



WINTHROP
UNIVERSITY



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Objective



Specific Campaign Objectives

Winthrop University recently completed a total rebranding project.

They adopted a new logo, redesigned the website, refocused the brand, and now the one thing missing is the slogan.

The slogan should tell our story and encapsulate everything that makes Winthrop special.



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Positioning



Core Branding Positioning

Winthrop is more than a university, it is a family.

It is a community of learners, where students are cared for, supported, and accepted by their both peers and faculty mentors.

It is a community that remains dedicated to excellence and innovation in education.

This makes us stand out from other institutions and makes Winthrop home.



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Audience



Audience Profile

Our main target audience is prospective students.

Secondary audiences that we need to consider are faculty, staff, current students, alumni, the board of trustees, and the Rock Hill/York County community.



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The Process



Our Creative Process

When we first began brainstorming slogan ideas, we tried to look at everything Winthrop University had to offer.

This included things like a welcoming atmosphere, small class sizes, and the ability to explore new ideas and challenge yourself.

While a lot of words were thrown around and experimented with, we chose ones that we felt encapsulated our time at Winthrop and how we have felt throughout that experience.



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The Final Product



Slogan #1

“Challenge your potential.”

Encapsulates the fact that Winthrop University will challenge you to be the best version of yourself, both in and out of the classroom.

This encompasses everyone who Winthrop challenges to do their best, including current students in their courses, athletes in their chosen sport, faculty/staff in their roles on campus, alumni in their careers after graduation, and prospective students as they begin their application process.



Challenge Your Potential

At Winthrop, you are more than a number. Just as our new slogan states, here, you are seen and heard while you challenge your potential.

Be Seen. Be Heard.





Slogan #2

“You belong.”

Introduces the idea that Winthrop is a community of learners, thinkers, and doers, and that “you” belong in the Winthrop family.

Winthrop prides itself on being a diverse community, meaning that although many students come from different parts of the world and walks of life; they are all part of the Winthrop community.



You belong.

At Winthrop, every piece is essential. Just as our new slogan states, you belong in our Winthrop family.



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Recap



Conclusion

We wanted our slogan to encompass everything that Winthrop meant to us as students, while also being able to reach the university's secondary audiences.

By creating a slogan that calls people to challenge themselves, we are trying to show the enriching and fulfilling side of the university.

By creating a slogan to show individuals that they belong, we are trying to showcase the level of diversity and family aspects that Winthrop has to offer. Each student is part of the puzzle that makes Winthrop so special.

We challenge you to take this information and utilize it in choosing which direction you believe would best fit Winthrop's vision.