

**CASE Circle of Excellence Entry**  
**9a. Marketing: Advertising - Campaign**

*Where Legends Are Made*



The University of Alabama, Division of Strategic Communications




## LEGENDS

The University of Alabama is steeped in tradition and success. Legends have been made in our academic halls, on our athletic fields and courts, and in our endeavors to shape a better world through our teaching, research and service.


This is a sampling of many individuals who have made significant contributions to UA, and who have distinguished themselves in their field or profession, bringing national or international recognition to The University of Alabama.




MARK INGRAM



MARILYN HEWSON



RICE DAVIS



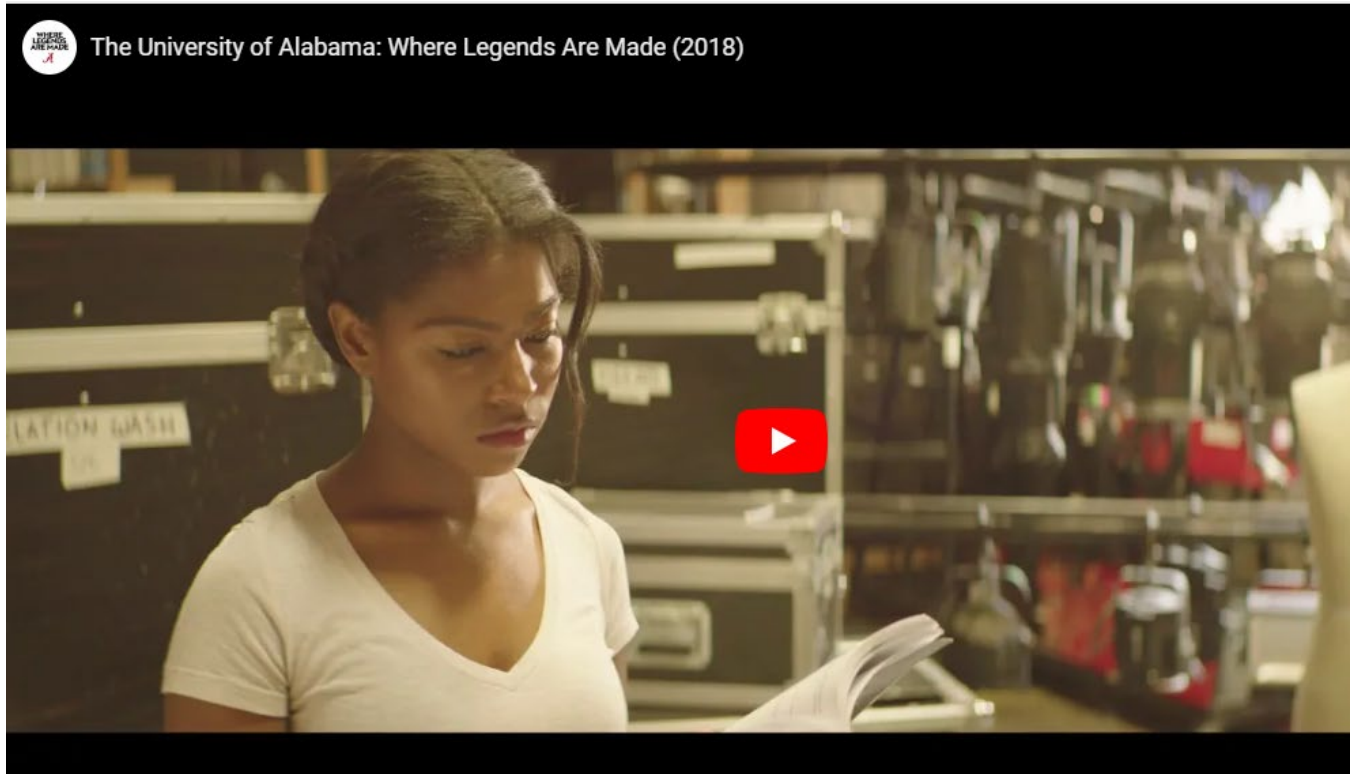
SONEQUA MARTIN-GREEN

### MORE STORIES

**WHERE LEGENDS ARE MADE** is about the past, present and future of The University of Alabama. It speaks to the aspirations of our students and their parents, to the pride of our alumni and donors, and to the devotion of our legends of this in our state, across the nation and around the globe. It highlights our successes and the legacy we will continue to build upon.



