

See
Carolina
like you
used to.

Audrey Merna 02/05/26



The choice is yours.



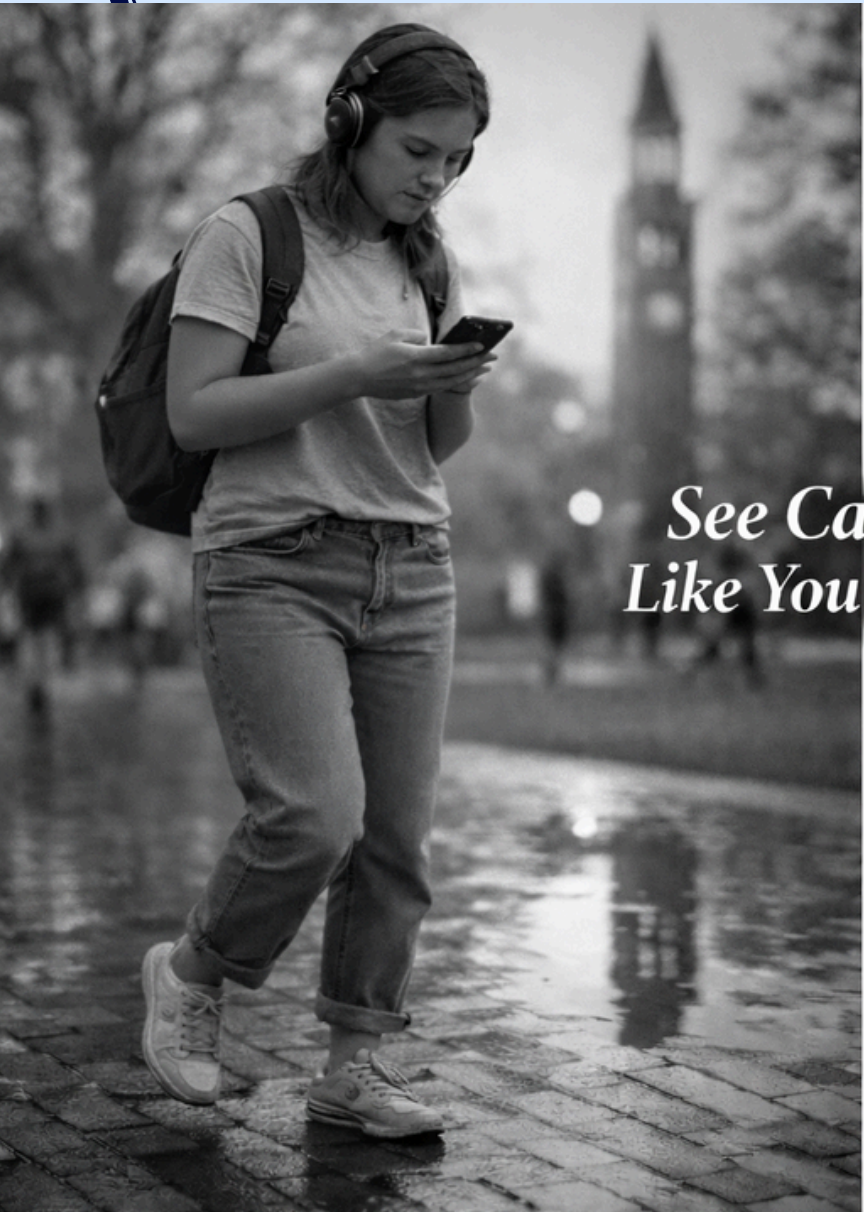
We choose the lens through which we look at life. So, the "See Carolina Like You Used To" campaign is aiming to help UNC students make that choice to see campus as its playground and view it with childlike joy and wonder. To observe the things around them with curiosity and a way to constantly interact with and experience the world around them . Even in the mundane.

Strategy

Technology has become so routine to us. Instead of trying to convince students to just discard this newfound obsession, we are framing awareness as a return to a familiar, childlike way of seeing and feeling. We are inviting people into the adventure that life brings to kids, rather than just fixing their behavior. This invitation is in hopes to reawaken the student and helping them to realize the fun around them.



