

Branding, Marketing, and Communications at University of South Alabama

Today's Presentation

- Marketing and Communications Overview
- What is a Brand? What is Branding?
- Benefits of Branding and Marketing
- Building the Brand
- Branding Process Timeline

Background on Marketing and Communications

Who is on the marketing team?

- Executive Director for Marketing and Communications
- Communications and Media Relations
- Health System Marketing and Communications
- Strategic Marketing and Communications
- Publications Services
- Advertising
- Social Media

www.southalabama.edu/departments/publicrelations

Who is on the marketing team?

Every person at the University of South Alabama!

We are ALL responsible for the promises we make to our students, alumni, parents, community, donors and other constituents.

What is the Mission of Marketing?

- Build USA's regional and national identity
- Enhance USA's reputation
- Differentiate USA from its competition
- Create awareness and relevance among target audiences
- Bring consistency to USA's public image and presentation
- Build a consistent University-wide identity, both visually and through key messages
- Enhance and support direct marketing efforts (recruitment, participation, engagement, support)

How do we accomplish our mission?

- Define and communicate our Brand – together!
- Develop a brand and visual identity portfolio.
- Develop marketing strategies that are built on the brand.
- Foster communication and understanding of USA's strategic plan and strategic priority focus areas.
- Provide a communications toolkit for faculty and staff
- Develop marketing plans for key areas
- Enhance internal and external communications
- Create and disseminate a print and web-based brand and visual identity guide.

What is a Brand?

What is Branding?

What is a Brand?

- It's NOT the Logo!
- It's a statement of who we are,
how we're different and why we're special.
- We use that statement to form the basis for
ALL of our marketing and communications.
- Our brand demonstrates our UNIFIED agreement
about our purpose and identity.

What is our Brand?

Our promise to our constituents about the complete experience that they will have when they engage with the University of South Alabama.

We must constantly ask ourselves:
Are we perceived as keeping our promises?

How do we express our brand?

Publications Newsletters Brochures Invitations
Advertisements Media Relations Events
Promotional Items Direct Mail Websites
Videos Business Cards Campus Vehicles
Uniforms Government Relations Personal Contact

What is Marketing?

- Bringing together people and organizations for mutual benefit.
- A set of strategies we use demonstrate the reality and relevance of our brand.
- Marketing is strategic, communications are tactical.
- USA's strategic plans, goals and vision are the marketing roadmap.

What is Integrated Marketing?

Every one of us thinking strategically and working together
to make USA known nationally,
to build its reputation and to make it competitive.

Shaping the “moment of truth” when people
connect to the University of South Alabama, and doing
everything possible to make sure that their experience –
and their perception of the University – is positive.

What is Integrated Marketing?

Aligning
Brand Marketing
(institutional identity and promise)

with

Direct Marketing
(recruitment, retention, fund-raising,
event attendance, involvement)

Benefits of Branding, Marketing, and Communications

What are the benefits?

ACADEMIC

- More effective and efficient recruitment of students
- Enhanced ability to shape overall student profile
- More effective retention of current students
- Enhanced ability to grow programs and launch new ones
- Greater success in hiring first-choice employees
- Increased “value” of degree for alumni

When visiting colleges, how much were you influenced by the following experiences? [Create Chart](#) [Download](#)

	Not at All Influential (1)	(2)	(3)	Somewhat Influential (4)	(5)	(6)	Extremely Influential (7)	Response Count
The admissions officer's presentation	16.5% (131)	8.2% (65)	9.5% (75)	24.5% (194)	16.8% (133)	11.7% (93)	12.9% (102)	793
The tour	8.2% (66)	2.4% (19)	4.4% (35)	12.7% (102)	18.6% (149)	25.3% (203)	28.5% (229)	803
The student tour guide	10.9% (87)	3.8% (30)	8.8% (70)	14.0% (112)	17.9% (143)	22.3% (178)	22.4% (179)	799
Sitting in on a class	26.3% (198)	6.1% (46)	8.5% (64)	14.7% (111)	13.8% (104)	14.5% (109)	16.1% (121)	753
Organized meeting with current students	26.0% (195)	7.9% (59)	9.5% (71)	16.2% (122)	14.1% (106)	14.8% (111)	11.6% (87)	751
An overnight stay	40.2% (293)	5.8% (42)	5.5% (40)	9.5% (69)	7.8% (57)	11.5% (84)	19.8% (144)	729
An athletic event	49.3% (363)	10.4% (77)	7.5% (55)	11.1% (82)	7.2% (53)	6.5% (48)	8.0% (59)	737
My gut feelings about the campus and the students	6.3% (51)	1.4% (11)	1.9% (15)	6.1% (49)	13.0% (105)	18.1% (146)	53.2% (428)	805
	<i>answered question</i>							817

What are the benefits?