## 30-Second Commercial



[Click here to watch The University of Alabama: Where Legends Are Made video.](#)

## IMAGINING THE FUTURE

The internet barely existed when Nan Jackson Boden enrolled in college so UA prepared her for a future she could not see yet. Today, she leads technology partnerships for Google Cloud and envisions the future for millions of people every day.



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WHERE LEGENDS ARE MADE™

NAN JACKSON BODEN | CLASS OF 1986  
SENIOR DIRECTOR, HEAD OF GLOBAL TECH PARTNERS  
GOOGLE CLOUD



## GOOD ADVICE

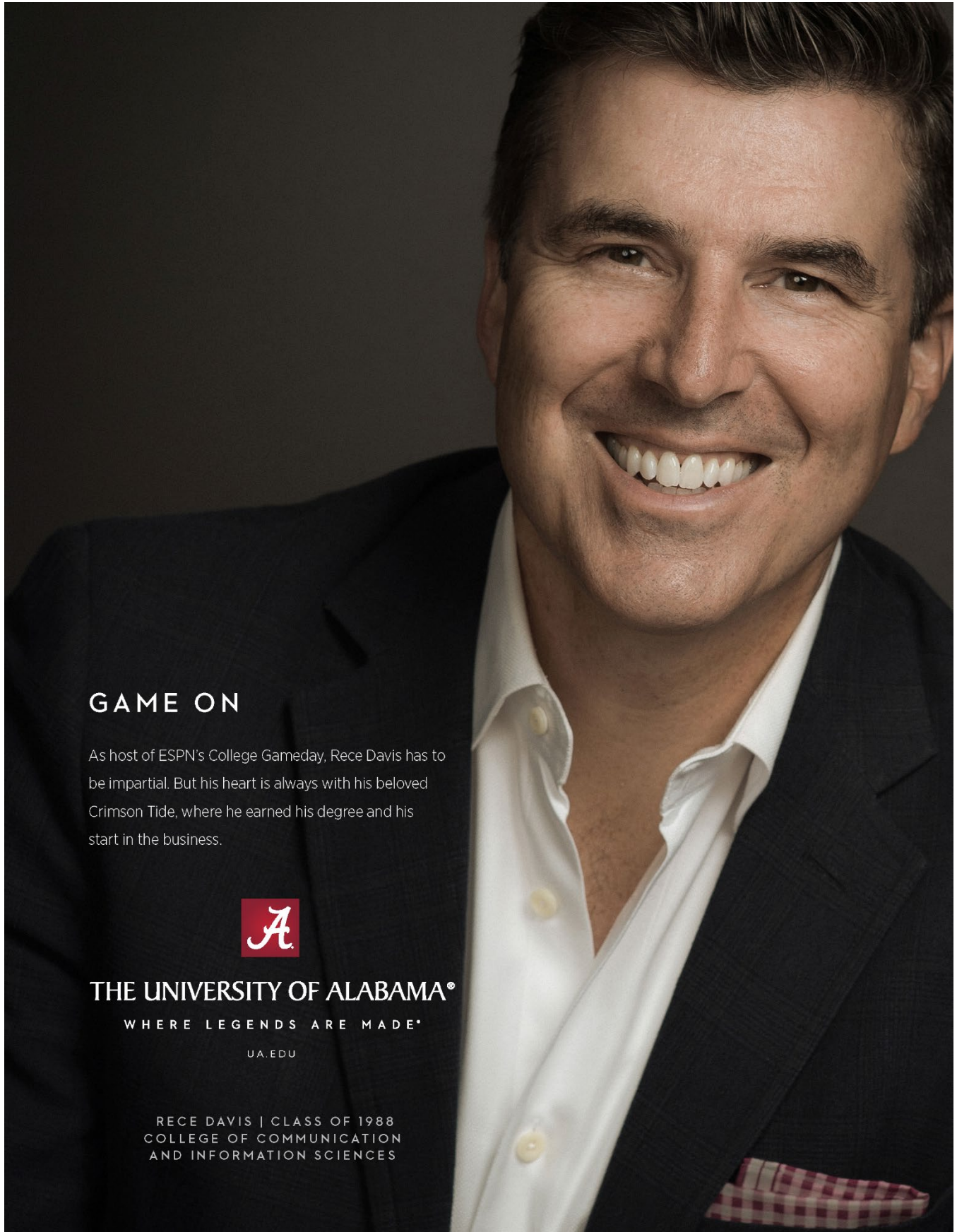
While a junior in college, Bruce Culpepper's professor urged him to set his sights higher and learn to lead, so he did...all the way to the top of Shell Oil, where he became U.S. country chair and president.



