SZ~1200x628

Ad Name: CV~AAMaleandUSHFemaleComputer _CM~DiveDeeper_AT~FBCLICKTOSITE_SZ~1200x628

Tech



Ad Name:
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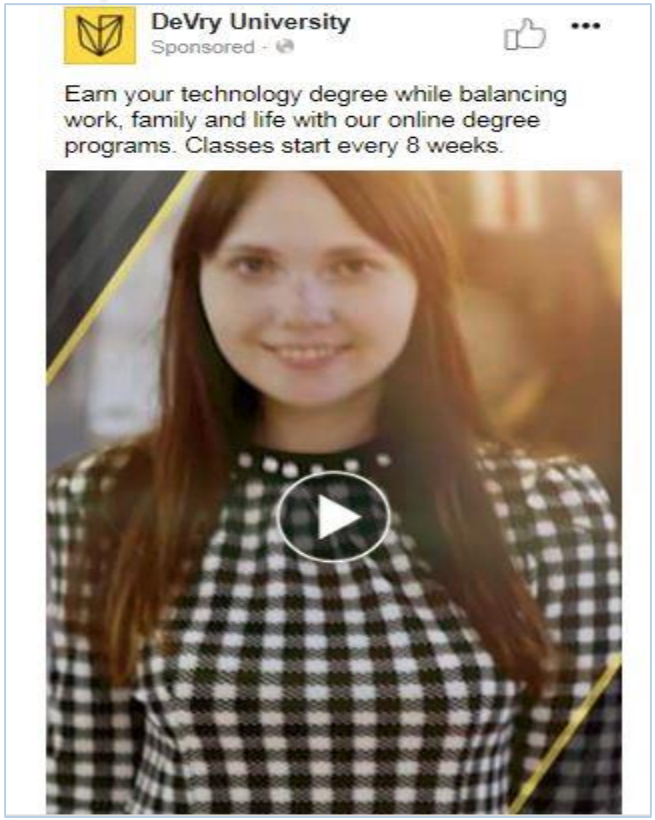
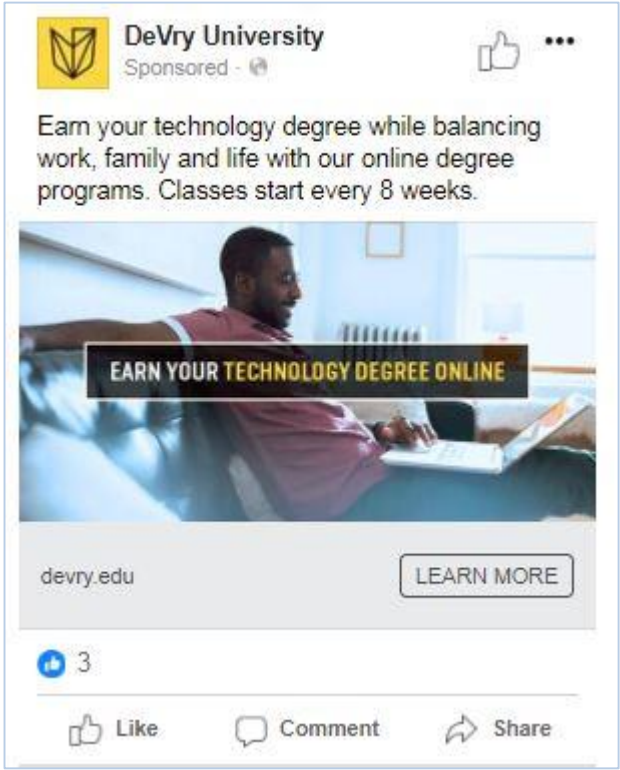


Ad Name: CV~OnlineLearning_CM~Tech_AT~FBVIEWS_SZ~VID30

Tech



Ad Name:
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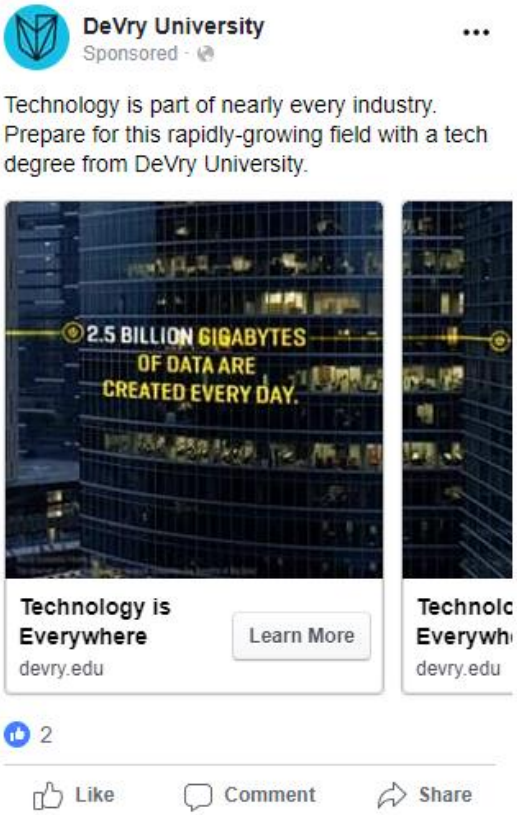
Ad Name:CV~OnlineLearning_CM~Tech_AT~FBCLICKTOSITE_SZ~1200x628

Tech



Ad Name:
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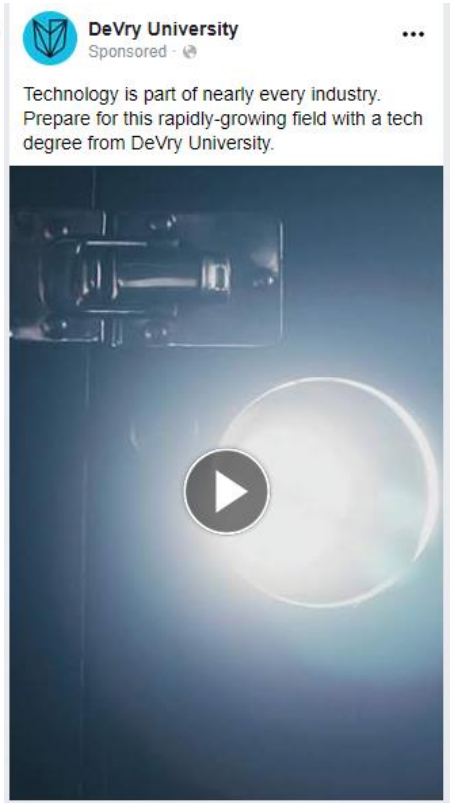
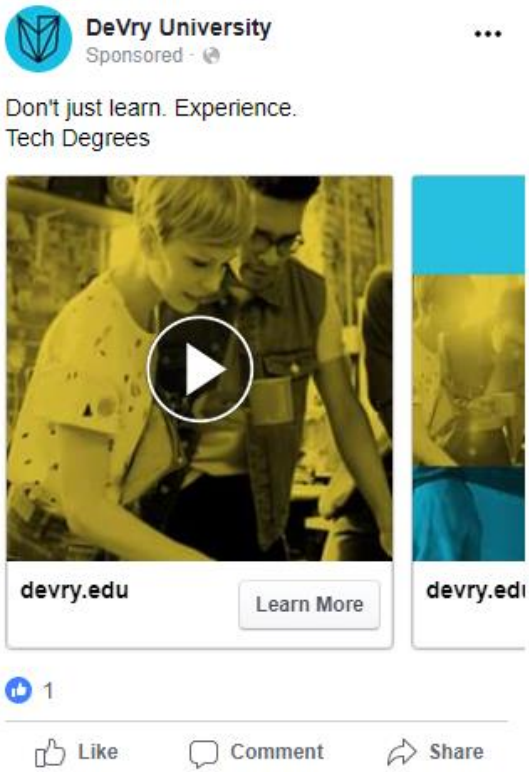


Ad Name:
CV~MarketplaceDemandsTech_CM~Tech_AT~FBVIEWS_SZ~VID30

Tech

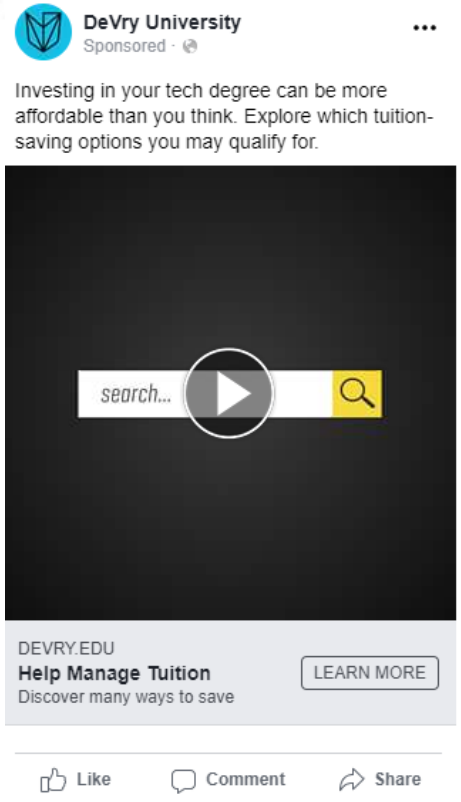
Ad Name:
CV~MarketplaceDemandsTech_CM~Tech_AT~FBCAN_SZ~CSTM



