

Advertising Analysis

Produced By: Sahara Communications Inc.

Theme: Am I missing out?

Target Audience: Professionals, Business Community-at-large

Language: English

Strategy: To demonstrate that the Community Engagement and Lifelong Learning Center (CELL) at UVI provides lucrative options to professionals seeking advanced professional training.

Key Message: With advanced professional training, it's possible to improve your employment status and overall outlook.

Description: Stock photography is used here; however, CELL students and participants can be used as well. 30-second radio spots and outdoor billboard/banners complement this print ad.

Media Placement: These brand materials can be placed in local Territory business publications, federal publications, employee publications, and souvenir journals, as well as select San Juan print publications. Radio spots can be placed on local radio stations in the Territory and Puerto Rico.

Notes: The use of one picture keeps the print ad uncluttered and balanced. Pantone colors are taken from the UVI "Brand Identity Style Guide." They are bold, commanding and inviting. The print and radio ad themes are short, balanced and attention getting.

Advertising Analysis

Produced By: Sahara Communications Inc.

Theme: Successful People

Target Audience: Professionals, Business Community-at-large

Language: English

Strategy: To demonstrate that the Community Engagement and Lifelong Learning Center (CELL) at UVI provide lucrative options to professionals for advanced professional training.

Key Message: Regardless of your professional/personal interest, the Community Engagement and Lifelong Learning Center (CELL) has advanced professional training options for everyone.

Description: Stock photography is used here; however, CELL students and participants can be used as well. 30-second radio spots and outdoor billboard/banners complement this print ad.

Media Placement: These brand materials can be placed in local Territory business publications, federal publications, employee publications, and souvenir journals, as well as select San Juan print publications. Radio spots can be placed on local radio stations in the Territory and Puerto Rico.

Notes: The use of one picture keeps the print ad uncluttered and balanced. Pantone colors are taken from the UVI "Brand Identity Style Guide." They are bold, commanding and inviting. The print and radio ad themes are short, balanced and attention getting.

Advertising Analysis

Produced By: Sahara Communications Inc.

Theme: Imagine how good life could be with more training!

Target Audience: Professionals, Business Community-at-large

Language: English

Strategy: To demonstrate that the Community Engagement and Lifelong Learning Center (CELL) at UVI provide lucrative options to professionals for advanced professional training.

Key Message: By thinking strategically and proactively about your life's goals, the Community Engagement and Lifelong Learning Center (CELL) has advanced professional training options for everyone.

Description: Stock photography is used here; however, CELL students and participants can be used as well. 30-second radio spots and outdoor billboard/banners complement this print ad.

Media Placement: These brand materials can be placed in local Territory business publications, federal publications, employee publications, and souvenir journals, as well as select San Juan print publications. Radio spots can be placed on local radio stations in the Territory and Puerto Rico.

Notes: The use of one picture keeps the print ad uncluttered and balanced. Pantone colors are taken from the UVI "Brand Identity Style Guide." They are bold, commanding and inviting. The print and radio ad themes are short, balanced and attention getting.

Advertising Analysis

Produced By: Sahara Communications Inc.

Theme: Grooming businesses to take on the world

Target Audience: Professionals, Small Businesses, Business Community-at-large

Language: English

Strategy: To demonstrate that UVI's Small Business Development Center is a tremendously valuable resource to small businesses.

Key Message: UVI's Small Business Development Center's services help small businesses grow and prosper.

Description: Stock photography is used here; however, CELL students and participants can be used as well. 30-second radio spots and outdoor billboard/banners complement this print ad.

Media Placement: These brand materials can be placed in local Territory business publications, federal publications, employee publications, and souvenir journals, as well as select San Juan print publications. Radio spots can be placed on local radio stations in the Territory and Puerto Rico.

Notes: The use of one picture keeps the print ad uncluttered and balanced. Pantone colors are taken from the UVI "Brand Identity Style Guide." They are bold, commanding and inviting. The print and radio ad themes are short, balanced and attention getting.

Advertising Analysis

Produced By: Sahara Communications Inc.

Theme: Sometimes the best businesses come in small packages

Target Audience: Professionals, Small Businesses, Business Community-at-large

Language: English

Strategy: To demonstrate that UVI's Small Business Development Center is a tremendously valuable resource to small businesses.

