

## Case Study



### EDUCATION

## University Canada West – “A New Campus For Tomorrow’s Leaders”

### Challenge

University Canada West (UCW) is a private university in Vancouver, British Columbia, owned by Global University Systems (GUS), an international network of post-secondary institutions headquartered in the Netherlands.

UCW is recognized for its Masters in Business Administration program that attracts students from around the world. UCW also offers a variety of career-focused programs in commerce, communications, and the arts.

We were tasked with creating an awareness campaign for UCW’s ambitious expansion into the internationally acclaimed “Vancouver House,” in one of the most sought-after new developments in downtown Vancouver. This campaign supported the university’s outreach and engagement efforts with new and existing students, as well as with key stakeholders.

### Process

Burrard Strategy created a campaign, called it “[A New Campus for Tomorrow’s Leaders](#),” marketing the university as the kind of place where tomorrow’s leaders are made by showcasing what the iconic new campus was going to look like. We also created UCW’s content to appeal to major domestic and international stakeholders; creating marketing collateral and digital specific to “student” profiles; securing high calibre speakers and expanding their search for advisory board members. We also placed ads on TV, billboards, transit shelters, airport, skytrain platforms, magazine publications and online news websites.

### Outcome



**Narrative Development:** Year-long Campaign with original graphics for “A New Campus for Tomorrow’s Leaders,” website for community partnership and more.



**Content Creation:** Western Wisdom Speaker series; Terramera, Local MP, Daily Hive Co-founders, UN accessibility rep; several International Recruitment videos; and Livestream of Convocation for international audience 3000+



**Earned Media:** As Seen in, [Daily Hive](#), Georgia Straight, [BC Business](#) and more



**Advertising:** One-year Out-of-Home Ad Campaign for “A New Campus for Tomorrow’s Leaders,” on TV, billboards, transit shelters, airport, skytrain platforms, magazine publications and online news websites; and COVID-19 TV Ad Campaign (Global TV)



**Community Partnerships:** Introduced and raised awareness for the [#GUSCares](#) initiative with United Way Canada

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