



University of Missouri

# WHERE PEOPLE MEET POSSIBILITY

As part of our larger Brand Introduction campaign, Mizzou Marketing and the Mizzou Alumni Association partnered to create a new series of digital ads showcasing the accomplishments of both well-known and recent University of Missouri alumni. Although highlighting alumni or student success is far from a novel concept in higher ed marketing, the Mixed Media Series stands out for connecting the aspirations of current students with the achievements of their famous predecessors through a potent combination of unified branding, unique design and spot-on messaging. This eye-catching series stands out on competitive social feeds, helping the University of Missouri create positive brand awareness through hundreds of thousands of impressions and thousands of landing page visits among students in 8 – 11 grades.



[Click to watch the animations.](#)