

**EFFECTIVE  
IMMEDIATELY.**

**Ferris State University** **IMAGINE MORE**

**DON'T JUST TRANSFER,  
TRANSFORM.**

**Ferris State University** IMAGINE MORE

**MORE DOPLOMA  
THAN DIPLOMA.**

**Ferris State University** IMAGINE MORE

**KNOWLEDGE  
WITHOUT KNOW-HOW  
IS NOT ENOUGH.**

**Ferris State University** IMAGINE MORE

**17 LOCATIONS  
MAKE YOUR EXCUSES  
IRRELEVANT.**

Ferris State University

TRAVERSE CITY

# KNOWLEDGE WITHOUT KNOW-HOW IS NOT ENOUGH.

From our very beginning, we have built a tradition of asking and answering the most difficult questions at the most difficult times – and earned a reputation for transforming students into individuals who don't just survive, but thrive during challenging, changing times.

It's that tradition of transforming students for real life and real careers that sets Ferris State University apart from every other university in the state of Michigan.

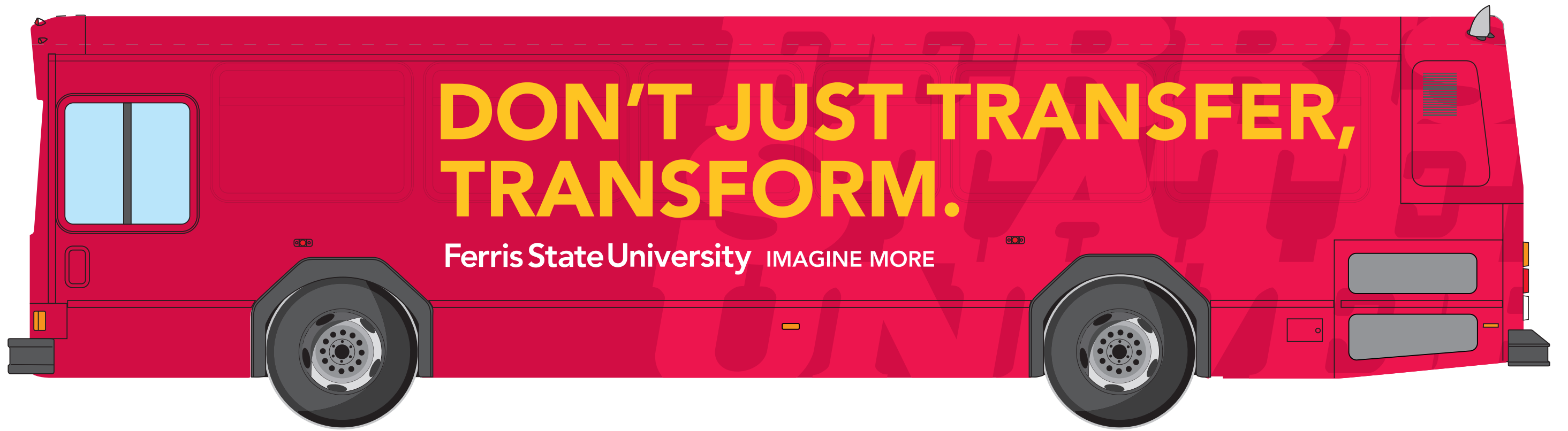
Basically, it comes down to our mission: Facts, figures and philosophies can only form a foundation. Knowledge without know-how is not enough. Ferris State University meshes theory with practice so students leave with more than just a piece of paper, *they leave knowing what to do with what they know.*

# FAILURE IS NOT AN OPTION.

If you're waiting for the economy to go back to the way it was, don't. It won't. It can't. Along with the rest of the world, Michigan's economy has changed forever. By admitting and embracing these changes, instead of fighting the inevitable, Ferris State University continues a 125-year tradition of transforming students for real life and real careers with 180 unique degrees that align with in-demand occupations. Occupations that are doing, not dying.

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# THE FERRIS EFFECT

*The tone and feel of this spot is edgy, simple, cool, riveting.*

## **VISUAL**

A mitten, a symbol of Michigan, enters the screen and transforms through a series of spectacular film, photography and edit techniques into a boxing glove, symbolizing the powerful effect Ferris State University has on students and, ultimately, the state of Michigan. Sound and special effects put what's seen and heard together for a powerful one-two punch.

## **AVO**

***Raise your hand if you believe the mitten can, once again, become mighty. You're not alone. Many of us believe Michigan can, and will, be back...but believing is not enough. At Ferris State University we're not just sitting still, waiting for something to happen...we're making it happen...by equipping a new workforce with the knowledge and know-how necessary to change the state of our state.***

## **TITLE GRAPHIC ANIMATES**

Ferris State University. Imagine more.