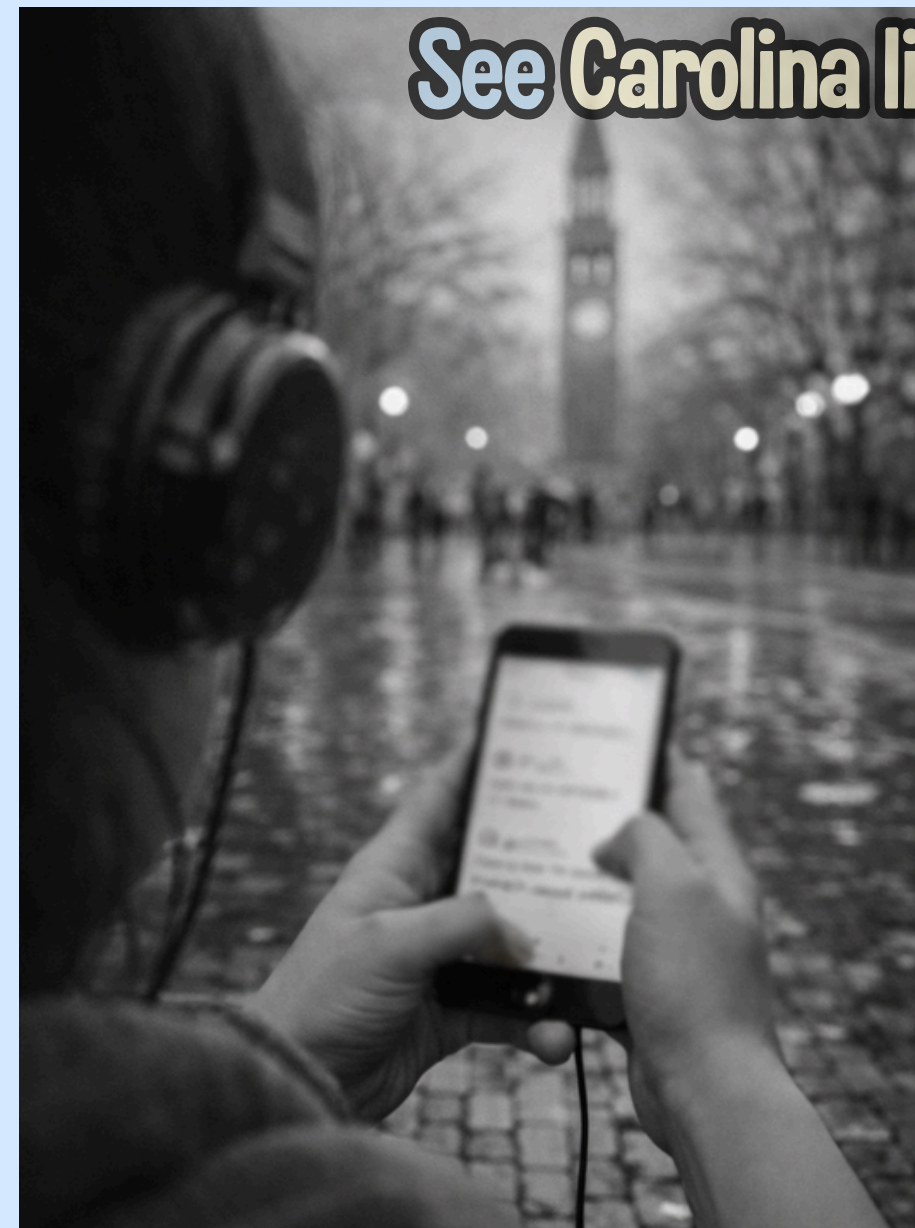
The Advertisement



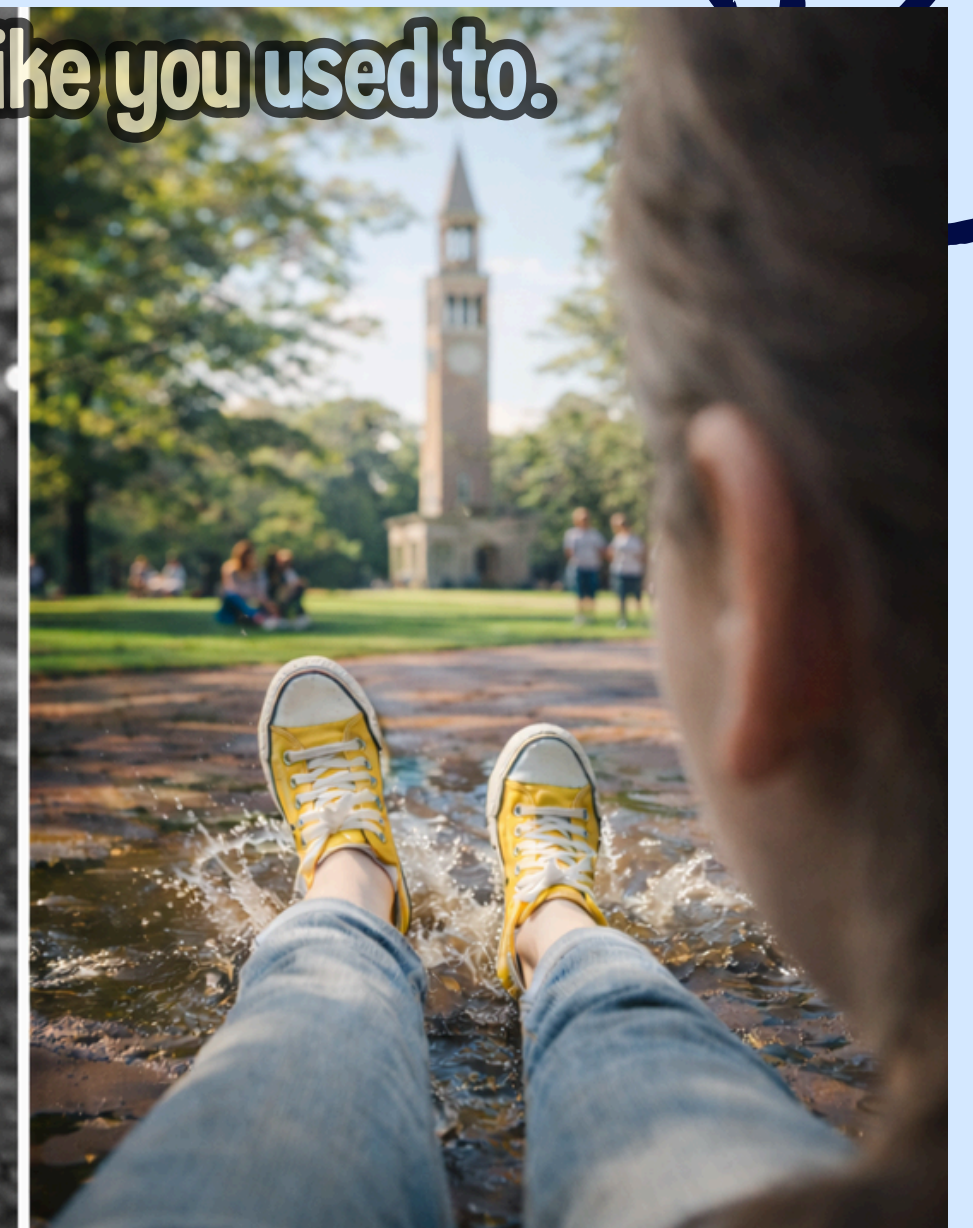
• *See Carolina
Like You Used To*



(An AI generated image)



