

# Content Template Bank for CampusWatch

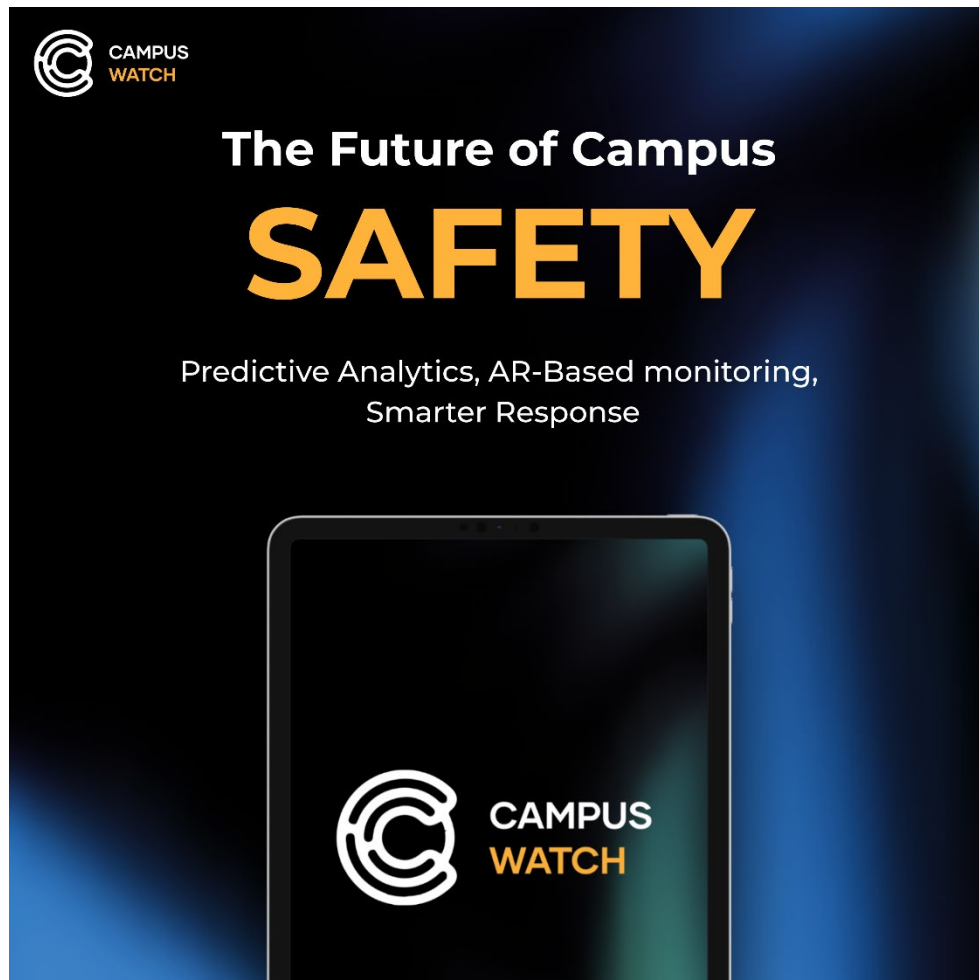
Siddhartha Devkota

## 1. Promotional Template

**Purpose:** Announce major features, product launches, or campaigns.

**Description:** Bold headline with large keyword highlight (e.g., “SAFETY”) and supporting tagline. Background is minimal with device mockup or product logo.

**Example Use Case:** “The Future of Campus Safety” → Can be reused for “The Future of Campus Analytics” or “New AR Monitoring Feature.”