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BRUCE CULPEPPER | CLASS OF 1981  
PRESIDENT OF SHELL OIL



## GAME ON

As host of ESPN's College Gameday, Rece Davis has to be impartial. But his heart is always with his beloved Crimson Tide, where he earned his degree and his start in the business.



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RECE DAVIS | CLASS OF 1988  
COLLEGE OF COMMUNICATION  
AND INFORMATION SCIENCES



## STILL ASCENDING

Chris Emerson has been transporting people around the globe ever since he left his resume at UA's Career Center. That landed him at Mercedes. Now he is lifting Airbus Helicopters to new heights.

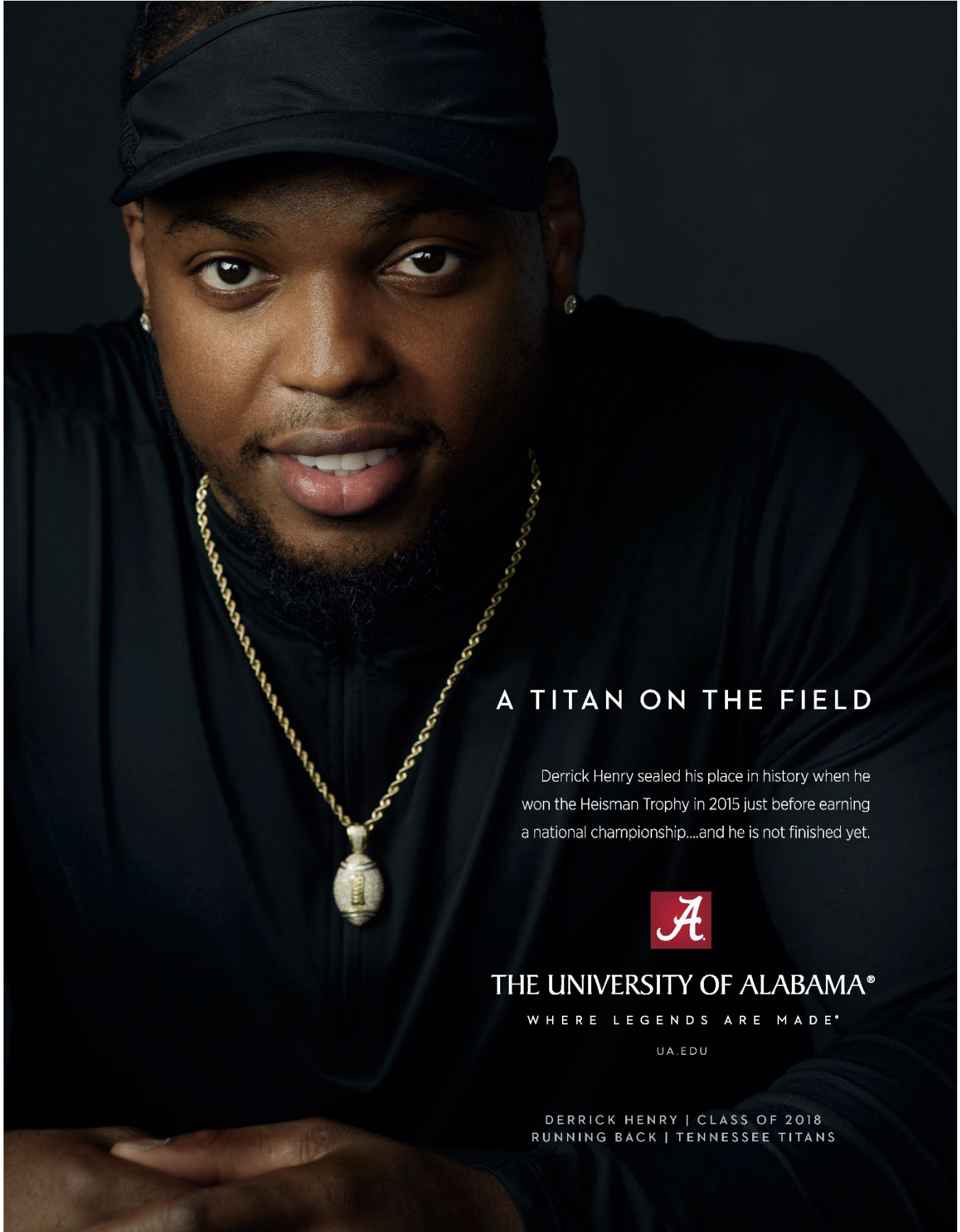


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CHRIS EMERSON | CLASS OF 1996  
PRESIDENT AND HEAD OF NORTH AMERICA REGION  
AIRBUS HELICOPTERS



## A TITAN ON THE FIELD

Derrick Henry sealed his place in history when he won the Heisman Trophy in 2015 just before earning a national championship....and he is not finished yet.



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DERRICK HENRY | CLASS OF 2018  
RUNNING BACK | TENNESSEE TITANS



## A STAR IS BORN

Sonequa Martin-Green made her acting debut as a student at UA. Her star rose quickly... from *The Walking Dead* to *Star Trek: Discovery*, where she made history as the first female African American in a lead role for the *Star Trek* franchise.



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SONEQUA MARTIN-GREEN | CLASS OF 2007  
ACTOR

## THE ROLE OF A LIFETIME

Emmy Award-winning actress Sela Ward first took center stage as Homecoming Queen and cheerleader at The University of Alabama. Today, she is improving the lives of abused and neglected children as the founder of Hope Village for Children.



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SELA WARD | CLASS OF 1977  
ACTRESS | AUTHOR | PAINTER  
CHILDREN'S ACTIVIST

