



FOR IMMEDIATE RELEASE

## MEDIA RELEASE

### Capilano University puts students at the forefront with new “Be You at CapU” campaign

NORTH VANCOUVER B.C. September 18, 2023 – Capilano University (CapU) is thrilled to announce the launch of its “*Be You at CapU*” brand and student recruitment campaign today. This engaging campaign showcases current CapU students and provides prospective students with an insightful glimpse into the empowering learning environment at CapU.

Collaborating with Vancouver creative agency Will, CapU enables students to be “unapologetically themselves” and to embrace their unique identity on their own education journey.

“At Capilano University, we value collaboration, belonging and authenticity,” said Jennifer Ingham, vice president university relations at Capilano University. “The Be You at CapU message beautifully captures the spirit of our campus culture and packages this message into an appealing presentation for prospective students locally, nationally and internationally.”

Building on the foundation of CapU’s [award-winning 2022 “Bring It” campaign](#), this year the campaign features bold elements that highlight CapU’s vibrant culture. It focuses on CapU’s imaginative approach to learning that extends beyond the University’s fine arts and film programs, filtering through programs in sciences, business, healthcare and more.

#### “Be You at CapU” Campaign

**Video:** [Be You at CapU](#)

**Website:** [join.capilanou.ca](http://join.capilanou.ca)

**Instagram:** [@capilanou](#)

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Guided by CapU's [vision, mission and values](#) that celebrate authenticity and cultivate life-enhancing learning experiences in diverse and inclusive learning environments, the campaign imagery boldly embraces vivid hues and dynamic shapes to accentuate portraits of real students. The students from this year's campaign co-collaborated on choosing the locations they would be photographed in, based on some of their favourite places on the University's nature-rich, scenic campus.

The graphics, along with the photos and videos, capture the characteristics and spirit of the individual students who represent programs from Legal Studies to Communications, Performing Arts to Early Childhood Care and Education, Arts and Entertainment Management to Science.

"Every potential Capilano University student is an individual with a unique background and distinct goals and aspirations," says Lisa Lebedovich, executive creative director at Will. "Strategically, we wanted to lean into this and find the truest way to bring it to life."

A dedicated landing page provides an immersive gateway to explore the campaign's essence. The campaign includes a robust digital marketing strategy targeting potential students where they engage most. Over the next six months, the Be You at CapU message will extend across Metro Vancouver through strategically positioned advertising placements in key locations.

CapU's "Be You" campaign is a testament to the University's commitment to fostering a diverse and inclusive academic community that celebrates individuality while nurturing authentic growth.

### **About Capilano University**

Capilano University is a regional university based in North Vancouver, British Columbia, with additional programming serving the Sunshine Coast and the Sea-to-Sky corridor. With industry-leading instructors, small classes and over 100 programs across five distinctive faculties, CapU is a unique place where students are encouraged to make their mark, in and out of the classroom. Capilano University is named after Sa7plek (Chief Joe Capilano), an important leader of the Skwxwú7mesh (Squamish) Nation of the Coast Salish Peoples. We respectfully acknowledge that our campuses and are located on the territories of the Lílwat, xʷməθkʷəy̓əm (Musqueam), shíshálh (Sechelt), Skwxwú7mesh (Squamish) and Səlilwətaʔ/Selilwitulh (Tsleil-Waututh) Nations.

### **About Will**

Will is a creative agency that focuses on the development and amplification of brands through a strong, strategic sense of purpose and emotional connection. Launched in October 2014, Will employs 37 full-time staff, and works across most major industries. Clients include Mill Street Brewery, BC Ferries, Canadian Paralympic Committee, Vancouver Whitecaps FC, Destination Vancouver, Petcurean, COBS Bread, Doctors Manitoba, Teck Resources, Lush Cosmetics and more.



### **Other Partners**

Other key partners include Tanya Goehring Photography (photography and video), Noravera Visuals (video) and Ollo Metrics (digital marketing).

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