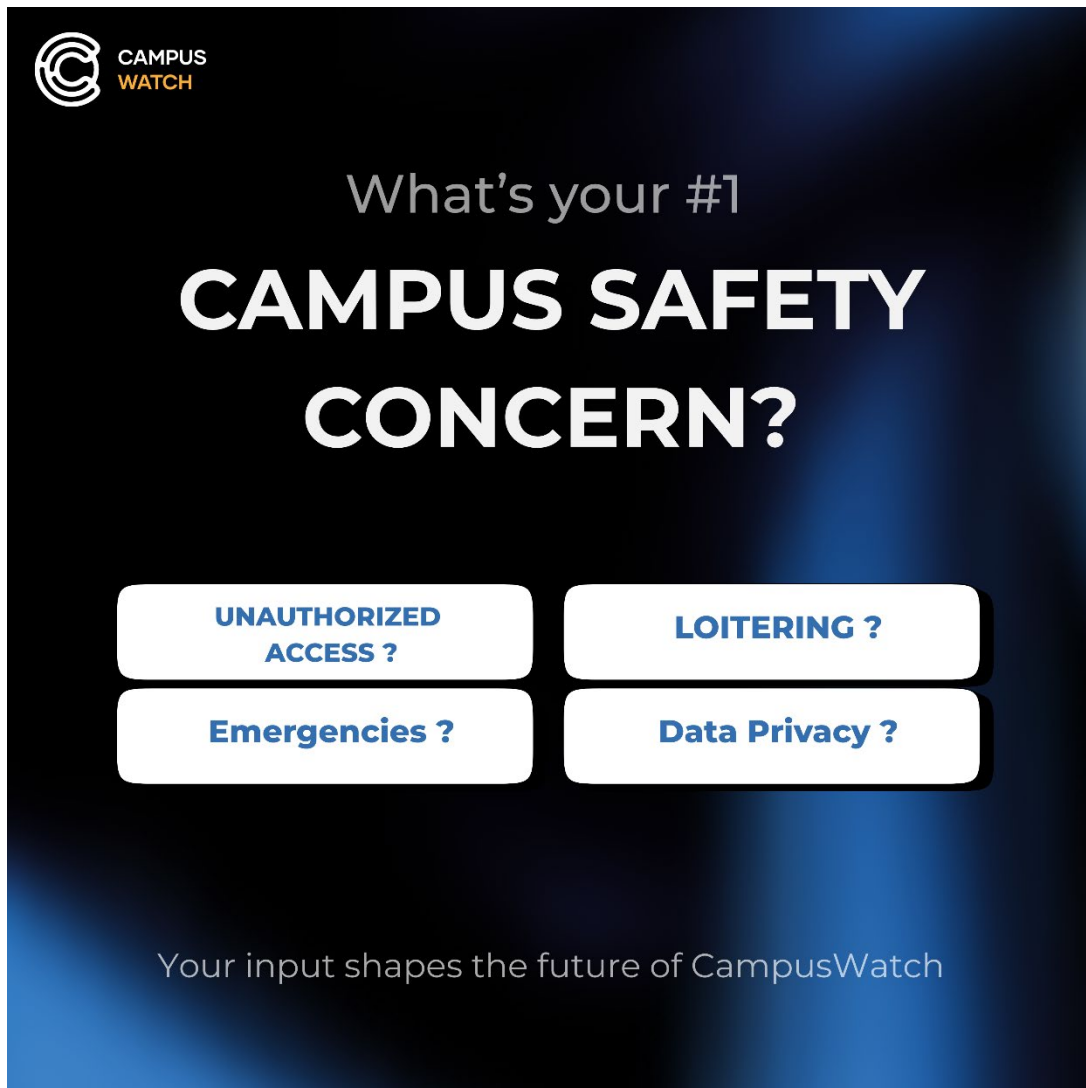


## 2. Engagement / Poll Template

**Purpose:** Spark audience participation and gather opinions.

**Description:** Simple question in bold (e.g., “What’s your #1 Campus Safety Concern?”) with clickable-looking buttons. Creates a poll-like format for comments or clicks.

**Example Use Case:** “What’s your #1 Challenge in Student Housing?” or “Which Feature Matters Most to You?”



A graphic for a Campus Watch poll. The background is dark blue with a subtle gradient. In the top left corner is the Campus Watch logo, which consists of a stylized 'C' inside a circle, followed by the text 'CAMPUS WATCH' in white and orange. The main text is centered and reads 'What's your #1' in a light gray font, followed by 'CAMPUS SAFETY CONCERN?' in large, bold, white capital letters. Below this, there are four white, rounded rectangular buttons arranged in a 2x2 grid. Each button contains text in blue, bold, uppercase letters: 'UNAUTHORIZED ACCESS ?', 'LOITERING ?', 'Emergencies ?', and 'Data Privacy ?'. At the bottom of the graphic, the text 'Your input shapes the future of CampusWatch' is written in a light gray font.

