



UNIVERSITY OF NEW YORK IN PRAGUE

UNYP launches WE ARE campaign

University of New York in Prague launched a new marketing campaign entitled "WE ARE" featuring real UNYP students. The aim is to show potential students their future possibilities and encourage them to study at UNYP.

"These are not models – they are real students who have a close connection to the University. Some of them have already launched successful careers and others are still studying, but they all have in common that they want to share with the world that UNYP has helped or is helping to prepare them for their future. This campaign is all about the students and their voices coming to the front. They play the biggest role for us." Mark Anderson, Marketing Director at UNYP

The campaign includes a series of print ads featuring Bachelors, Masters and MBA programs, online banners and cinema spots. The campaign was created by the award-winning creative agency Passion Communications and it will soon appear in a number of Czech, Slovak and international publications.

"This campaign is all about empowering a generation and the future leaders of tomorrow. We want to show everyone that UNYP is not just another University. Everything is built around the students. They are the leaders that are shaping the world. The idea behind our video is to introduce the life you get as a UNYP student and the life you get after being a UNYP student. Your options are endless and with UNYP, you can be whoever you want to be." Emil Jimenez, CEO/COO, Passion Communications

The video campaign features the song Youth of the Nation by P.O.D. and it will be soon seen on social networks and also in cinemas.

"We want to show people what UNYP is all about. Showcasing our alumni speaks volumes to the fact that UNYP is more than just learning from a textbook, but it's about learning skills they will use to shape their own future and that of others they work with. As the title in our MBA campaign says, it's our students and alumni that are 'leading the change'. Also, it's important to let students know what life at UNYP is like and that we give them a safe and positive environment where they can feel at home and we think our video campaigns speak to exactly that." Sotiris Foutsis, General Manager, UNYP

The new campaign also consists of a two minute informational video about UNYP and about studying in Prague in general. It was created by UNYP's Alumni Robin Nguyen and it features UNYP students.

"It was a pleasure to be part of this new campaign. University of New York in Prague is helping me to achieve my goals and I am very happy to be promoting such a great institution in one of the most beautiful cities in the world." Hannalina Kalonji, UNYP student

For more information about the University of New York in Prague, a higher educational institution offering study programs in English since 1998, please contact marketing@unyp.cz.

Campaign commercials:

47 Sec: <https://www.youtube.com/watch?v=nBdjB2ub9Wo&feature=youtu.be>

45 Sec: https://www.youtube.com/watch?v=A64_qD8Dt8A (Unlisted)

30 Sec: <https://www.youtube.com/watch?v=SC1F-vx3JFg> (Unlisted)

15 Sec: <https://www.youtube.com/watch?v=WYC3vF6QVUU&feature=youtu.be> (Unlisted)

Introduction video: <https://www.youtube.com/watch?v=QhhEH9SmZKg>