

# Brown University Tag Line

Objective	Determine the most powerful “catch phrase” to motivate alumni to stay involved with an Ivy League university
Data Source	Staff and alumni focus groups, one-on-one telephone interviews plus online surveys among over 2,000 alumni
Question	<i>“What would you say in a <b>catch phrase to motivate fellow alumni to stay involved with the University?</b>”</i>

**ThoughtSCAN**<sup>®</sup>

<u>VERBATIMS</u>	<u>ThoughtScan Frequency</u>
Life/lifelong	74
Connected/ions	58
Alumni	49

ThoughtTalk	<i>“Stay involved for <b>Life.</b>”</i> <i>“It’s for <b>life.</b>”</i> <i>“ <b>Lifelong alumni Connections.</b>”</i>
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Results	<b>“A Lifelong Connection”</b> implemented by Brown’s Alumni Association. Reaction among staff, alumni and current students is quite positive. <a href="http://www.wallacewashburn.com">www.wallacewashburn.com</a>
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