

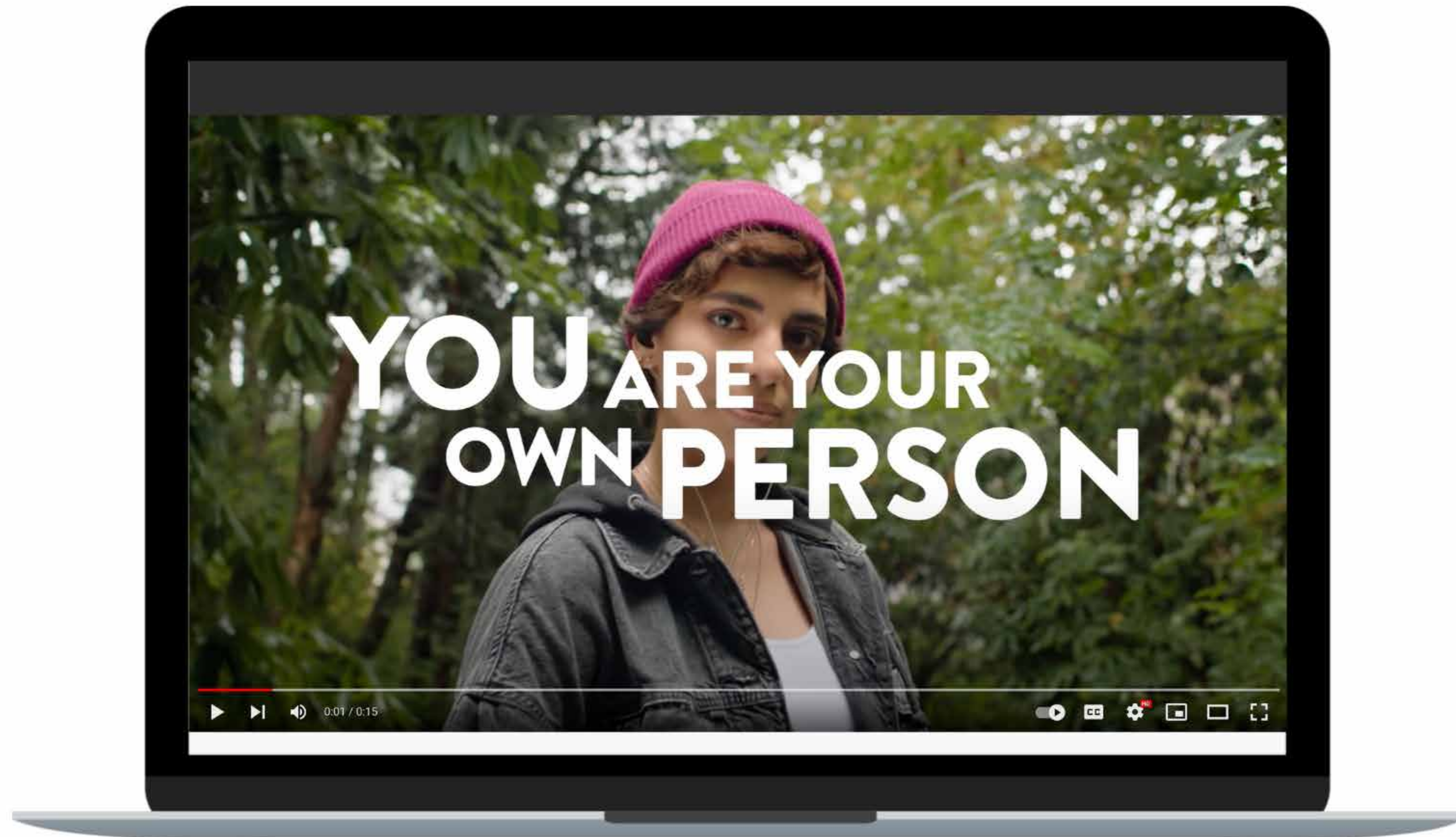
Capilano University  
Recruitment Campaign 2022



