

[The following are examples of digital ads:]

Internet radio ad:

Hey Pandora listeners.
You don't want your music to all sound the same.

[2 sec. clip of elevator music]

[Static transition]

[1-1/2 sec. clip of similar elevator music]

[Stop]

We feel the same way about education.

[Start hip music]

College should be diverse and energetic.
Not like a 4-year elevator ride.

At Virginia Commonwealth University, our campus merges
vibrant downtown culture with learning and living.

Our academic programs and our 30,000 students keep
college life bumping and moving.

Visit makeitreal.vcu.edu. See how education can turn up personality.