Key Message: UVI's Small Business Development Center is committed to growing small businesses.

Description: Stock photography is used here; however, CELL students and participants can be used as well. 30-second radio spots and outdoor billboard/banners complement this print ad.

Media Placement: These brand materials can be placed in local Territory business publications, federal publications, employee publications, and souvenir journals, as well as select San Juan print publications. Radio spots can be placed on local radio stations in the Territory and Puerto Rico.

Notes: The use of one picture keeps the print ad uncluttered and balanced. Pantone colors are taken from the UVI "Brand Identity Style Guide." They are bold, commanding and inviting. The print and radio ad themes are short, balanced and attention getting.

Advertising Analysis

Produced By: Sahara Communications Inc.

Theme: Your success is our passion

Target Audience: Professionals, Small Businesses, Business Community-at-large

Language: English

Strategy: To demonstrate that UVI's Small Business Development Center is a tremendously valuable resource to small businesses.

Key Message: This testimony from an existing business owner communicates that UVI's Small Business Development Center is effective in grooming small businesses.

Description: Stock photography is used here; however, CELL students and participants can be used as well. 30-second radio spots and outdoor billboard/banners complement this print ad.

Media Placement: These brand materials can be placed in local Territory business publications, federal publications, employee publications, and souvenir journals, as well as select San Juan print publications. Radio spots can be placed on local radio stations in the Territory and Puerto Rico.

Notes: The use of one picture keeps the print ad uncluttered and balanced. Pantone colors are taken from the UVI "Brand Identity Style Guide." They are bold, commanding and inviting. The print and radio ad themes are short, balanced and attention getting.

Advertising Analysis

Produced By: Sahara Communications Inc.

Theme: A Legacy of Leadership

Target Audience: Students, prospective students, parents of potential students, two-year college students, alumni, corporations, general community.

Language: English

Strategy: To demonstrate that the University of the Virgin Islands has a stellar legacy in producing leaders while grooming students in a unique tropical setting.

Key Message: UVI alumni enjoy success in a number of professions and are proven leaders in their disciplines.

Description: Stock photography is used here, but photos of successful alumni can be substituted or used in conjunction with stock photography. 30-second radio spots and outdoor billboard/banners complement this print ad.

Media Placement: This print ad can be placed in publications such as *Blacks in Higher Education*, *The Education Highway*, *Ebony*, *JET*, *VIBE*, *The Source*, *New York Times*, *Washington Post*, *Black Enterprise* and local publications in the Territory as well as Puerto Rico and other Eastern Caribbean island publications. Radio spots can be placed on local radio stations in the Territory as well as on nearby Eastern Caribbean island radio stations.

Notes: The use of one picture keeps the print ad uncluttered and balanced. Pantone colors are taken from the UVI "Brand Identity Style Guide." They are bold, commanding and inviting. The print and radio ad themes are short, balanced and attention getting.

Advertising Analysis

Produced By: Sahara Communications Inc.

Theme: Heritage

Target Audience: Students, prospective students, parents of potential students, two-year college students, alumni, corporations, general community.

Language: English

Strategy: To demonstrate that the University of the Virgin Islands is proud of its heritage in educating minority students as well as its rich legacy of being a historically black college and university.

Key Message: UVI is among the many elite historically black colleges and universities.

Description: Select lifestyle photos of UVI students are used here, complemented by stock photos. 30-second radio spots and outdoor billboard/banners complement this print ad.

Media Placement: This print ad can be placed in publications such as *Blacks in Higher Education*, *The Education Highway*, *Ebony*, *JET*, *VIBE*, *The Source*, *New York Times*, *Washington Post*, *Black Enterprise* and local publications in the Territory as well as Puerto Rico and other Eastern Caribbean island publications. Radio spots can be placed on local radio stations in the Territory as well as on nearby Eastern Caribbean island radio stations.

Notes: The use of one picture keeps the print ad uncluttered and balanced. Pantone colors are taken from the UVI "Brand Identity Style Guide." They are bold, commanding and inviting. The print and radio ad themes are short, balanced and attention getting.

Advertising Analysis

Produced By: Sahara Communications Inc.

Theme: Proud to be at an HBCU

Target Audience: Students, prospective students, parents of potential students, two-year college students, alumni, corporations, general community.

