

CREATIVE CAMPAIGN

WVU CHAMBERS COLLEGE OF BUSINESS AND ECONOMICS

WEST VIRGINIA UNIVERSITY, MORGANTOWN, WEST VIRGINIA

AUGUST 2019

BACKGROUND

Gen Z, the rising generation, is one in a million. They were born immersed in a half-digital culture with open access to knowledge. They were raised among change movements like “Me Too,” “Black Lives Matter” and “Occupy.” They identify with rebels and disruptors; self-made stars and authentic narratives. They are driven by meaningful roles, creative endeavors and the opportunity to make their mark. They’re thinking beyond traditional degrees and corporate ladder climbing. No longer satisfied with the state of the working world, these young people have a better sense of what they want — and how to achieve it — than nearly any generation before. And they aren’t afraid to take on established ways to thinking.

They *are* the go-first generation. And unlike your traditional, corporate-focused, business-suited business major, WVU can offer them a hyper-personalized, future-focused, hands-on experience. *This isn’t your grandfather’s business school.*



CREATIVE CAMPAIGN

NOT YOUR GRANDFATHER'S BUSINESS SCHOOL.

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CAMPAIGN DIRECTION

Bold, youthful and aspirational, yet pragmatic and world-wise. Globally inspired, yet locally minded. And always future-focused — with a heart. Willing to risk it all to make big, positive changes in the world, starting at home.

If she's not building her own business or inventing her own life-saving medical device, she's helping transform the establishment from the inside out.

A close-up, artistic photograph of a woman's face. The lighting is dramatic, with a strong blue and cyan glow on the left side of her face, and a bright, multi-colored rainbow-like glow on the right side. Her eyes are looking slightly to the right. The text is overlaid on the upper left portion of her face.

***SHE MIGHT NOT
BE **JUST** A BUSINESS
MAJOR.***



She's an
AGRI-PRENEUR,

A close-up photograph of a woman's face, focusing on her eyes. The image is overlaid with a vibrant rainbow light effect, creating a futuristic and high-tech aesthetic. The text is positioned in the upper left quadrant of the image.

She's a
TECH-PRENEUR,



She's an
***ACCOUNTANT-ADVOCATE,
HEALTHCARE WORKER,
PART-TIME INVENTOR.***



and a budding YouTube star.



**THE POINT IS,
BUSINESS ACUMEN
CAN OPEN DOORS
FOR ANYONE**



**THE POINT IS,
BUSINESS ACUMEN
CAN OPEN DOORS
FOR ANYONE**

**WHO WANTS TO
BE ANYTHING.**

We are the business school
FOR THE
NEXT GENERATION.

We are the business school
***FOR THE CHANGE
GENERATION.***

We are the business school
***FOR A GENERATION
THAT CARES.***

LET'S GO.

VOICE AND TONE

BRAND GUIDELINES

WHAT WE DO:

Through our people and our values, the WVU John Chambers College of Business and Economics is committed to educating and transforming our students, our state and our world toward greater prosperity.

HOW WE SAY IT:

BUSINESS FOR REBELS.

This isn't your typical business college. We're leading the revolution. Disrupting the facade. Building a movement. We're making meaning, from the ground up and the idea out. And we're doing it all open-source, showing our work so others can follow. We're going beyond the profit motive. Beyond the business suit. Toward a future that works — for all of us.

WHAT WE DELIVER:

Our primary goal is much more than educating; it's transforming. Whether acquiring, creating or disseminating knowledge, the process of learning leaves us forever changed, transformed. We embrace that spirit as we help the people and state of West Virginia realize their own transformations.

HOW WE SAY IT:

WE ARE THE FUTURE OF WORK.

Transformation isn't easy. But our people like a challenge. Whether it's reinvigorating local economies, planting the seeds of change in big business or uniting communities around a shared cause — we're in it to make the world a better place. And it all starts with our students.

THE COLLEGE, PERSONIFIED.



JOHN CHAMBERS BA/BS Business '71, JD '74 from WVU; MBA Finance and Management '75

“We will fall many times. But, our successes will dwarf our failures.”