# BRING IT.

Your energy. Your curiosity. Your history. The stuff that makes you excited. The way YOU see the world. It all adds up to the incredibly unique person that you are. And whoever you are, what you love, where you're headed, Capilano University is a place of connection, support and acceptance that empowers you to **BRING IT.**

## Campaign Video





# Skytrain Posters





CAUTION  
and Behind  
Yellow Line

NO MATTER  
WHO YOU  
ARE. WHAT  
YOU LOVE.  
WHERE  
YOU'RE  
HEADED.  
BRING IT.



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

← Millennium Line Trains to VCC-Clark Platform 3  
Exit Gatineau Place Elevator Buses  
Shopping Mall Austin Road Exit Elevator →

Lougheed Town Centre  
Expo Line


Lougheed Town Centre  
Millennium Line



NO MATTER  
WHO YOU  
ARE. WHAT  
YOU LOVE.  
WHERE  
YOU'RE  
HEADED.  
**BRING IT.**

 **CAPILANO  
UNIVERSITY**

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**NEW YORK INSTITUTE  
OF TECHNOLOGY**  
Vancouver

**PROGRAMS OFFERED:**

- M.S. CYBERSECURITY
- MASTER OF ENERGY MANAGEMENT
- M.B.A.
- M.B.A. (FINANCE)

There's a place for you at New York Tech.

 **START NOW**  
NEW CAMPUS AT BROADWAY TECH CENTRE  
VANCOUVER.NYIT.EDU

19

**NEW YORK INSTITUTE  
OF TECHNOLOGY**  
Vancouver



**REACH YOUR  
CAREER**

Learn more about M.B.A. & Master of Energy Management new campus at Broadway.

#NYITVancouverPlace  
VISIT OUR NEW CAMPUS AT BROADWAY

20

THERE'S  
NO ONE  
ELSE OUT  
THERE JUST  
LIKE YOU.  
**BRING IT.**

 **CAPILANO  
UNIVERSITY**

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Billboards





YOU ARE YOUR  
OWN PERSON.



BRING IT.



CAPILANO  
UNIVERSITY


PATTISON


8331




# Facebook, Instagram and Programmatic ads


**YOUR  
BIG  
IDEAS.**



 **CAPILANO  
UNIVERSITY**


**YOUR  
BOLD  
PLANS.**




 **CAPILANO  
UNIVERSITY**


**BRING IT.**

[Learn More](#)


 **CAPILANO  
UNIVERSITY**


**YOUR  
BRILLIANCE.**



 **CAPILANO  
UNIVERSITY**


**YOUR  
CREATIVITY.**




 **CAPILANO  
UNIVERSITY**

**BRING IT.**


[Learn More](#)