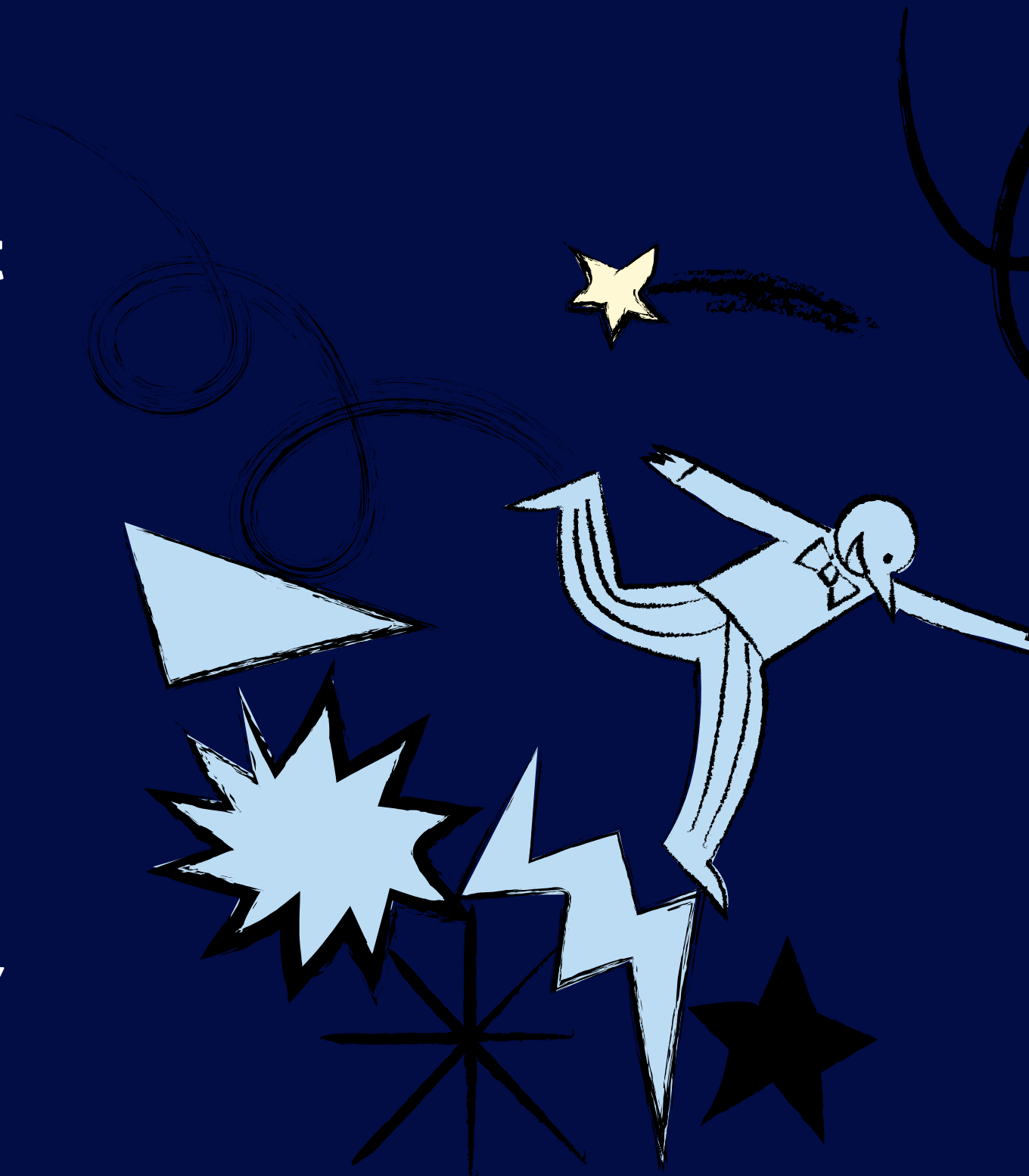
See Carolina like you used to.



(An AI generated image)

Why this will work

Recent social media trends have shown the nostalgia of Gen-Z (especially with it being 2026, people have been loving going back and comparing things to 2016). Students miss how it used to be, one way or another. This campaign allows students to take part in that hidden desire and tap into nostalgia for first-year wonder and childlike attention. It will be memorable because it contrasts familiar feelings in spaces that are known. The message is clear and relatable. Students aren't being asked to take on something new; they're simply unlocking what's been there all along.





Summary



“See Carolina Like You Used To” takes UNC far beyond just a screen. It invites students into this playground that we call life by removing distractions in moments as simple as a walk to class to take in the world around us. The beauty of curiosity, sounds, and shared moments are all having its attention brought back to them. This campaign is giving students permission to restore their sense of childlike joy that many are seeking everyday.

