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“Be Bold” to “1,000 Days”: New Branding Campaign

CEDARVILLE, OHIO -- The phrase “1,000 days” has resonated with key constituent groups at Cedarville University ever since Dr. Thomas White’s “State of the University” address at homecoming several years ago. And now, Cedarville University is changing its branding from “Be Bold” to “1,000 Days.”

The “Be Bold” campaign has been the university’s branding the last four years. Dr. Janice Supplee, vice president for marketing and communications, explained the development of the new campaign came from a focus group of current students, faculty and staff.

“The idea of 1,000 days quickly emerged as the theme that has captivated our campus community and tells the story of what makes a Cedarville education distinct,” said Supplee.

From the day undergraduate students arrive at Cedarville until they walk across the stage at graduation, not including summer and winter breaks, they will be on campus for approximately 1,000 days. “In the 2015 State of the University address, Dr. White passionately communicated his vision for Cedarville to provide an education that is excellent and intentional, equipping students spiritually, personally and professionally, all in submission to biblical authority,” said Supplee.

The branding changes have started to emerge from the admissions office. The marketing team has started to add a visual identity for “1,000 Days” that is being applied across all undergraduate recruitment and marketing materials. It will also begin to appear on displays and in the admissions presentation room. Supplee explained that Cedarville “will begin to use the theme in our advancement and fundraising communication as well.”

The marketing department worked closely with the admissions office to make sure they were brought into the conversation on how the new branding change would relate to prospective students. Matt Dearden, director of admissions explained, “The ‘1,000 Days’ branding enables admissions to launch into a rich storyline — a story of how lives are transformed at Cedarville over the course of 1,000 days of intentional investment.”

Many admission counselors have the opportunity to have conversations with prospective students during college fairs and campus visits. “One of the most common questions we now get on the road is ‘What does 1,000 days mean?’” explained Dearden. “From there, my team is able to really frame the Cedarville story in a way that is catered to the student or family we are talking to.”

The transition to the “1,000 Days” campaign should be complete within a year.

Located in southwest Ohio, Cedarville University is an accredited, Christ-centered, Baptist institution with an enrollment of 4,380 undergraduate, graduate and online students in more than 150 areas of study. Founded in 1887, Cedarville is recognized nationally for its authentic Christian community, rigorous academic programs, strong graduation and retention rates, accredited professional and health science offerings and high student engagement ranking. For more information about the University, visit www.cedarville.edu.