 **CAPILANO  
UNIVERSITY**

**YOUR CURIOSITY.**

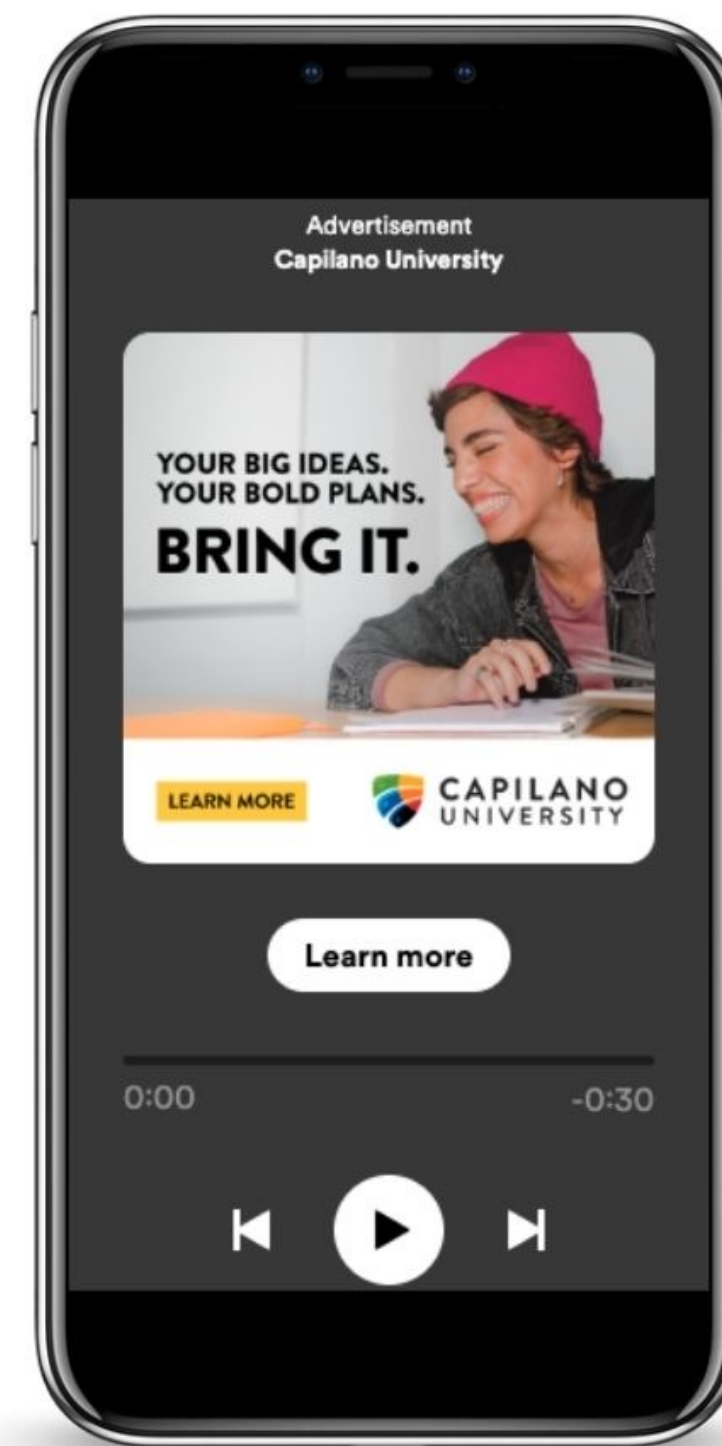
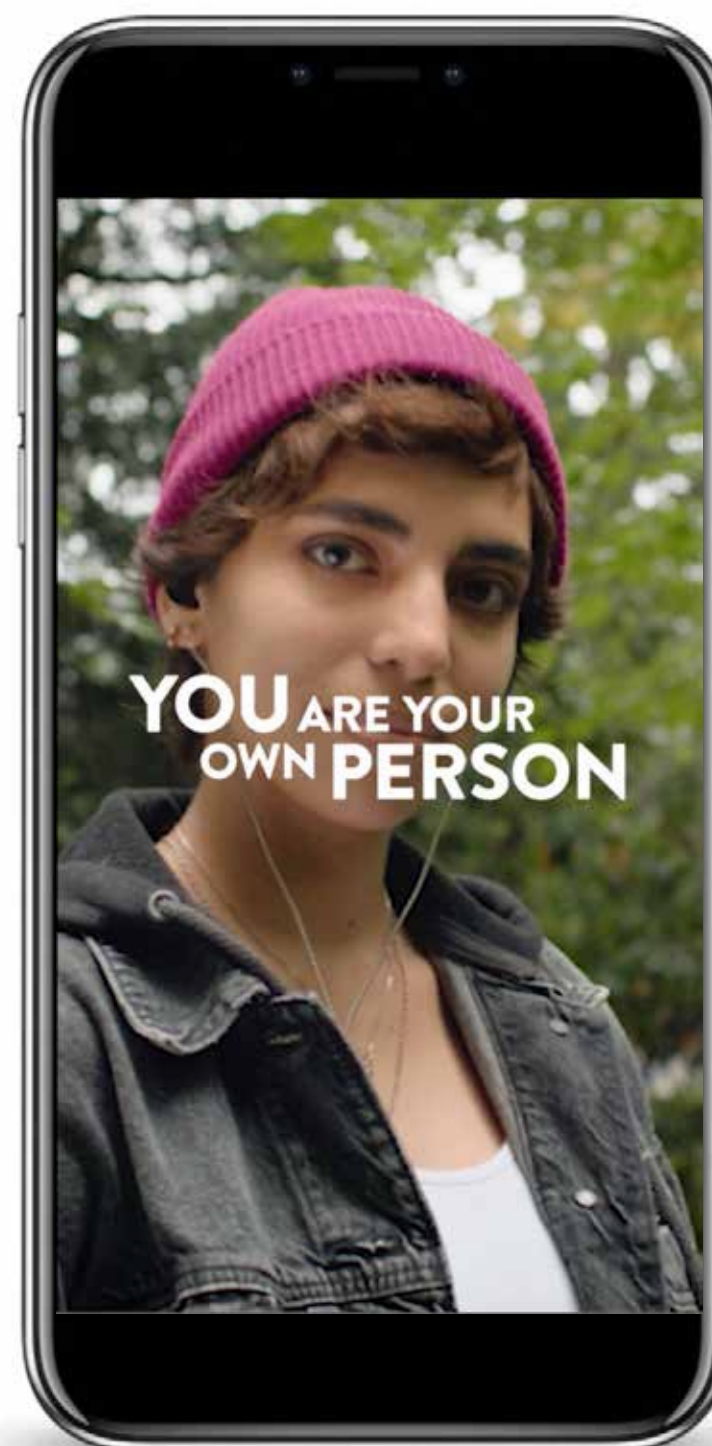
 **CAPILANO  
UNIVERSITY**