Ad Name:
AG~ExperientialLearning_AT~SBAN_FF~REM_CM~Tech_CZ~CAROUSEL

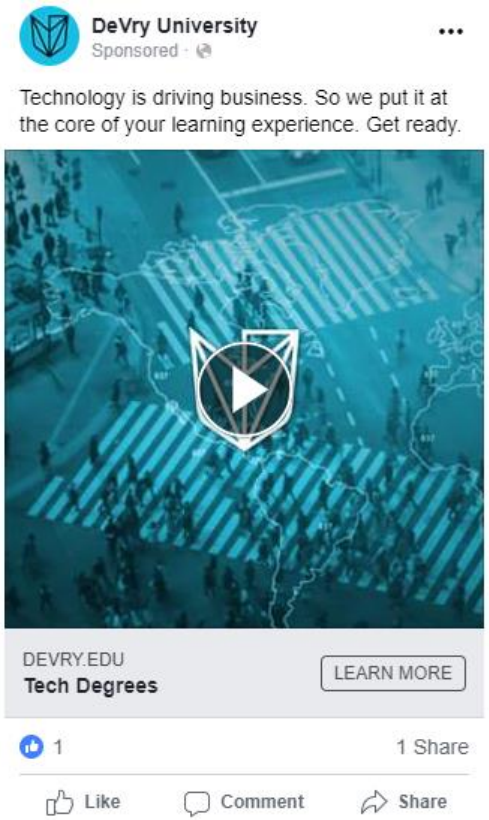
Tech

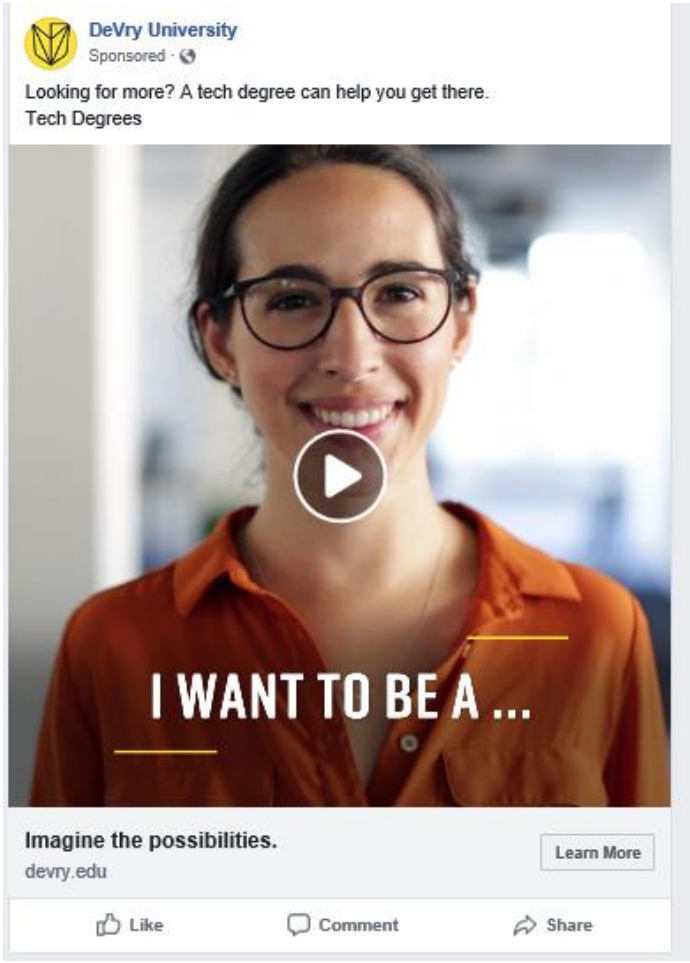
Ad Name:
AG~ExperientialLearning_AT~SPRE_FF~REM_CM~Tech_CZ~VID



Ad Name: AG~Affordability_AT~SPRE_FF~REM_CM~Tech_CZ~VID

Tech





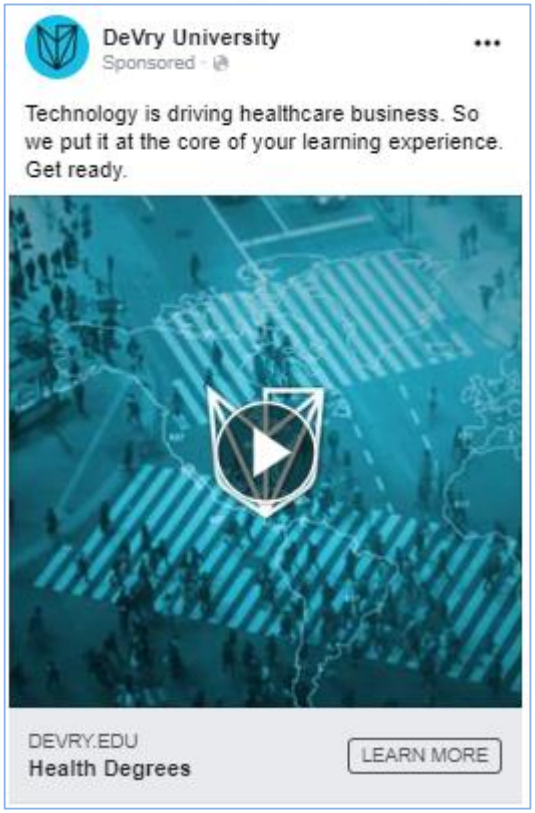
Ad Name: AG~Tech-Inside_AT~SPRE_FF~REM_CM~Tech_CZ~VID

health

Ad Name:
CV~AAFemaleinLab1_CM~Flex1_AT~FBCLICKTOSITE_SZ~1200x628

Ad Name:
CV~AAFemaleinLab1_CM~Flex3_AT~FBCLICKTOSITE_SZ~1200x628

health



Ad Name: AG~Tech-Inside_AT~SPRE_FF~REM_CM~Health_CZ~VID

HEALTH

Ad Name:
AG~ExperientialLearning_AT~SPRE_FF~REM_CM~Health_CZ~VID

Ad Name:
AG~ExperientialLearning_AT~SBAN_FF~REM_CM~Health_CZ~CAROUSEL

health

Ad Name:
CV~ParentChildMale1_CM~Flex3_AT~FBCLICKTOSITE_SZ~1200x628

Ad Name:
CV~ParentChildMale1_CM~Flex1_AT~FBCLICKTOSITE_SZ~1200x628

health

Ad Name:
CV~USHFFatherSon_CM~Flex3_AT~FBCLICKTOSITE_SZ~1200x628

Ad Name:
CV~ParentChildFemale1_CM~Flex3_AT~FBCLICKTOSITE_SZ~1200x628

health

Ad Name:
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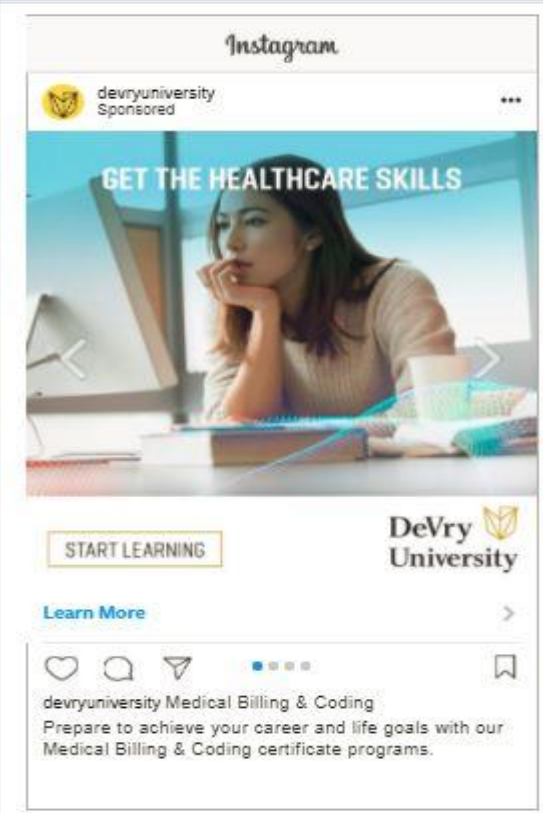
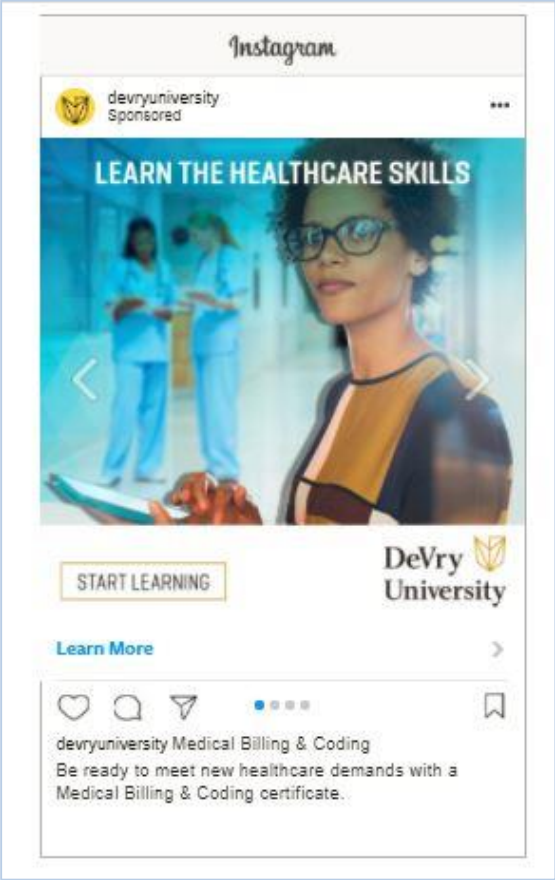
Ad Name: CV~Flex _CM~Online_AT~FBCLICKTOSITE_SZ~1200x628



