

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 catch phrase to motivate fellow alumni to stay involved with the University?”</i>

ThoughtSCAN[®]

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

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