

CASE STUDY

Capilano University

— Inclusive Marketing and Brand Research



Image 1: Diverse students sitting and socializing outdoors on campus. Detailed description in appendices.

OVERVIEW

&
HUMANITY

Creating a brand that resonates with a diversity of people; one where people can see themselves reflected.



A space to **be you**

OVERVIEW



Helping Capilano University Elevate Its Brand Through Inclusion.

Capilano University (CapU) is a post-secondary institution founded in 1968, with campuses located in British Columbia, Canada. CapU was looking to elevate the University's reputation through broad awareness of its distinct academic offerings, student experience, and diverse community. To do so, AndHumanity, in collaboration with WILL, a creative agency, developed a new brand strategy for CapU.

To validate the resonance of the new brand strategy with CapU's focus audience, AndHumanity conducted a brand audit and facilitated interviews with four (4) external brand strategists that identified with the lenses of Indigenous, Black, Person of Colour or 2SLGBTQIA+ and or an intersectionality of these identities. They reviewed and provided feedback on the CapU brand strategy through the lens of lived experience. AndHumanity then compiled these insights into a Recommendations Report for the brand team and organization at large. Based upon insights gathered during this engagement phase, the brand strategy was further refined before being published live. Based upon the success of this project and authentic resonance of the newly developed brand, CapU and WILL further engaged AndHumanity to support the development of the Brand Platform (including a brand identity refresh and tone of voice) as well as support the development of the first recruitment campaign concept, which was launched in September 2024.



A space to find your path

Image 3: "A space to find your path" campaign video screenshot. Detailed description in appendices.



A space to feel supported

Image 4: "A space to feel supported" campaign video screenshot. Detailed description in appendices.

HOW WE HELPED

&
HUMANITY



Transformative Engagement Strategies

Facilitated a brand audit that led to the enhancement of CapU's brand strategy to better align with their goal of establishing an authentic, diverse and inclusive brand.



Empowering Authentic Resonance and Relationships

Consulted and created a campaign that is a testament to the University's commitment to fostering a diverse and inclusive community that celebrates individuality while nurturing personal growth.



Elevating Reputation and Brand Awareness

Supported CapU in better understanding its current brand state and gaps, and identified opportunities for enhanced brand representation.



Bringing Bold Ideas to Life

Established a brand platform that allows CapU to actively stand out from the crowd, improving brand recall and recognition.



*Image 5: Screenshot of student from campaign video.
Detailed description in appendices.*

"AndHumanity has been a trusted partner to Capilano University for over two years, providing invaluable support on the development of the University's brand strategy and renewed brand platform. They worked collaboratively with our creative agency to embed inclusive practices throughout the project. From inclusive discovery sessions to interview preparation and insightful feedback from their ally network, the University's renewed brand would not have been possible without AndHumanity's expertise."

Alisha Moolla
Director of University Relations
Capilano University





Thank you!

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Image Descriptions

Image 1: Image shows a diverse group of people sitting together outdoors at Capilano University campus, smiling and chatting on a sunny day.

Image 2: On the left, a dark blue Capilano logo on a bright blue background. On the right is the campaign tagline, “A space to be you”, written over a geometric circular design shape.

Image 3: Image shows a light-skinned, masculine-presenting Indigenous person with long dark hair smiling in an outdoor setting surrounded by blurred greenery, overlaid with the text “A space to find your path.” The screenshot is of an outdoor interview from a campaign video.

Image 4: Image shows a light-skinned, feminine-presenting person with wavy hair smiling softly in warm indoor lighting, overlaid with the text “A space to feel supported.” The screenshot is of an outdoor interview from a campaign video.

Image 5: Image features a dark-skinned, feminine-presenting person with braided hair, white blouse and yellow sweater vest. The screenshot is of an outdoor interview from a campaign video.

Image 6: Two diverse students are sitting and leaning against a wooden bench at Capilano University, surrounded by warm wooden architecture. They are casually dressed for fall, wearing jeans, sneakers, and layered tops. One individual wears a turban, while another carries a backpack. They are engaged in mid-conversation, smiling and laughing, conveying a sense of connection and warmth.