AMELIA EARHART

“The most effective way to do it, is to do it.”



[THE APPALACIAN] ELON MUSK

“I think it is possible for ordinary people to choose to be extraordinary.”

CHARACTER TRAITS:

DISRUPTIVE

PASSIONATE

INNOVATIVE

CARING





If you don't innovate fast, disrupt your industry,
disrupt yourself—you'll be left behind.

JOHN CHAMBERS



As a leader, you don't get too high on the
highs or let the bumps balance down. Every
leader over time has probably equal amount of
good luck or bad luck - or, you could argue,
has good opportunities or challenges.

-JOHN CHAMBERS





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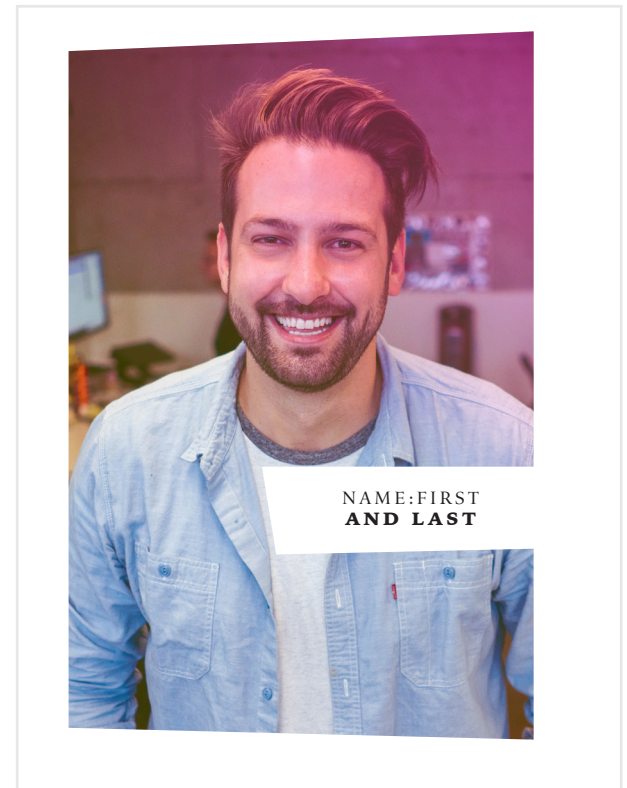
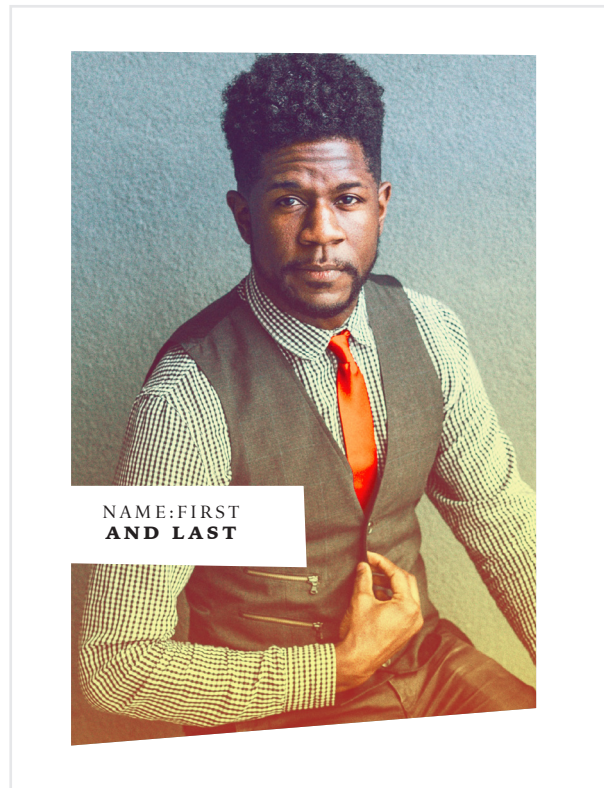


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PROFILE STYLES-with light leaks