**CAMPUS WATCH**

What's your #1

**CAMPUS SAFETY CONCERN?**

**UNAUTHORIZED ACCESS ?**

**LOITERING ?**

**Emergencies ?**

**Data Privacy ?**

Your input shapes the future of CampusWatch

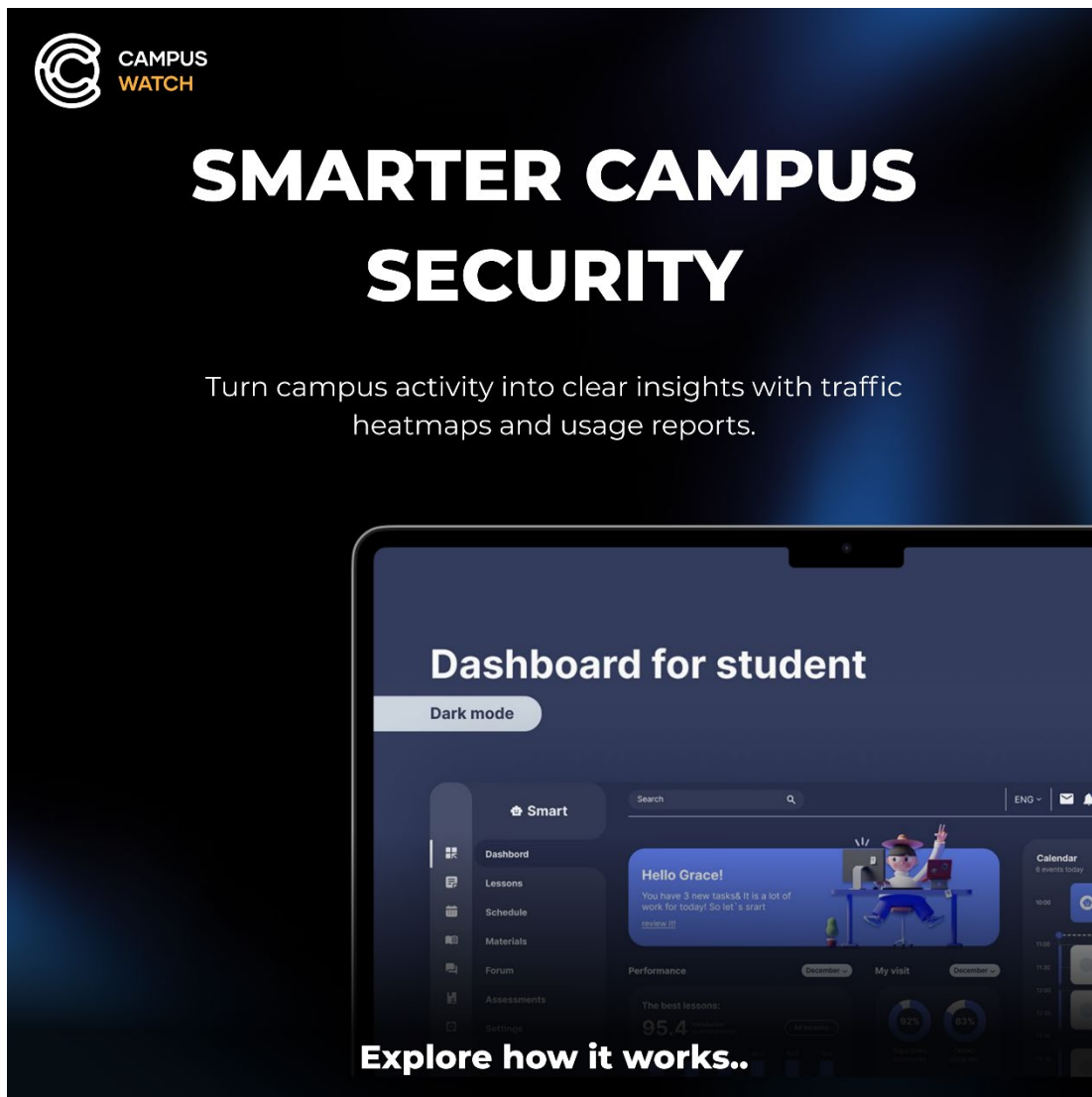
### 3. Feature Highlight Template

**Purpose:** Explain specific product features and benefits.

**Description:** Large bold header, short supporting sentence, and product screenshot/mockup.

Keeps focus on product capabilities.

**Example Use Case:** “Smarter Campus Security” → Can be reused for “Real-Time AR Monitoring” or “Smarter Emergency Response.”



## 4. Comparison / Value Template

**Purpose:** Show why CampusWatch is better than competitors or the status quo.

**Description:** Split design with red ✖ pain points on one side and green ✔ solutions on the other.

**Example Use Case:** “Why Choose CampusWatch?” → Can be reused for “Old vs New Security Methods” or “Before/After Analytics.”



# Why choose CAMPUS WATCH

✖ Unauthorized Access to Campus Buildings	✔ Smart Entry Monitoring with Instant Alerts
✖ Overcrowded Facilities & Poor Resource Planning	✔ Data-Driven Insights with Foot Traffic Analytics
✖ Student Privacy Concerns in Video Monitoring	✔ Privacy Zones & GDPR/ FERPA-Compliant Anonymization
✖ Delayed Emergency Response	✔ Real-Time Detection & Mobile Security Notifications

Reimagine Campus Safety

## 5. Data / Awareness Template

**Purpose:** Share stats or industry insights to build credibility.

**Description:** Large statistic in bold, contrasting colors to draw attention (e.g., “85% of incidents go unnoticed...”). Background often includes heatmap/visual data.

**Example Use Case:** “60% of Students Feel Unsafe at Night” or “40% of Emergencies Go Unreported.”





## 6. Community / Trust Template

**Purpose:** Humanize the brand and build trust with students and stakeholders.

**Description:** Inspiring tagline with highlighted keywords (e.g., “SEE” / “TRUST”), paired with authentic student/community imagery.

**Example Use Case:** “Security You Can Count On. Insights You Can Trust.” → Can be reused with variations like “Protection You Can See. Support You Can Feel.”