Ad Name:CV~MBC _CM~Family_AT~FBCLICKTOSITE_SZ~1200x628

health



Ad Name:
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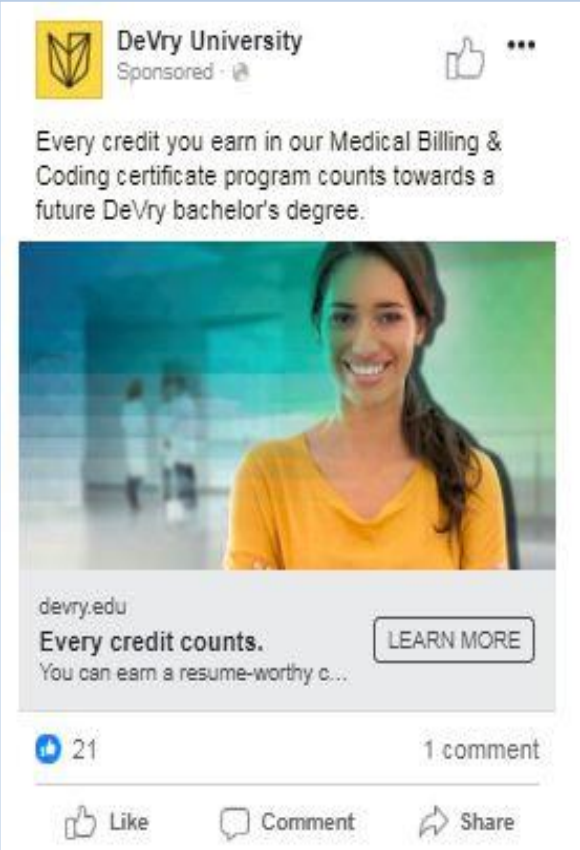


Ad Name:CV~Stackable_CM~_AT~FBCLICKTOSITE_SZ~1200x628

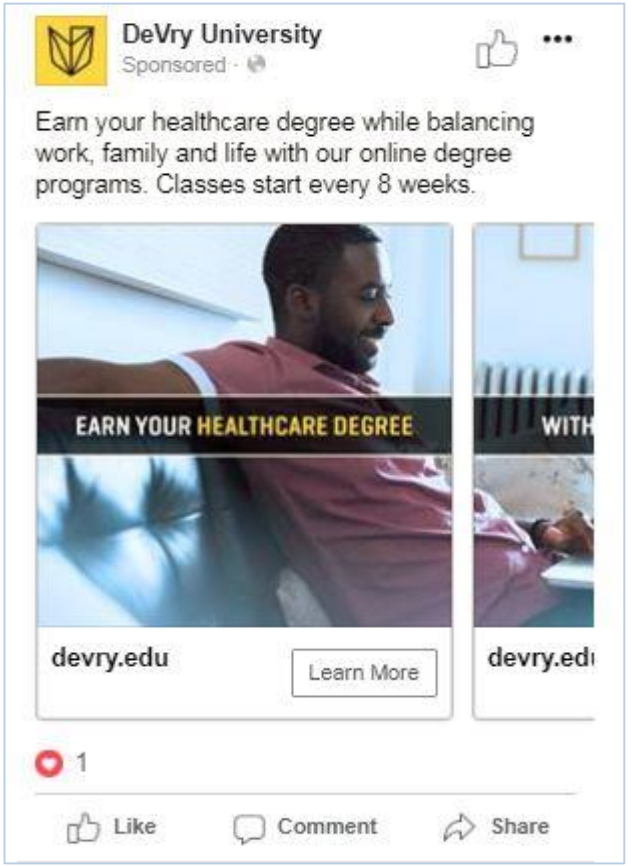
health

Ad Name:
CV~Test_CM~Reimbursement_AT~FBCLICKTOSITE_SZ~1200x628

Ad Name: CV~Vlab_CM~MBC_AT~FBVIEWS_SZ~VID

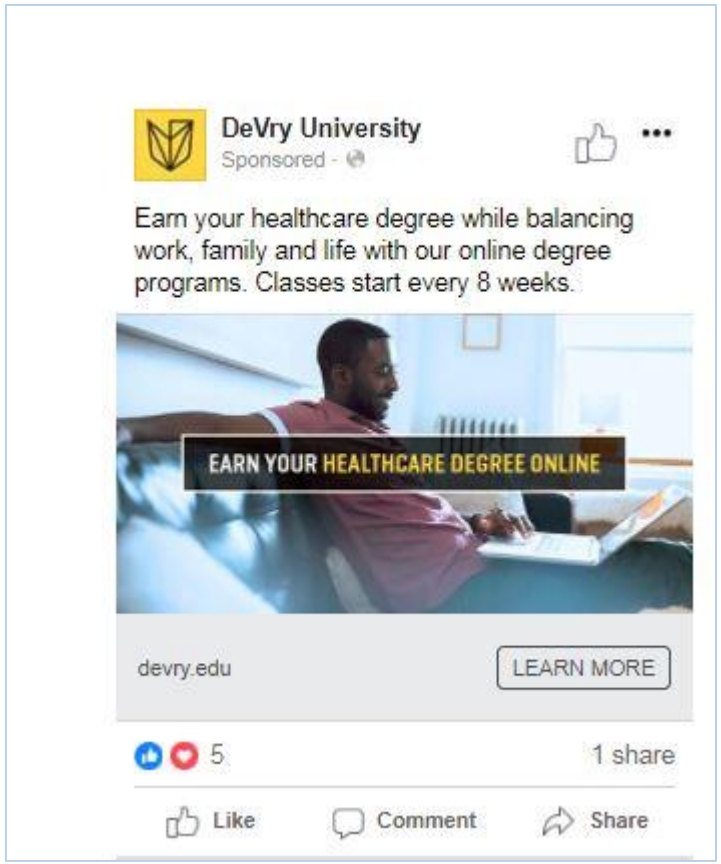
health

Ad Name:CV~CaucasianFemaleinScrubsatComputer_CM~PrepareToSolve_AT~FBCLICKTOSITE_SZ~1200x628