Language: English

Strategy: To demonstrate that the University of the Virgin Islands is proud of its heritage in educating minority students as well as its rich legacy of being a historically black college and university.

Key Message: UVI is among the many elite historically black colleges and universities.

Description: Select lifestyle photos of UVI students are used here, complemented by stock photos. 30-second radio spots and outdoor billboard/banners complement this print ad.

Media Placement: This print ad can be placed in publications such as *Blacks in Higher Education*, *The Education Highway*, *Ebony*, *JET*, *VIBE*, *The Source*, *New York Times*, *Washington Post*, *Black Enterprise* and local publications in the Territory as well as Puerto Rico and other Eastern Caribbean island publications. Radio spots can be placed on local radio stations in the Territory as well as on nearby Eastern Caribbean island radio stations.

Notes: The use of one picture keeps the print ad uncluttered and balanced. Pantone colors are taken from the UVI "Brand Identity Style Guide." They are bold, commanding and inviting. The print and radio ad themes are short, balanced and attention getting.

Advertising Analysis

Produced By: Sahara Communications Inc.

Theme: Embrace the one-of-a-kind Virgin Island lifestyle

Target Audience: Students, prospective students, parents of potential students, two-year college students, alumni, corporations, general community.

Language: English

Strategy: To demonstrate that the University of the Virgin Islands is about PLACE: higher education in an extraordinarily beautiful location. This ad showcases UVI's diversity, appealing to the Caucasian market.

Key Message: UVI offers a unique educational experience in a tropical setting.

Description: Select lifestyle photos of UVI students are used here, complemented by stock photos. 30-second radio spots and outdoor billboard/banners complement this print ad.

Media Placement: This print ad can be placed in publications such as *Blacks in Higher Education*, *The Education Highway*, *Ebony*, *JET*, *VIBE*, *The Source*, *New York Times*, *Washington Post*, *Black Enterprise* and local publications in the Territory as well as Puerto Rico and other Eastern Caribbean island publications. Radio spots can be placed on local radio stations in the Territory as well as on nearby Eastern Caribbean island radio stations.

Notes: The use of one picture keeps the print ad uncluttered and balanced. Pantone colors are taken from the UVI "Brand Identity Style Guide." They are bold, commanding and inviting. The print and radio ad themes are short, balanced and attention getting.

Advertising Analysis

Produced By: Sahara Communications Inc.

Theme: "I deserve it!"

Target Audience: Students, prospective students, parents of potential students, two-year college students, alumni, corporations, general community.

Language: English

Strategy: To speak to the soul of the individual who feels that he/she needs, deserves and can acquire a superior education in spite of life difficulties and hardships.

Key Message: UVI's financial aid department is a valuable resource to all students in need of assistance.

Description: Select lifestyle photos of UVI students are used here, complemented by stock photos. 30-second radio spots and outdoor billboard/banners complement this print ad.

Media Placement: This print ad can be placed in publications such as *Blacks in Higher Education*, *The Education Highway*, *Ebony*, *JET*, *VIBE*, *The Source*, *New York Times*, *Washington Post*, *Black Enterprise* and local publications in the Territory as well as Puerto Rico and other Eastern Caribbean island publications. Radio spots can be placed on local radio stations in the Territory as well as on nearby Eastern Caribbean island radio stations.

Notes: The use of one picture keeps the print ad uncluttered and balanced. Pantone colors are taken from the UVI "Brand Identity Style Guide." They are bold, commanding and inviting. The print and radio ad themes are short, balanced and attention getting.

Advertising Analysis

Produced By: Sahara Communications Inc.

Theme: What does it take to make a family's dream come true?

Target Audience: Students, prospective students, parents of potential students, two-year college students, alumni, corporations, general community.

Language: English

Strategy: To speak to the soul of the individual who feels that he/she needs, deserves and can acquire a superior education in spite of life difficulties and hardships.

Key Message: Be the first in your family to receive a college degree

Description: Select lifestyle photos of UVI students are used here, complemented by stock photos. 30-second radio spots and outdoor billboard/banners complement this print ad.

Media Placement: This print ad can be placed in publications such as *Blacks in Higher Education*, *The Education Highway*, *Ebony*, *JET*, *VIBE*, *The Source*, *New York Times*, *Washington Post*, *Black Enterprise* and local publications in the Territory as well as Puerto Rico and other Eastern Caribbean island publications. Radio spots can be placed on local radio stations in the Territory as well as on nearby Eastern Caribbean island radio stations.