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JOHN CHAMBERS COLLEGE OF
BUSINESS AND ECONOMICS

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ARE THE
FUTURE
OF WORK.**

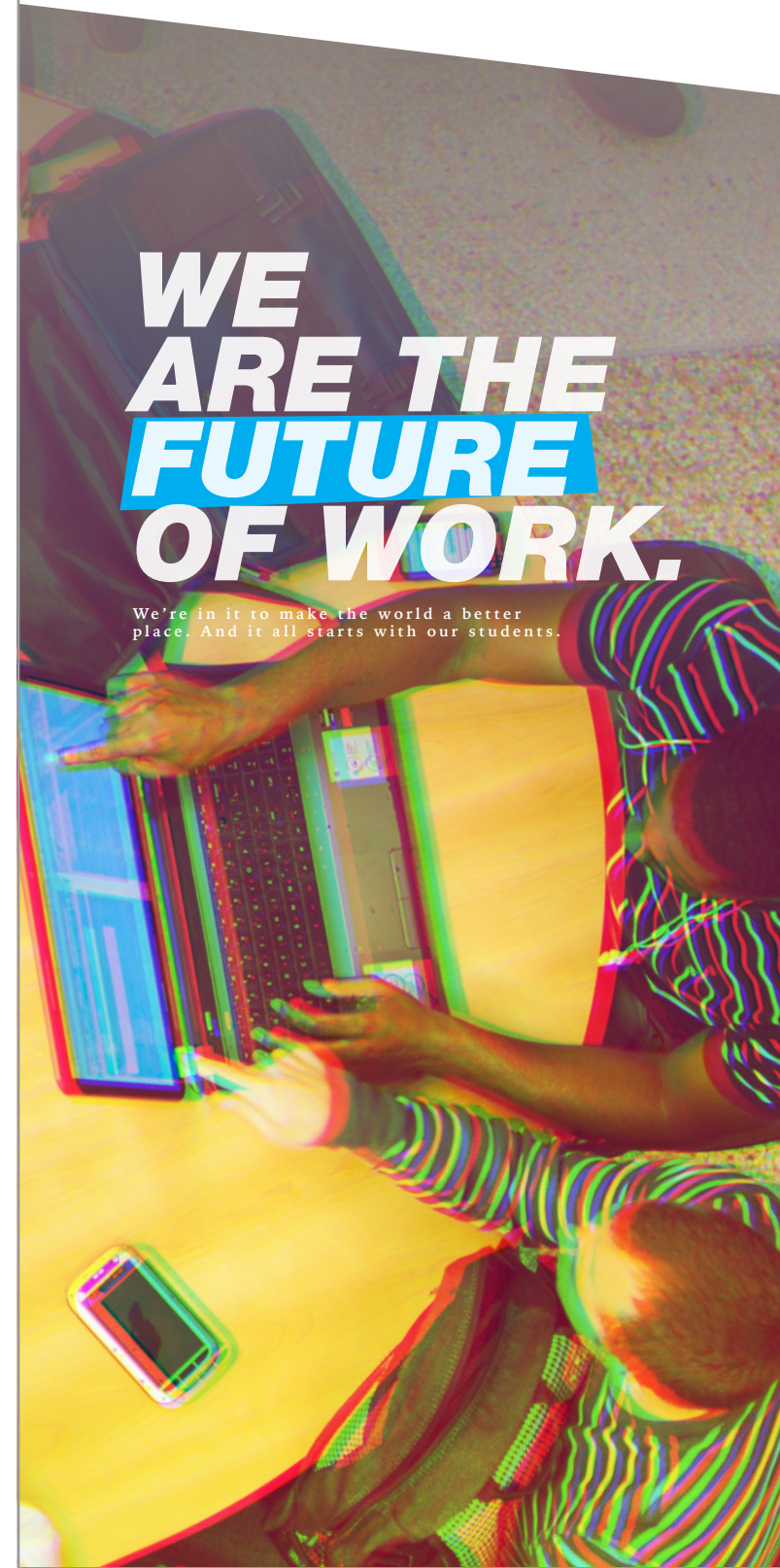
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THE
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WORKS.**