Ad Name: CV~OnlineLearning_CM~Health_AT~FBCAROUSEL_SZ~1080x1080

health



Ad Name:
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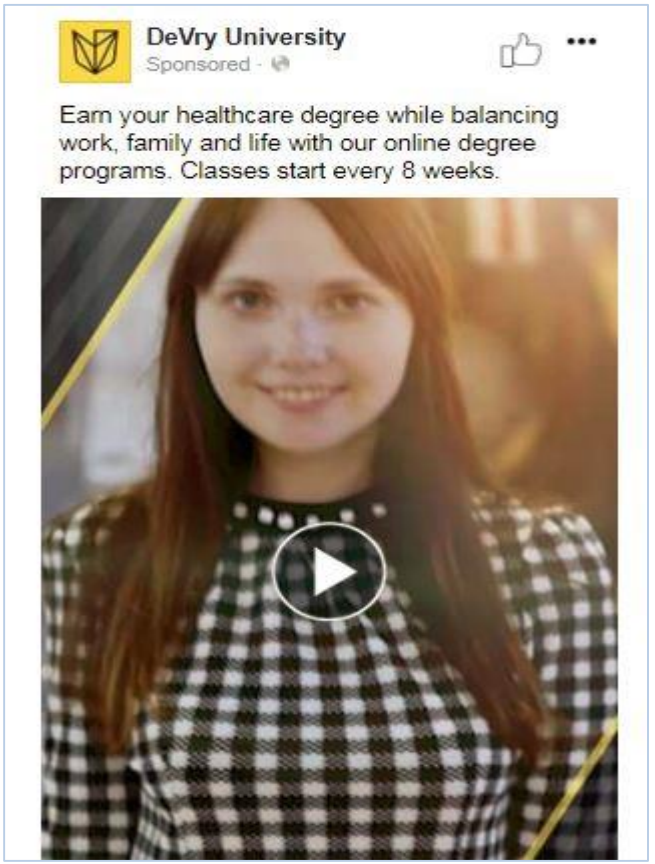
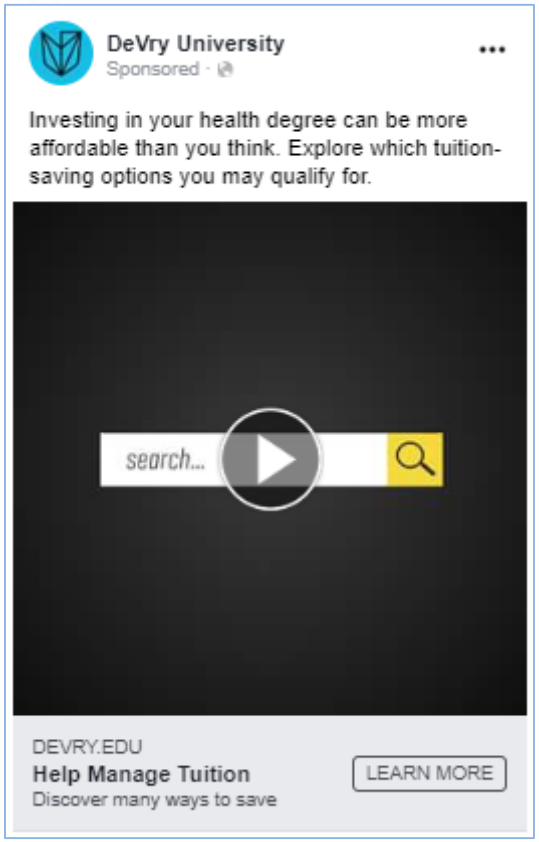


Ad Name: CV~OnlineLearning_CM~Health_AT~FBVIEWS_SZ~VID30

health

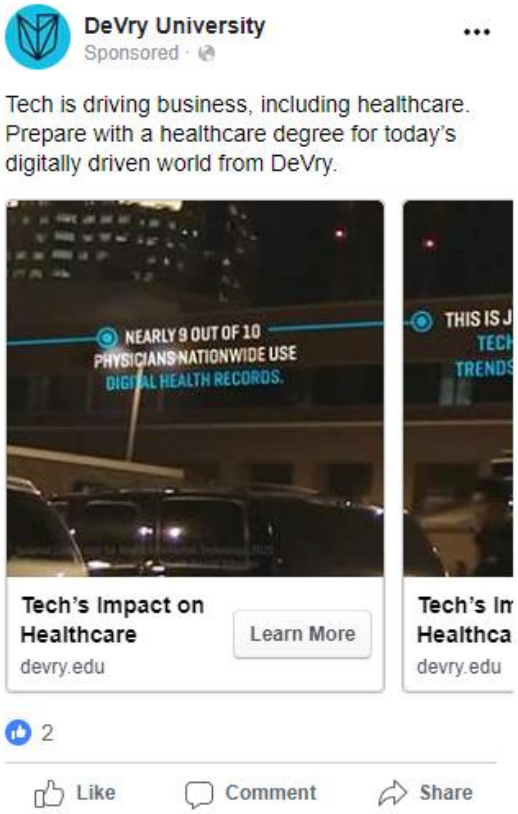
Ad Name: CV~USHFemaleAndAAFemaleAtComputer_CM~LearnAboutPolicies_AT~FBCLICKTOSITE_SZ~1200x628



Ad Name: AG~Affordability_AT~SPRE_FF~REM_CM~Health_CZ~VID

health

Ad Name:
CV~MarketplaceDemandsTech_CM~Health_AT~FBCAN_SZ~CSTM



Ad Name:
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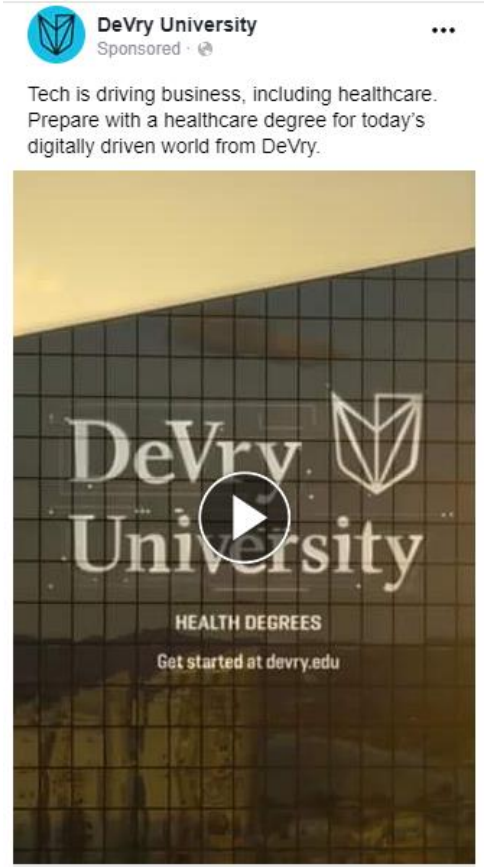
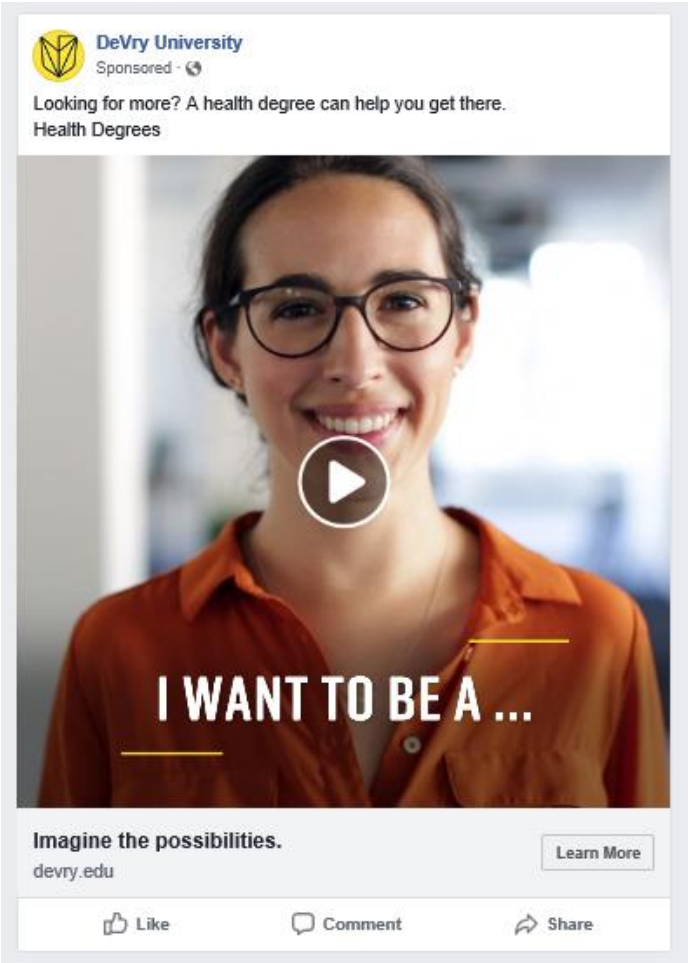
health