**YOUR CURIOSITY.  
YOUR OPTIMISM.**

 **CAPILANO  
UNIVERSITY**



TikTok / Facebook & Instagram Stories / Spotify



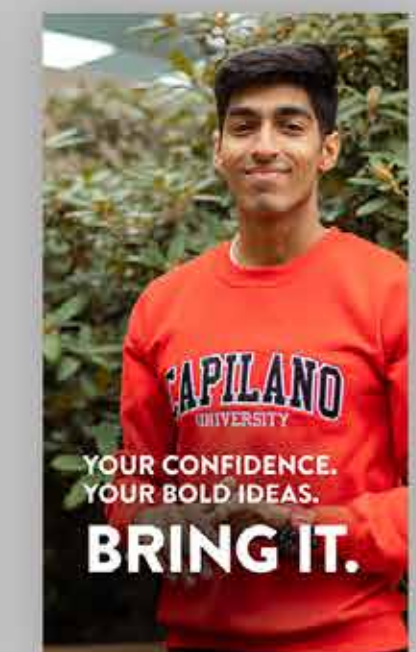
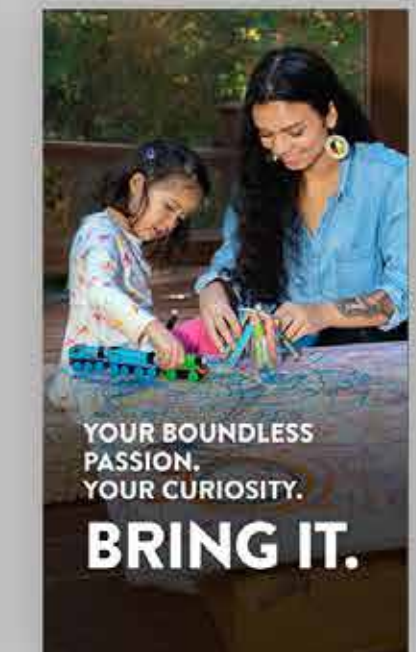
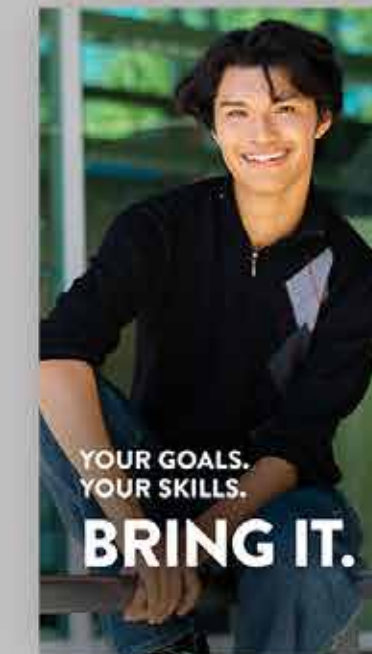