# MEET A FEW OF OUR LEGENDS

While The University of Alabama is known for its legendary success in athletics, we have many other legends who are making their mark nationally and internationally in other areas. These are just a few of our legendary alumni.

## AUTHORS



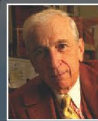
**Harper Lee**  
*To Kill a Mockingbird*



**Winston Groom**  
*Forrest Gump*



**Kathryn Stockett**  
*The Help*



**Gay Talese**  
*Honor Thy Father*



**Mark Childress**  
*Crazy in Alabama*



**Ann Waldron**  
*Eudora Welty: A Writer's Life*

## BUSINESS LEADERS



**Marilyn Hewson**  
*Chairman/President/CEO*  
*Lockheed Martin*



**Bruce Culpepper**  
*President*  
*Shell Oil*



**Nan Boden**  
*Head of*  
*Global Alliances*  
*Google*



**Chris Emerson**  
*President*  
*Airbus Helicopters*



**Sam DiPiazza**  
*Chairman*  
*The Mayo Clinic*



**Vicki Hollub**  
*President/CEO*  
*Occidental Petroleum*

## ENTREPRENEURS



**Millard Fuller**  
*Founder*  
*Habitat for Humanity*



**Joe Gibbs**  
*Co-founder*  
*Golf Channel*



**John Hendricks**  
*Founder*  
*Discovery Channel*



**Thom Rainer**  
*President and CEO*  
*LifeWay Christian Resources*



**Jimmy Wales**  
*Co-founder*  
*Wikipedia*



**Janet Gurwitch**  
*Co-founder*  
*Laura Mercier Cosmetics*

## STAGE AND SCREEN



**Sela Ward**  
*Emmy Award-winning actress*



**Jim Nabors**  
*The Andy Griffith Show*



**Sonequa Martin-Green**  
*The Walking Dead,*  
*Star Trek: The Discovery*



**Michael Luwoye**  
*Hamilton*  
*(Broadway)*



**Rece Davis**  
*ESPN anchor and host*



**Michael Emerson**  
*Lost,*  
*Person of Interest*

THE UNIVERSITY OF ALABAMA®

# WHERE LEGENDS ARE MADE



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Legends have been made in our academic halls, on our athletic fields and courts, and in our endeavors to shape a better world through our teaching, research and service.

