Role Model Campaign (Phase 1)

Where Role Models Are Shaped
launched on February 4, 2018

:60 spot ran during Super Bowl
:30 Evansville and first time in Indianapolis market

At the University of Southern Indiana, the relationship between people and ideas is woven into everything we do. Because of this, you are heard and empowered. You make your own path. You discover your passion. And you meet people who enable you to go beyond your limitations and lead with confidence. At USI, we shape role models.

Digital, print and outdoor advertising
Role Model Campaign (Phase 2) *Shaping Role Models*

New website launched August 14, 2018

Go beyond your limitations. Lead with confidence. Be a role model.

25 poster billboards
9/3-9/29/2018
Role Model Campaign
Indianapolis

Shaping Role Models

25 poster billboards
9/3-9/29

25 poster billboards
9/3-9/29/2018
Evansville

Six poster rotations
8/6-9/30 & 10/1-10/28
Carousel Ads

Shaping Role Models

Shaping Role Models

Shaping Role Models

Facebook Desktop and Mobile

Instagram Mobile

DIGITAL
Eastland Mall Sky Banners

Indianapolis International Airport

Two backlit
62" x 43"
diorama signs

Annual Passengers: 8,511,959
Impressions: 23,833,485
Evansville Regional Airport

ENVIRONMENTAL SIGNAGE
Evansville Regional Airport

7-panel window — 28 feet wide X 8 feet tall
graphic in family waiting area
The #USIRoleModels on our faculty strive to connect with students about more than just their field of study. For Dr. Scheller, that means focusing on the important things in life.

usi.edu/dr-kent-schell...

Throughout his college career, Stringfield’s career path has changed drastically. bit.ly/2PzDnRQ Find out where Evan Stringfield, USI ’17, is headed next! #USIRoleModels

Thank you to all the professionals who spoke to Acct101 classes in our Accountants in the Classroom program: BKD, Toyota, Heritage Federal, Evansville Water & Sewer, and Riney Hancock talked about their careers in private and public accounting. #USIRoleModels
Ret. General Colin Powell
“Leadership: Taking Charge”
Thursday, April 4
6 p.m.