## Transit ads



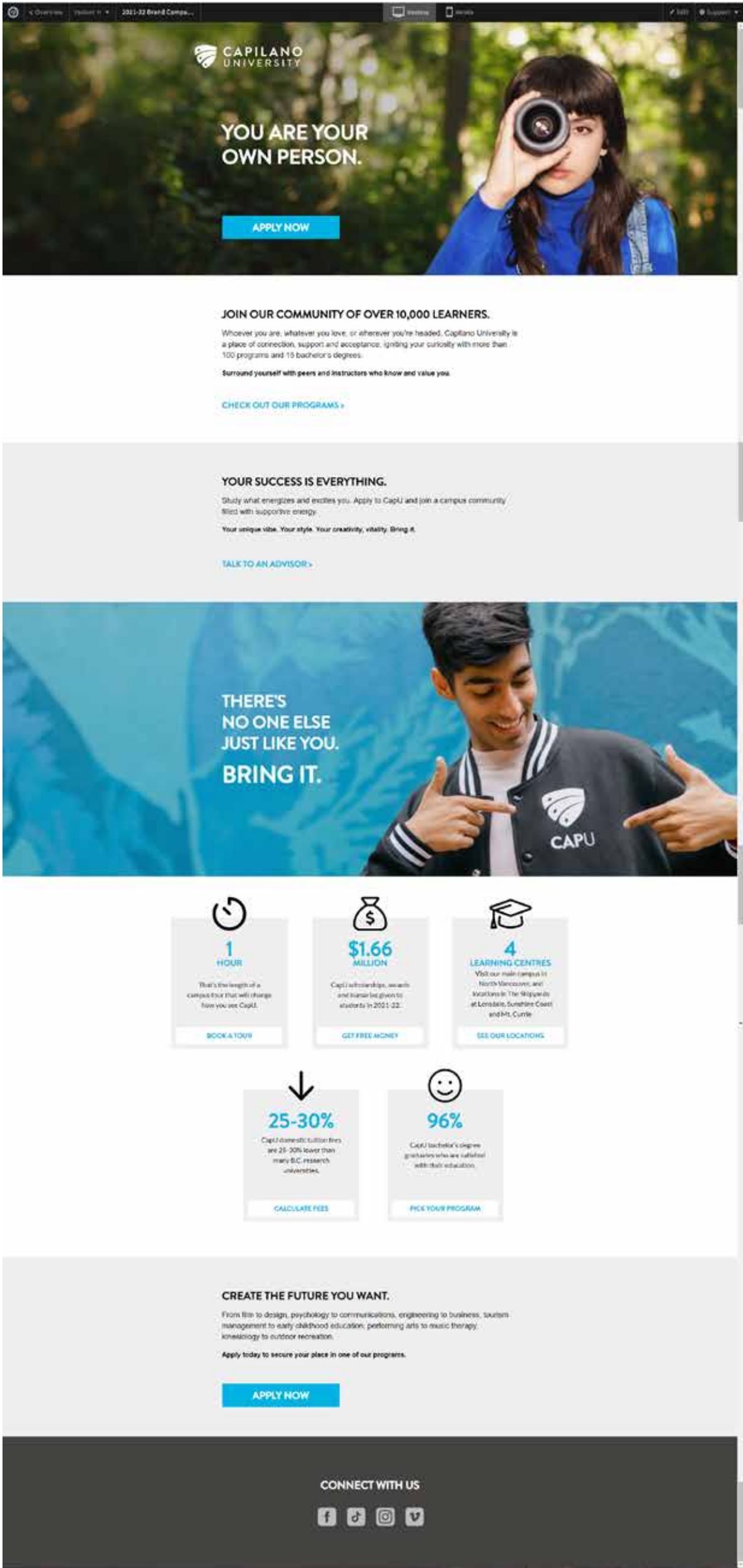