Our legends wear many names — Inventor. Entrepreneur. Best-selling Author. Pioneer. CEO. National Champion.

They earn prestigious honors — Pulitzer Prizes. Heisman Trophies. Emmy Awards. Golden Globes. Medals of Honor. Super Bowl Rings. Olympic Medals.

We know a lot about legends.

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U A . E D U / L E G E N D S

Billboards




**FROM ATHENS TO GOOGLE**  
NAN JACKSON BODEN  
HEAD OF TECHNOLOGY PARTNERSHIPS - GOOGLE




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WHERE LEGENDS ARE MADE®

**FROM TUSCALOOSA  
TO CEO OF THE YEAR**

MARILLYN A. HEWSON  
CHAIRMAN, PRESIDENT AND CEO OF LOCKHEED MARTIN



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WHERE LEGENDS ARE MADE®



**FROM RUSSELLVILLE  
TO STAR TREK**

SONEQUA MARTIN-GREEN  
ACTOR



THE UNIVERSITY OF ALABAMA®  
WHERE LEGENDS ARE MADE®



**CONGRATULATIONS,  
JODY SINGER**

UA ALUMNA AND DIRECTOR  
NASA'S MARSHALL SPACE FLIGHT CENTER




THE UNIVERSITY OF ALABAMA®  
WHERE LEGENDS ARE MADE®



Billboards (Continued)



FROM MUSCLE SHOALS  
TO ESPN  
RECE DAVIS — COLLEGE GAMEDAY HOST



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WHERE LEGENDS ARE MADE\*

A portrait of Rece Davis, a man with short dark hair, smiling broadly, wearing a dark suit jacket over a light-colored shirt. The background is dark and out of focus.



WHERE  
LEGENDS  
ARE MADE

A silhouette of a building tower with a pointed roof, set against a dark red background with a subtle pattern of trees or foliage.



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ALABAMA®  
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Google Ads Digital Campaigns: Camping World Kickoff, SEC Championship and Orange Bowl



**A** | WHERE LEGENDS ARE MADE<sup>®</sup>  
THE UNIVERSITY OF ALABAMA<sup>®</sup>  
U.A.EDU/LEGENDS



**A** | WHERE LEGENDS ARE MADE<sup>®</sup>  
THE UNIVERSITY OF ALABAMA<sup>®</sup>  
U.A.EDU/LEGENDS



**A** | WHERE LEGENDS ARE MADE<sup>®</sup>  
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U.A.EDU/LEGENDS

WHERE LEGENDS ARE MADE<sup>®</sup>  
**A**

THE UNIVERSITY OF ALABAMA<sup>®</sup>  
U.A.EDU/LEGENDS



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THE UNIVERSITY OF ALABAMA<sup>®</sup>  
U.A.EDU/LEGENDS

Google Ads Digital Campaigns: Camping World Kick-off, SEC Championship and Orange Bowl (continued)



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Snapchat Filter: Camping World Kickoff and SEC Championship



Twitter Post: Mark Ingram



The Univ. of Alabama

@UofAlabama



Every **#legend** has a story. The University of Alabama - **#WhereLegendsAreMade**



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[ua.edu](http://ua.edu)


7:30 AM - 28 Dec 2018

Facebook Sponsored Posts Promoting Legends Merchandise for The University of Alabama Supply Store

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Didn't get what you wanted for Christmas? Start [#NewYear2019](#) off right with new [#WhereLegendsAreMade](#) gear!



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Where Legends Are Made Hoodie

Newspaper Front Page Sticker: SEC Championship and the Orange Bowl



Mobile Video Billboard: Camping World Kickoff, SEC Championship and the Orange Bowl



Aerial Banner: Orange Bowl

