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MEDIA RELEASE

Capilano University gives voice to students with new “A space to be you” campaign

NORTH VANCOUVER, B.C. September 16, 2024 – Capilano University is proud to launch its 2024-25 recruitment campaign, *A space to be you*, which showcases the University’s distinct experience through the unfiltered stories of CapU students.

The campaign features students from diverse backgrounds and dimensions of identity, capturing their individual personality and spirit. They represent the University’s breadth of academic options from communications, science, and acting for stage and screen to early childhood education and a foundational program for Indigenous learners.

“CapU is a place that puts learners at the centre of everything we do, and we are committed to seeing them succeed. It was important for us to express the authentic experiences of our exceptional learners through their lens and in their own words,” says Alisha Moolla, director, marketing & digital experience.

Short, unscripted interviews form the basis of the campaign videos, showcasing how CapU provides a safe and supportive space for growth, self-expression and fulfilment. The campaign includes a robust digital strategy that reaches potential students where they engage most. Digital platforms include Meta, Google, YouTube, Programmatic, Spotify, Reddit and TikTok. The campaign extends its reach through strategically positioned out-of-home placements, including SkyTrain, bus, billboard, movie theatre and high school screen advertising. A dedicated [landing page](#) provides an engaging gateway to CapU, including ways for students to connect with the University and get financial assistance and guidance on their educational journey. Partnerships with student content creators and in-depth storytelling will further bring the concept to life.

“A space to be you” campaign

Campaign Videos:

- [A space to thrive](#)
- [A space to find your path](#)



- [A space to find community](#)
- [A space to grow](#)

Website: join.capilanou.ca

Instagram: [@capilanou](https://www.instagram.com/capilanou)

The campaign is the first outward expression of the University's new brand platform. It forms part of an intentional shift to a long-term brand-building approach that clearly articulates CapU's strategic advantage. The renewed platform is the culmination of three years of research, listening and learning to define what is distinct about CapU, and will form the foundation for how the University speaks, thinks, looks and behaves.

Guided by CapU's [vision, mission and values](#), the campaign is a testament to the University's commitment to fostering a diverse and inclusive community that celebrates individuality while nurturing personal growth.

Key Partners

The brand platform and campaign creative development was a highly collaborative process between Vancouver creative agency WILL and the University's Marketing & Digital Experience team. Other partners include inclusive marketing agency AndHumanity, digital marketing agency Ollo Metrics and video production partners Trevor Jacobson and Tanya Goehring from Das Duo.

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, x^wməθk^wəy̓əm (Musqueam), shíshálh (Sechelt), Skwxwú7mesh (Squamish) and Səlílwətaʔ/Selilwutlh (Tsleil-Waututh) Nations.

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