Notes: The use of one picture keeps the print ad uncluttered and balanced. Pantone colors are taken from the UVI "Brand Identity Style Guide." They are bold, commanding and inviting. The print and radio ad themes are short, balanced and attention getting.

Advertising Analysis

Produced By: Sahara Communications Inc.

Theme: I'm on a mission

Target Audience: Students, prospective students, parents of potential students, two-year college students, alumni, corporations, general community.

Language: English

Strategy: To demonstrate that students must go beyond getting a high school diploma to become successful in today's market place.

Key Message: UVI offers a quality education in a competitive college setting.

Description: Select lifestyle photos of UVI students are used here, complemented by stock photos. 30-second radio spots and outdoor billboard/banners complement this print ad.

Media Placement: This print ad can be placed in publications such as *Blacks in Higher Education*, *The Education Highway*, *Ebony*, *JET*, *VIBE*, *The Source*, *New York Times*, *Washington Post*, *Black Enterprise* and local publications in the Territory as well as Puerto Rico and other Eastern Caribbean island publications. Radio spots can be placed on local radio stations in the Territory as well as on nearby Eastern Caribbean island radio stations.

Notes: The use of one picture keeps the print ad uncluttered and balanced. Pantone colors are taken from the UVI "Brand Identity Style Guide." They are bold, commanding and inviting. The print and radio ad themes are short, balanced and attention getting.

Advertising Analysis

Produced By: Sahara Communications Inc.

Theme: Location! Location! Location!

Target Audience: Students, prospective students, parents of potential students, two-year college students, alumni, corporations, general community.

Language: English

Strategy: To demonstrate that the University of the Virgin Islands is about PLACE: higher education in an extraordinarily beautiful location.

Key Message: UVI offers a competitive educational experience in a unique tropical setting.

Description: Select lifestyle photos of UVI students are used here, complemented by stock photos. 30-second radio spots and outdoor billboard/banners complement this print ad.

Media Placement: This print ad can be placed in publications such as *Blacks in Higher Education*, *The Education Highway*, *Ebony*, *JET*, *VIBE*, *The Source*, *New York Times*, *Washington Post*, *Black Enterprise* and local publications in the Territory as well as Puerto Rico and other Eastern Caribbean island publications. Radio spots can be placed on local radio stations in the Territory as well as on nearby Eastern Caribbean island radio stations.

Notes: The use of one picture keeps the print ad uncluttered and balanced. Pantone colors are taken from the UVI "Brand Identity Style Guide." They are bold, commanding and inviting. The print and radio ad themes are short, balanced and attention getting.

Advertising Analysis

Produced By: Sahara Communications Inc.

Theme: Thinking about going to college!

Target Audience: Students, prospective students, parents of potential students, two-year college students, alumni, corporations, general community.

Language: English

Strategy: To address the group of students who are seeking a college degree and to invite them to consider attending UVI.

Key Message: UVI offers a competitive educational experience in a unique tropical setting.

Description: Select lifestyle photos of UVI students are used here, complemented by stock photos. 30-second radio spots and outdoor billboard/banners complement this print ad.

Media Placement: This print ad can be placed in publications such as *Blacks in Higher Education*, *The Education Highway*, *Ebony*, *JET*, *VIBE*, *The Source*, *New York Times*, *Washington Post*, *Black Enterprise* and local publications in the Territory as well as Puerto Rico and other Eastern Caribbean island publications. Radio spots can be placed on local radio stations in the Territory as well as on nearby Eastern Caribbean island radio stations.

Notes: The use of one picture keeps the print ad uncluttered and balanced. Pantone colors are taken from the UVI "Brand Identity Style Guide." They are bold, commanding and inviting. The print and radio ad themes are short, balanced and attention getting.

Advertising Analysis

Produced By: Sahara Communications Inc.

Theme: Take in some rays

Target Audience: Students, prospective students, parents of potential students, two-year college students, alumni, corporations, general community.

Language: English

Strategy: To demonstrate that the University of the Virgin Islands is about PLACE: higher education in an extraordinarily beautiful location. This ad showcases UVI's diversity, appealing to the Caucasian market.