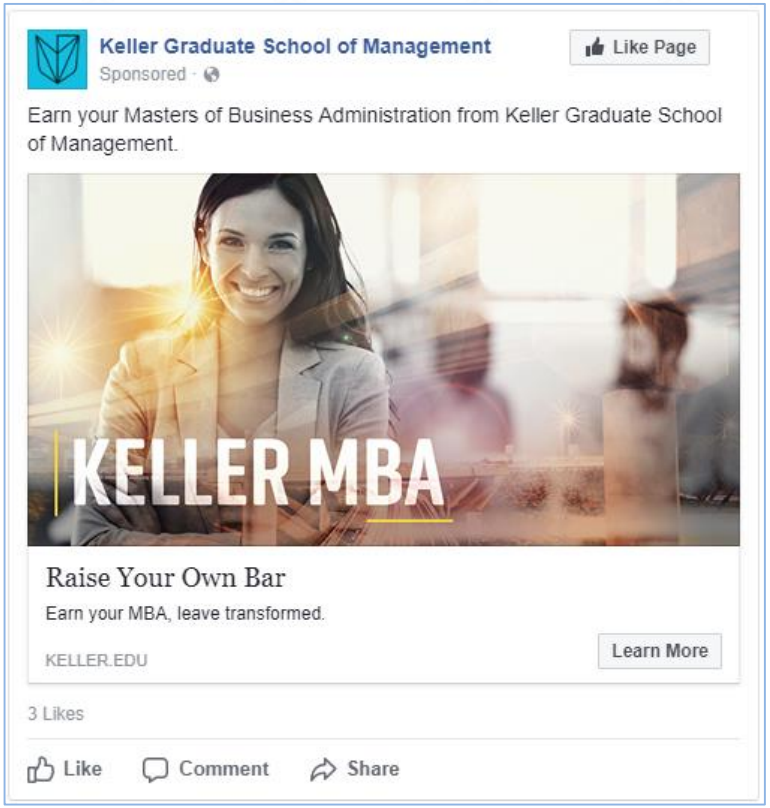
Ad Name:
CV~MarketplaceDemandsTech_CM~Health_AT~FBVIEWS_SZ~VID30

keller

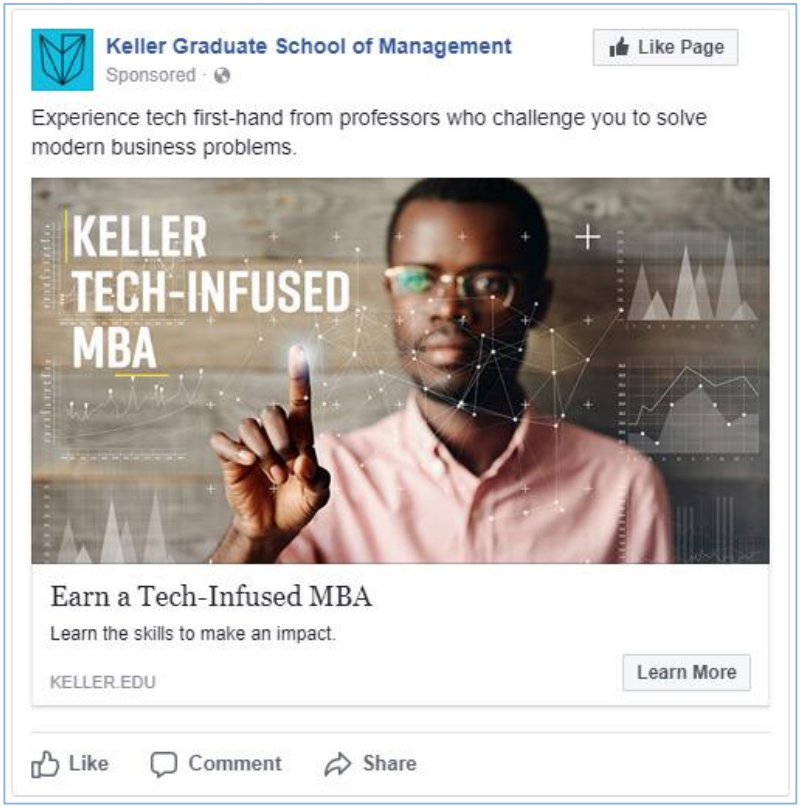
Ad Name:
CV~ProfessionalsatWhiteboard_CM~AccountingMBA_AT~FBCLICKTOSITE_SZ~1200x628

Ad Name:
CV~AAMaleSmiling_CM~CPACertPrep_AT~FBCLICKTOSITE_SZ~1200x628

keller



Ad Name:
CV~BusinessWomanSmiling_CM~RaiseYourBar_AT~FBCLICKTOSITE_SZ~1200x628



Ad Name:
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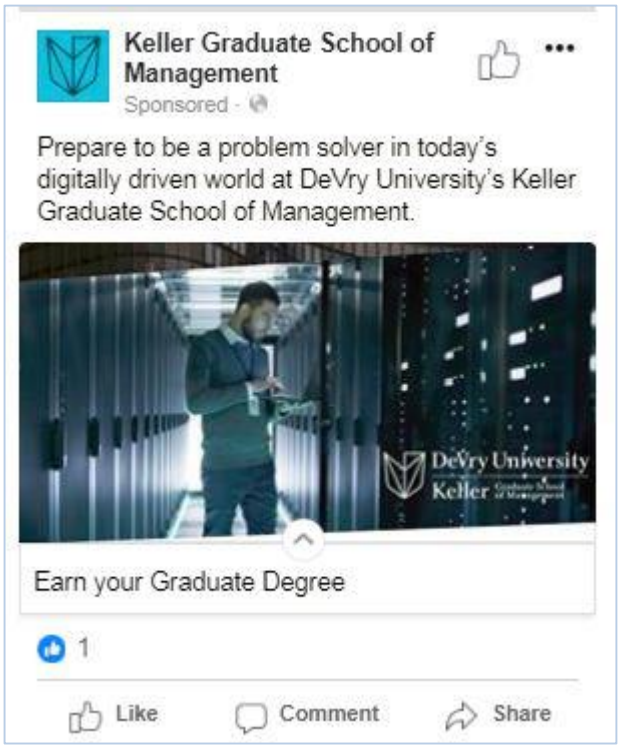
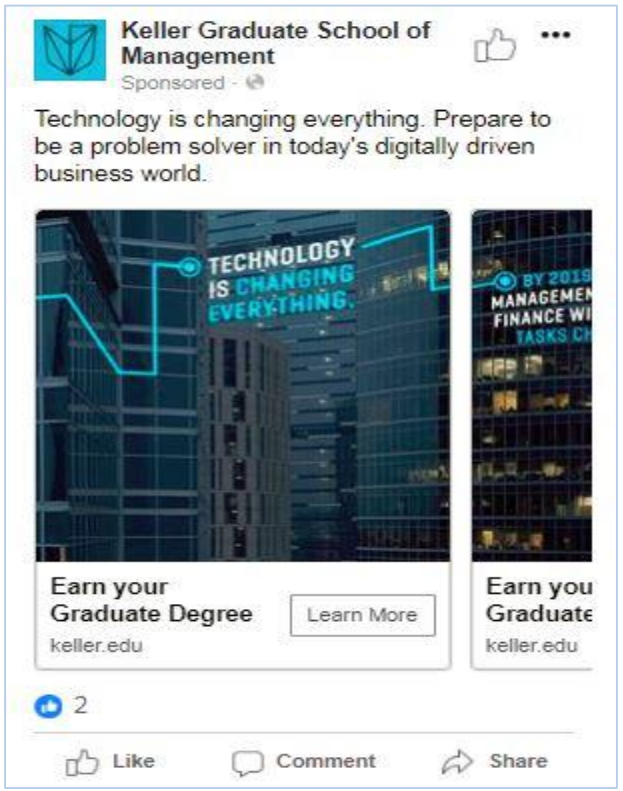


Ad Name:CV~MarketplaceDemandsTech_CM~Keller_AT~FBCAN_SZ~CSTM



Ad Name:CV~MarketplaceDemandsTech_CM~Keller_AT~FBCAROUSEL_SZ~1080x1080

KELLER

Ad Name:
AG~ExperientialLearning_AT~SPRE_FF~REM_CM~Graduate_CZ~VID

KELLER

Ad Name:
AG~Tech-Inside_AT~SPRE_FF~REM_CM~Graduate_CZ~VID

Ad Name:
AG~ExperientialLearning_AT~SBAN_FF~REM_CM~Graduate_CZ~CAROUSEL

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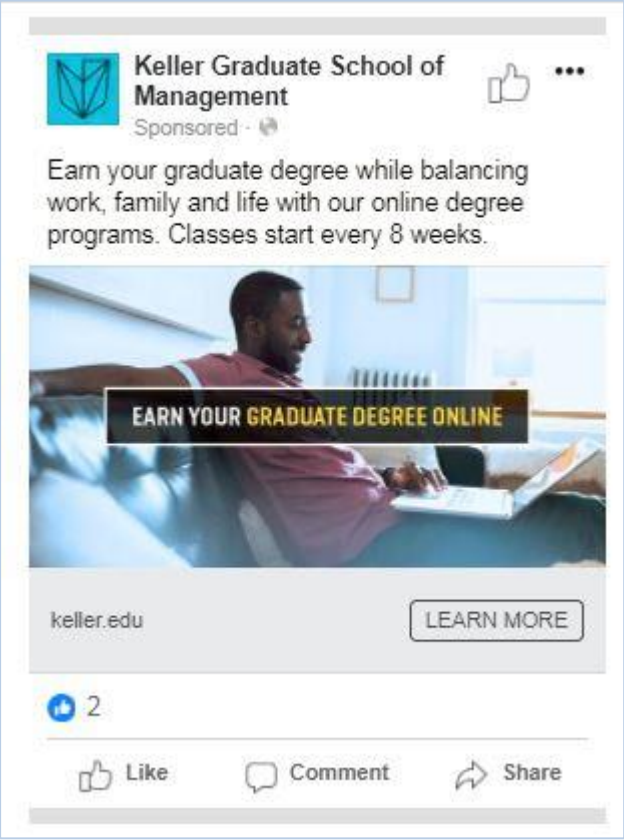
Ad Name:
CV~MarketplaceDemandsTech_CM~Keller_AT~FBVIEWS_SZ~VID15