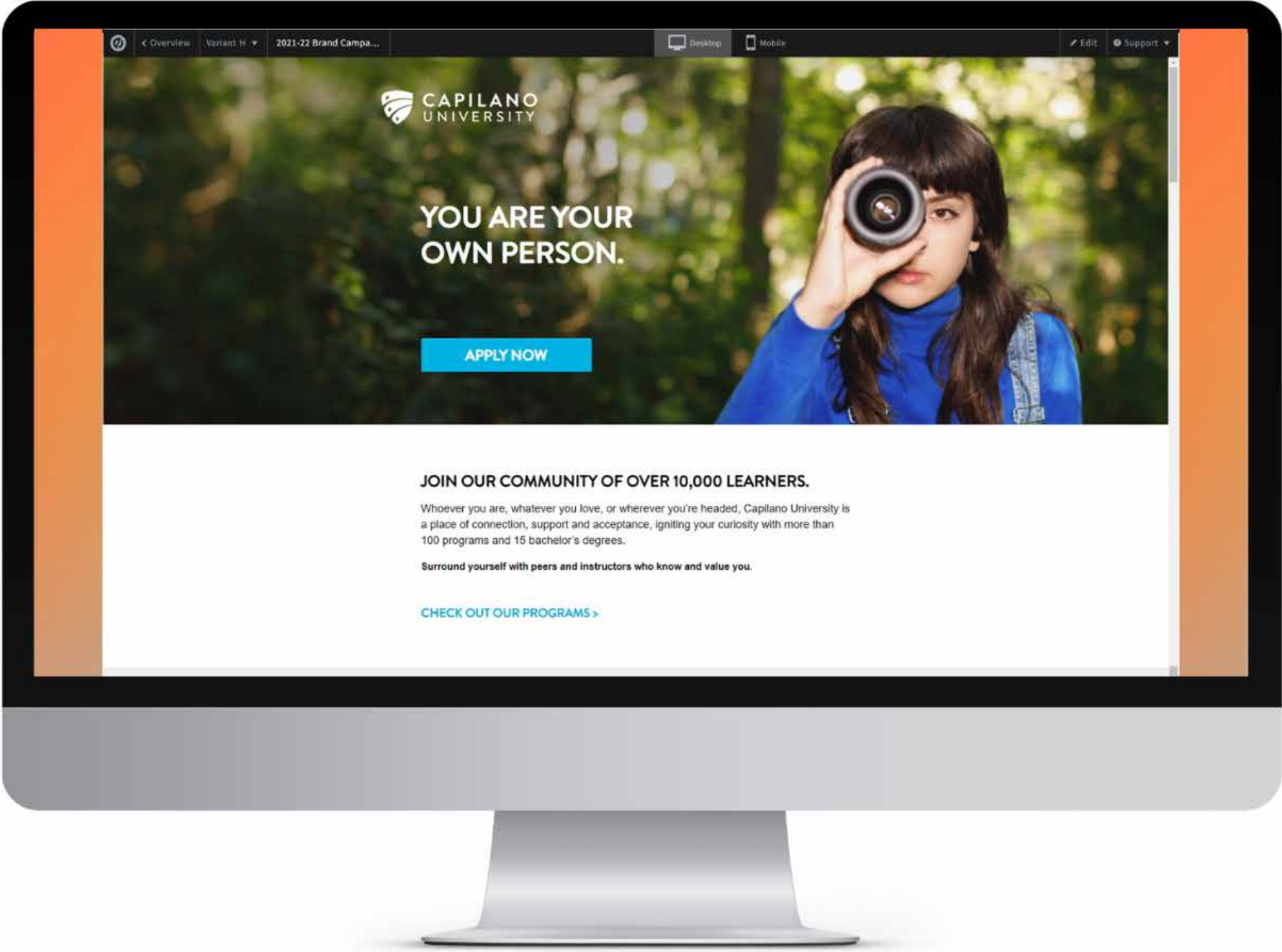


