

Award Nomination: UPCEA Marketing Awards**Campaign: “We See You” – University of Cincinnati Online****Category: Brand Campaign****Overview**

With “We See You,” University of Cincinnati Online (UCO) set out to rewrite the script on online education marketing. Created to honor each learner’s unique story, “We See You” celebrated the idea that every journey is as special as a fingerprint, and every single one deserves to be cheered on.

In a world full of online education ads, we chose empathy as our loudest voice, compassion as our brightest color, and authenticity as our guiding light. We didn’t just promise flexibility as all online education providers do; we promised to truly *see you (the learner)*, to celebrate the beautiful challenges of balancing life, and to stand by your (the learner’s) side from your (their) first step to your (their) graduation cap toss.

Objectives

- Elevate UCO’s brand to highlight genuine human connection, a love of lifelong learning, and the feeling of a friendly partnership (not just a transaction).
- Drive awareness and engagement through a unified creative thread across digital, social, out-of-home, audio, and traditional marketing channels.
- Encourage prospective students to take that first brave step, knowing we’re cheering them on.

Strategy

Rooted in UC’s brand guide, “We See You” utilized the familiar university palette and iconography, but activated them through a fresh, empathetic lens. Our creative choices were intentional:

- **Tone:** Friendly, uplifting, and a bit playful, so “Yes, you can” feels like a friend cheering you on, not just a university slogan.
- **Visuals:** Breaking the fourth wall, showing real struggle and real success. Because perfection is boring (and not very believable).
- **Media:** A new landing page (weseeyou.uc.edu), pre-roll videos, radio spots, outdoor ads (even on coffee sleeves), and carefully crafted social content extended our reach to the moments and mediums where life happens.

We built the campaign around true-to-life vignettes: the office worker charting a new path, the mother studying at midnight, and the nurse balancing double shifts with double majors - all current UC Online students.

Results

While we can’t share specific enrollment numbers, the early feedback has been truly heartening. Prospective and current students told us the campaign spoke to them on a personal level. This is

proof that when you trade a megaphone for a real conversation, people not only listen, but they also often join in.

We also saw:

- Increased traffic to our new campaign landing page.
- High completion rates on video pre-roll ads, rare territory in the skip-happy digital world!
- Organic social shares from UC students and alumni who proudly echoed, “They see me.”

Why This Campaign Deserves Recognition

In a world focused on numbers, “We See You” reminded us to focus on meaning. It blended brand consistency with a deeply human story, sprinkled with humor and inspiration. This campaign shined a light on why it truly matters.

Most importantly, it kept its promise: seeing every learner, championing their possibilities, and helping them write their next chapter!

I appreciate your consideration!

JT