Ad Name:
CV~OnlineLearning_CM~Grad_AT~FBCAROUSEL_SZ~1080x1080

keller



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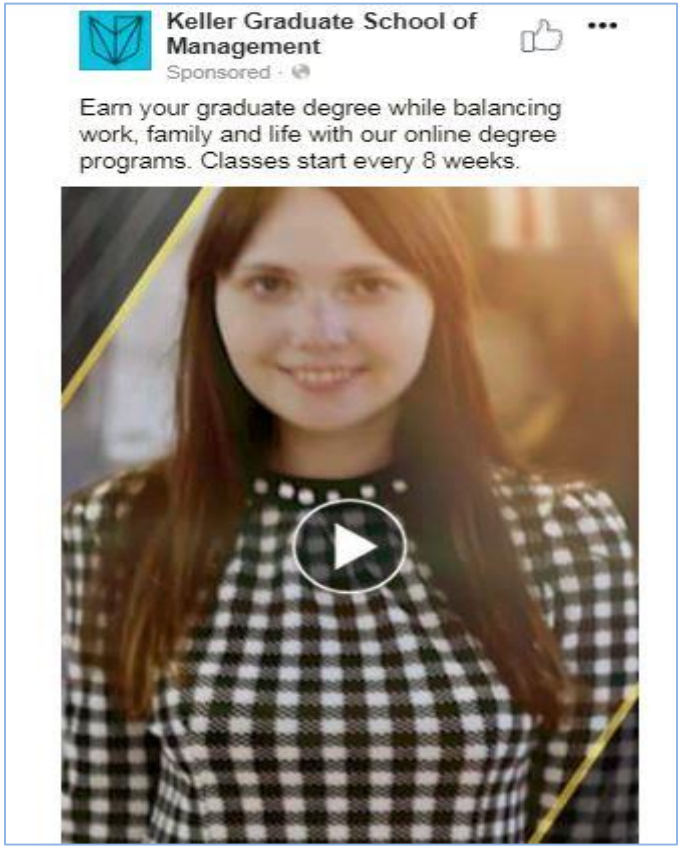

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CV~OnlineLearning_CM~Grad_AT~FBVIEWS_SZ~VID30

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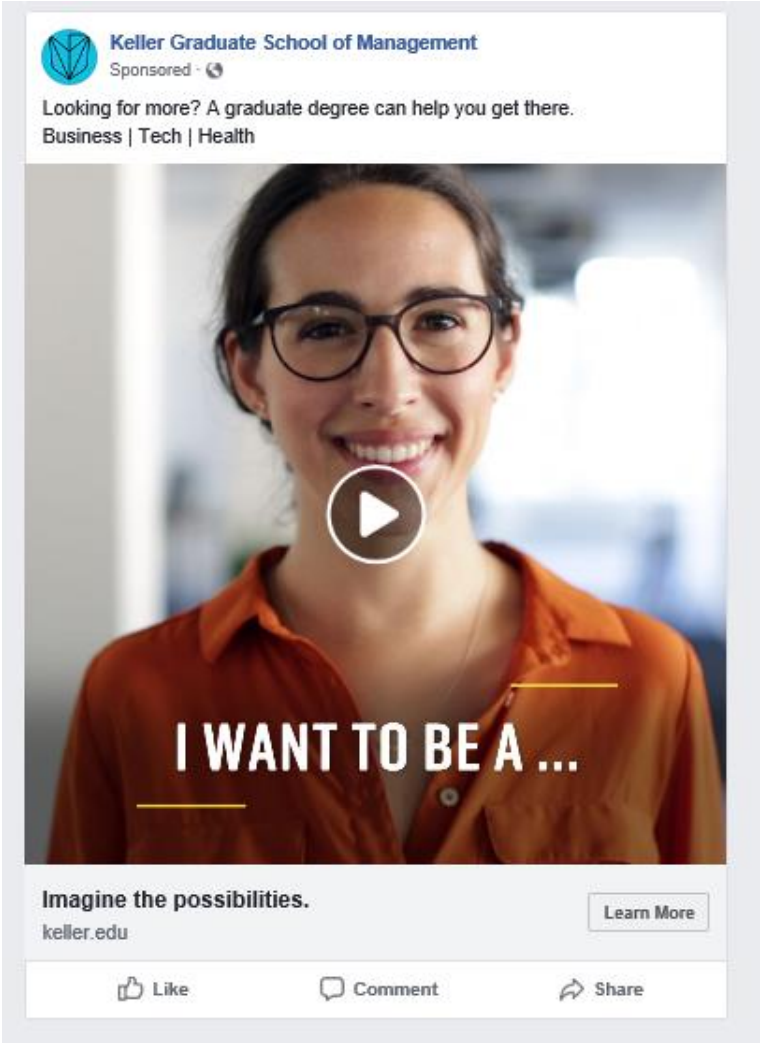
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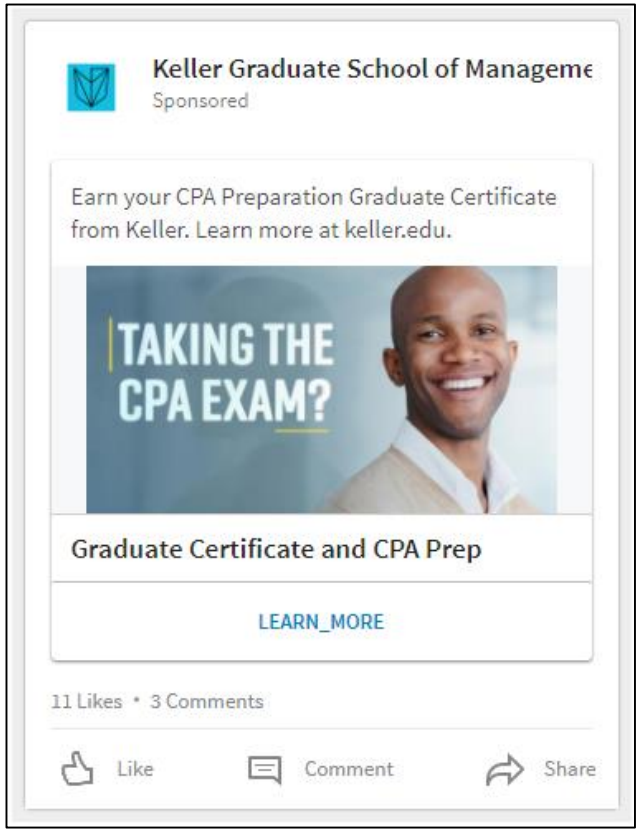