Key Message: UVI offers a competitive educational experience in a unique tropical setting.

Description: Select lifestyle photos of UVI students are used here, complemented by stock photos. 30-second radio spots and outdoor billboard/banners complement this print ad.

Media Placement: This print ad can be placed in publications such as *Blacks in Higher Education*, *The Education Highway*, *Ebony*, *JET*, *VIBE*, *The Source*, *New York Times*, *Washington Post*, *Black Enterprise* and local publications in the Territory as well as Puerto Rico and other Eastern Caribbean island publications. Radio spots can be placed on local radio stations in the Territory as well as on nearby Eastern Caribbean island radio stations.

Notes: The use of one picture keeps the print ad uncluttered and balanced. Pantone colors are taken from the UVI "Brand Identity Style Guide." They are bold, commanding and inviting. The print and radio ad themes are short, balanced and attention getting.

Advertising Analysis

Produced By: Sahara Communications Inc.

Theme: My experience at UVI

Target Audience: Students, prospective students, parents of potential students, two-year college students, alumni, corporations, general community.

Language: English

Strategy: To personalize the unique educational experience at UVI.

Key Message: UVI offers a competitive educational experience where you can build lifelong friendships and relationships.

Description: Select lifestyle photos of UVI students are used here, complemented by stock photos. 30-second radio spots and outdoor billboard/banners complement this print ad.

Media Placement: This print ad can be placed in publications such as *Blacks in Higher Education*, *The Education Highway*, *Ebony*, *JET*, *VIBE*, *The Source*, *New York Times*, *Washington Post*, *Black Enterprise* and local publications in the Territory as well as Puerto Rico and other Eastern Caribbean island publications. Radio spots can be placed on local radio stations in the Territory as well as on nearby Eastern Caribbean island radio stations.

Notes: The use of one picture keeps the print ad uncluttered and balanced. Pantone colors are taken from the UVI "Brand Identity Style Guide." They are bold, commanding and inviting. The print and radio ad themes are short, balanced and attention getting.

Advertising Analysis

Produced By: Sahara Communications Inc.

Theme: Where can I find out about scholarships?

Target Audience: Students, prospective students, parents of potential students, two-year college students, alumni, corporations, general community.

Language: English

Strategy: To address a subject matter that is near and dear to practically every college student: financial aid and scholarships.

Key Message: UVI's financial aid department is a valuable resource to all students in need of scholarship information and financial assistance.

Description: Select lifestyle photos of UVI students are used here, complemented by stock photos. 30-second radio spots and outdoor billboard/banners complement this print ad.

Media Placement: This print ad can be placed in publications such as *Blacks in Higher Education*, *The Education Highway*, *Ebony*, *JET*, *VIBE*, *The Source*, *New York Times*, *Washington Post*, *Black Enterprise* and local publications in the Territory as well as Puerto Rico and other Eastern Caribbean island publications. Radio spots can be placed on local radio stations in the Territory as well as on nearby Eastern Caribbean island radio stations.

Notes: The use of one picture keeps the print ad uncluttered and balanced. Pantone colors are taken from the UVI "Brand Identity Style Guide." They are bold, commanding and inviting. The print and radio ad themes are short, balanced and attention getting.

Produced By: Sahara Communications Inc.

Theme: College Student Check-List

Target Audience: Students, prospective students, parents of potential students, two-year college students, general community.

Language: English

Strategy: To reach the “Every-student” by calling attention to their everyday lifestyles and habits. This ad will be easily relatable to the Echo-Boomer generation.

Key Message: Everyday experiences go hand-in-glove with a college lifestyle.

Description: A stock photo is used here, but photos of a UVI student can easily be substituted.

Media Placement: This print ad can be placed in publications such as *Blacks in Higher Education*, *The Education Highway*, *Ebony*, *JET*, *VIBE*, *The Source*, *New York Times*, *Washington Post*, *Black Enterprise* and local publications in the Territory as well as Puerto Rico and other Eastern Caribbean island publications. Radio spots can be placed on local radio stations in the Territory as well as on nearby Eastern Caribbean island radio stations.

Notes: The use of one picture keeps the print ad uncluttered and balanced. Pantone colors are taken from the UVI “Brand Identity Style Guide.” They are bold, commanding and inviting. The print and radio ad themes are short, balanced and attention getting.