

CUNYTUES

Problem:

Despite being home top ranking schools, the CUNY system is not celebrated or perceived as such when compared to other Public Universities.

Objective:

Motivate people to donate on CUNY Tuesday by raising awareness and changing perception of CUNY.

Demographic:

25-40 years old, living in NYC, (possibly CUNY alumni)

Insight:

Due to lack of recognition or perceived prestige, CUNY students are forgotten.

Solution:

Show CUNY's Forgotten students by celebrating their grit, backstories, struggles, and career aspirations to motivate people to donate.

Tone:

Inspiring & Authentic