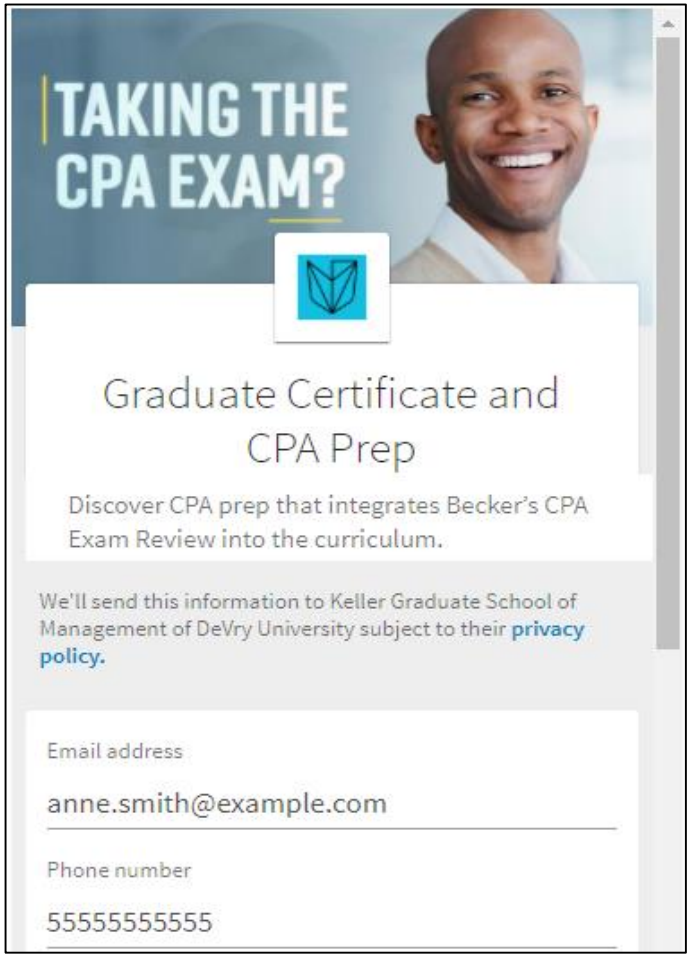

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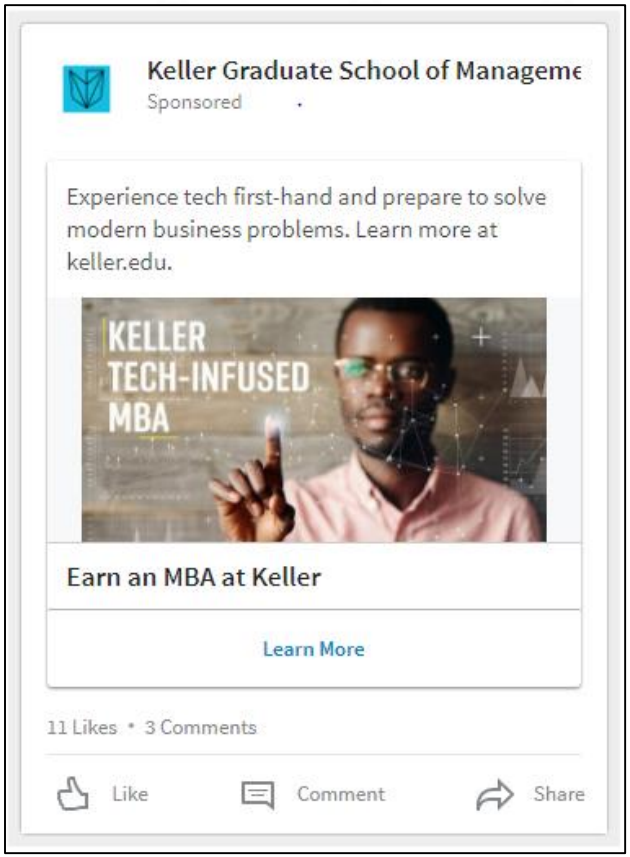

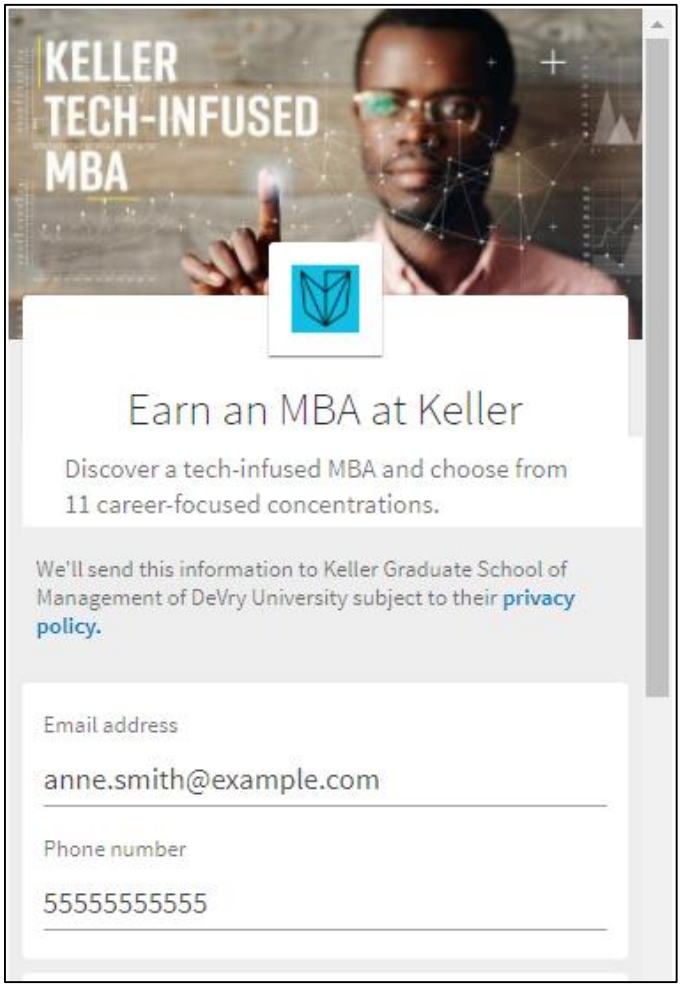

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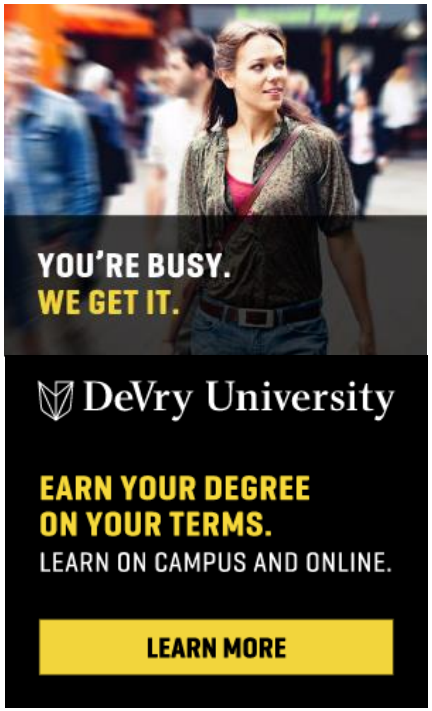
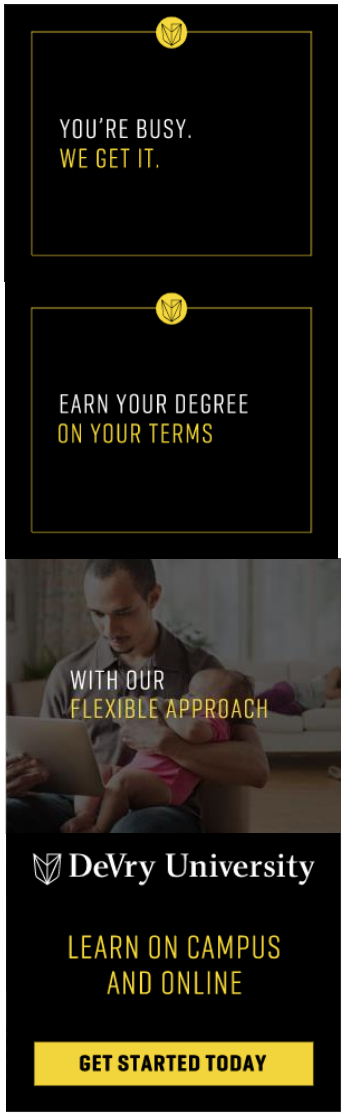
Flexibility





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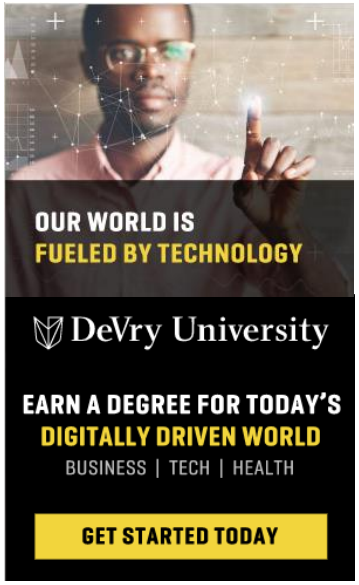
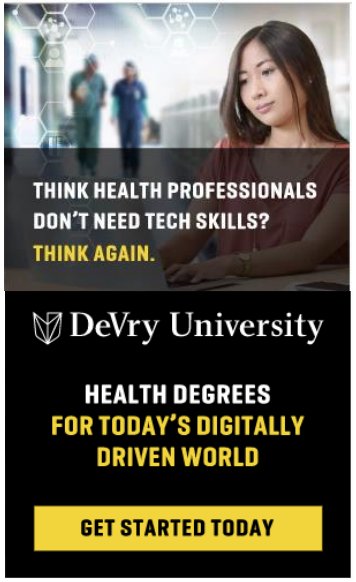
Devry Display ads