## Program ads



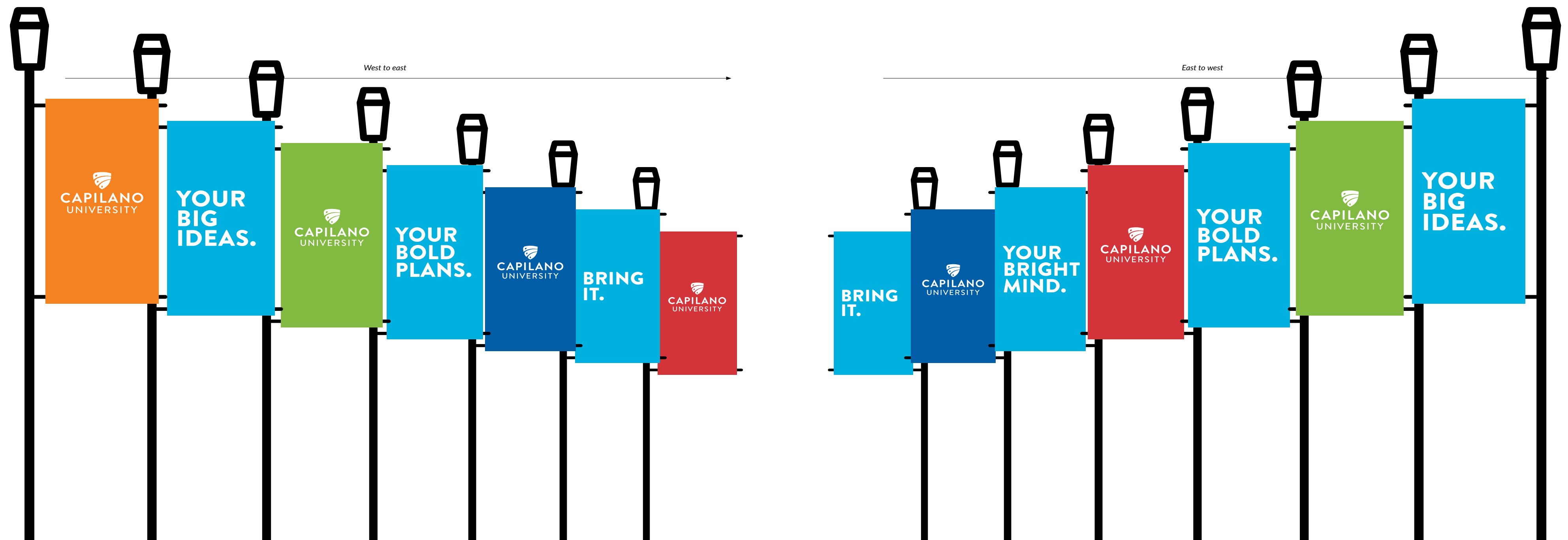


# Landing page





# Street banners





## Indoor banners

