

'Thanks to the U' Campaign Highlights UA Research Accomplishments

University Communications
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The University of Arizona marketing department has launched a new advertising campaign that focuses on the UA's all-time greatest accomplishments, from the invention of dendrochronology to the acquisition of photographer Ansel Adams' works to the creation of the world's most powerful telescope.

Statewide research showed marketing department that Arizonans believe research conducted at the UA is significant and will improve their lives. Arizonans also told the department that the UA's research enterprise is one of the reasons they consistently rank the UA as the highest quality university in the region.

Based on those findings, the "Thanks to the U" campaign highlights prestigious research advances at the University, such as the development Pima Cotton, Phoenix Mars Mission, the UA's pioneering work with the artificial heart and others.

"Arizonans generally understand that the UA has played a big role in science and this community over its 120-year history," said Steve MacCarthy, vice president for external relations, who oversees the marketing department. "The 'Thanks to the U' campaign gives our community specific points of pride to bring home just what we're capable of accomplishing at the UA."

The campaign is expected to create additional awareness of UA research and position the UA as the research leader, not just in recent years but throughout the last century.

For more information and to view the entire campaign, visit <http://www.thanks.arizona.edu> ^[1].

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Links

[1] <http://www.thanks.arizona.edu>