Tech-Inside- 2up

Brand

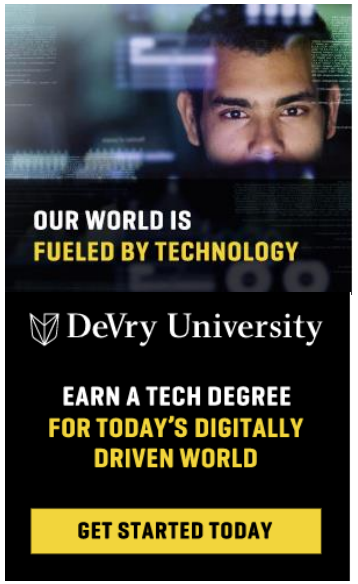


Health



Business

Tech



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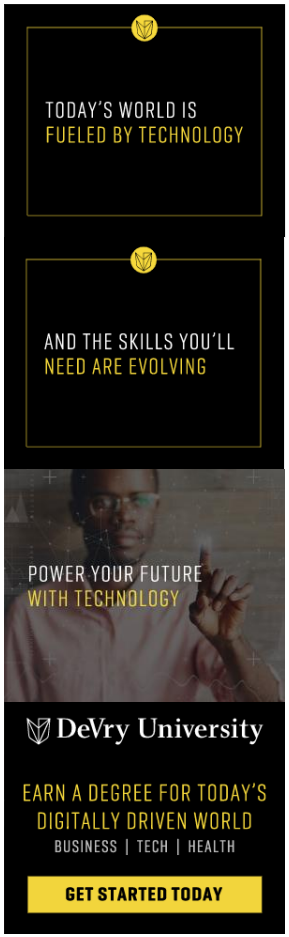
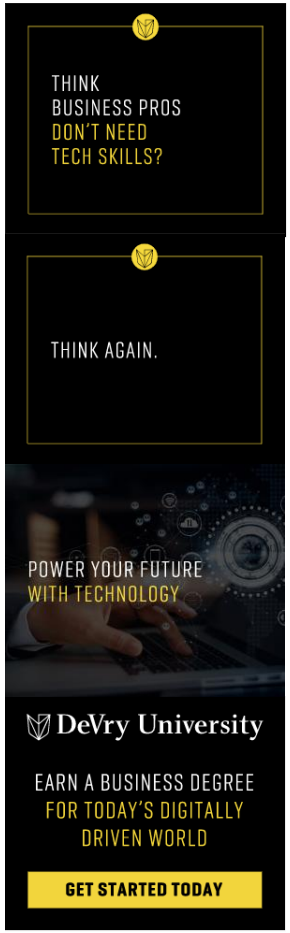
Tech-Inside- 4up

Brand

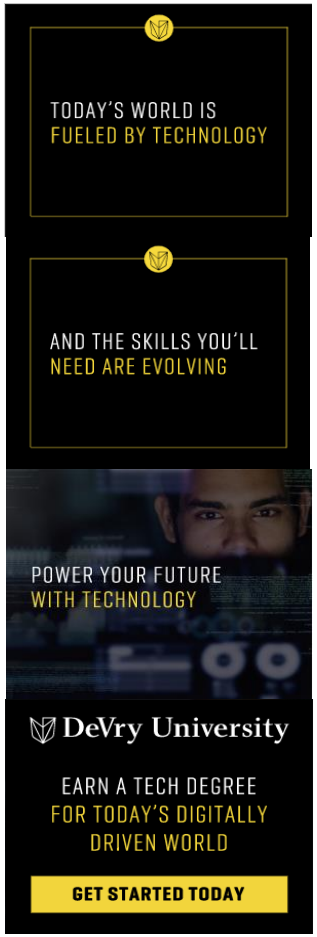


Health

Business



Tech



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Experiential Learning

Brand

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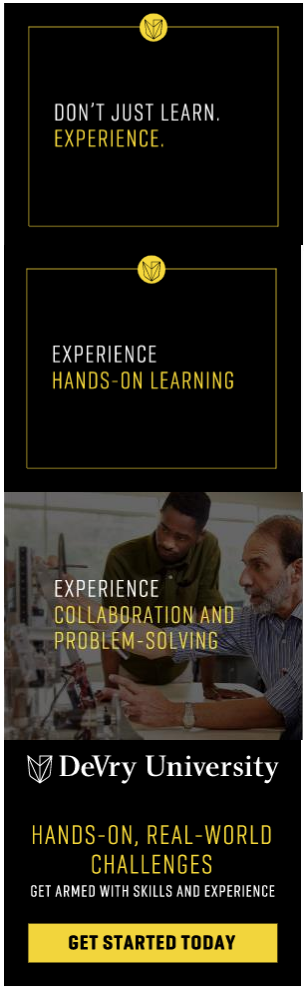
Tech



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Market Demands Tech- 2up

Brand

Health

Business

Tech

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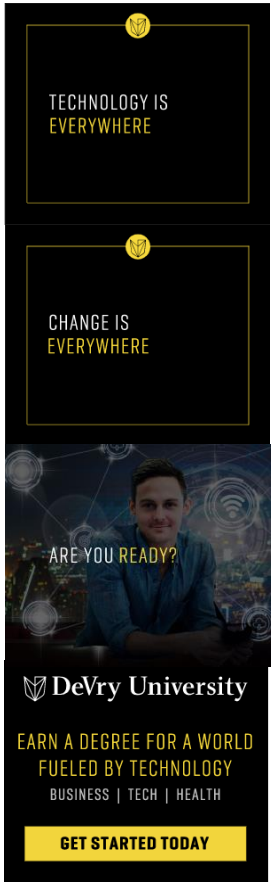
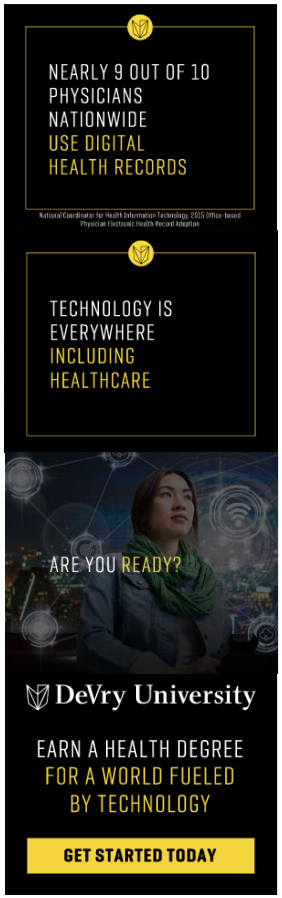
Market Demands Tech- 4up

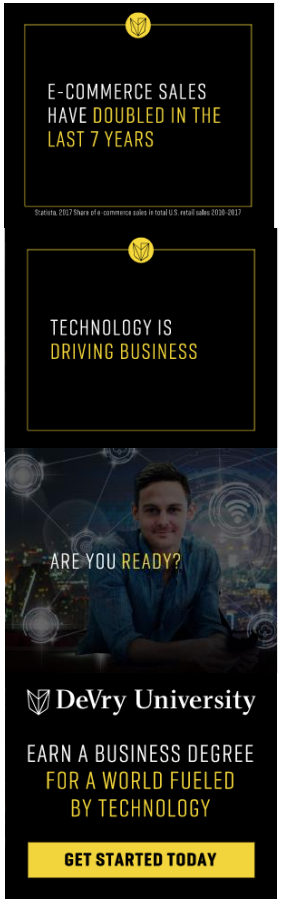
Brand



Health



Business



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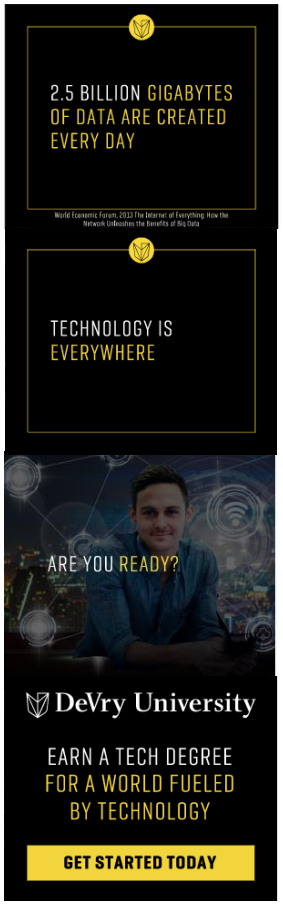

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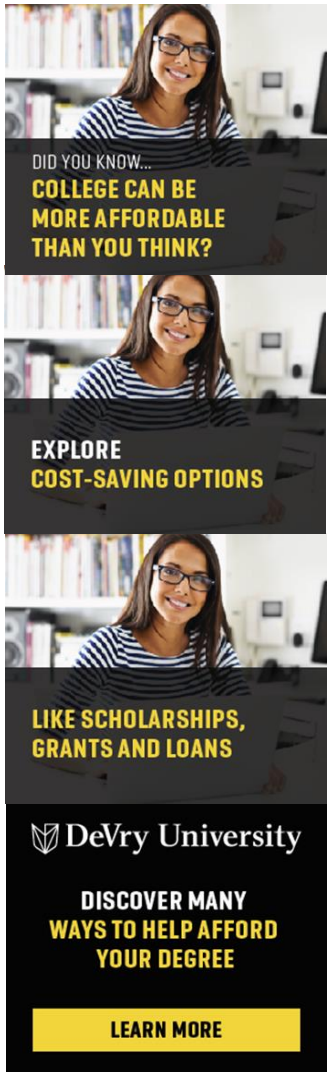

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