REPUTATION

- Better understanding of USA and USA Health System
- Better relationships with community and media
- Better control of institutional reputation in the marketplace
- More attention to, and increased attendance at, events
- More positive “word of mouth” about USA (in person, through professional networks, and online on Facebook, Twitter, Blogs, etc.)

How important were these sources of information in helping you choose where to apply?

[Create Chart](#) [Download](#)

	Not at All Influential (1)	(2)	(3)	Somewhat Influential (4)	(5)	(6)	Extremely Influential (7)	Response Count
College viewbooks (promotional booklet)	21.5% (177)	11.4% (94)	10.3% (85)	21.6% (178)	15.7% (129)	12.5% (103)	6.9% (57)	823
College guidebooks (such as Fiske, Princeton Review, Petersons)	37.8% (308)	14.4% (117)	9.5% (77)	15.8% (129)	9.5% (77)	7.2% (59)	5.8% (47)	814
Visits to the college campus	10.0% (84)	2.6% (22)	4.3% (36)	9.8% (82)	9.8% (82)	16.5% (139)	47.1% (396)	841
College's own website	4.5% (37)	3.1% (26)	4.5% (37)	14.6% (121)	17.2% (143)	29.1% (241)	27.0% (224)	829
Visits by college reps	29.2% (233)	11.8% (94)	9.5% (76)	14.8% (118)	13.3% (106)	11.3% (90)	10.0% (80)	797
College fairs	32.2% (260)	10.2% (82)	10.5% (85)	15.5% (125)	11.5% (93)	9.3% (75)	10.8% (87)	807
Other websites	30.0% (240)	12.6% (101)	10.1% (81)	18.9% (151)	9.8% (78)	9.6% (77)	9.0% (72)	800
	<i>answered question</i>							863

What are the benefits?

ADVANCEMENT

- Clarified vision and goals in support of fundraising
- Foster pride and engagement among alumni and donors
- Increased success of grant and other funding proposals
- More opportunities to partner and “co-brand” with government, private sector and other nonprofits

What are the benefits?

EFFECTIVENESS AND EFFICIENCY

USA already spends many thousands of dollars on marketing, with little coordination or central planning.

Integrated marketing brings together haphazardly expended resources and coordinates them into one strategic plan.

Case Study

University of West Georgia

- In 2010, UWG was “one of the pack” in Georgia.
- Public perception not keeping pace with reality.
- Lack of awareness of what the University represented.
- No understanding of competitive differences/advantages.

- Goals were to raise the regional profile, differentiate from competitive peers, increase school spirit and pride, and grow enrollment while enhancing quality.

Case Study

University of West Georgia

- Initiated a comprehensive brand process that had a direct tie to student recruitment.
- Created a brand portfolio including messaging, visual identity, and a state-wide advertising campaign.
- Created a campaign microsite, videos, signage.
- Ongoing collaboration with internal marketing team to build an internal toolkit.

Case Study

University of West Georgia

- Record-breaking enrollment, despite cuts to HOPE.
- Improvement to name and brand recognition.
- Web and Social Media traffic at an all-time high.
- Enhanced US News rankings.
- UWG is attracting a better caliber of students.
- University community has embraced the brand and integrated it into campus communications.

Building the Brand

Building our Brand

Phase I – Situation Analysis

- Open Discussion about our Identity
- Creation of a Marketing and Communications Advisory Committee (Brand Ambassadors)
- Internal Assessment (identity audit)
- Understanding of Opportunities and Problems
- Competitor Assessment
- External Assessment (how are we perceived)

Building our Brand

Phase II – Brand Clarification and Development

- Define and Prioritize Target Audiences
- Analysis (where we are vs. where we want to be)
- Integration of USA and Health System Brand
- Develop and Refine USA’s Brand Promise

Building our Brand

Phase II – Brand Clarification and Development

Create a Brand Portfolio

<p>Institutional Brand Promise Who we are, what we want to be known for Must be important, believable and unique</p>	<p>Brand Rationale The logic behind the Brand Promise</p>	<p>Brand Attributes Descriptors — what we want people to know</p>	<p>Sub Brands Separate but complementary brands for schools, departments, programs, etc.</p>
<p>Tagline The “shorthand” expression of the brand</p>	<p>Elevator Speech A short speech that summarizes the essence of University of South Alabama</p>	<p>Graphic Identity The visual portrayal of our brand</p>	<p>Brand Architecture The organization of the attributes and graphic identity into a clear whole</p>

Building our Brand

Phase III – Branding/Marketing Plan

- Overarching Themes and Key Messages
- Colors, Design Elements, Photography, Typography
- Develop Examples (Print, Web, Advertising, Promotional)
- Build a Toolkit for all University departments
- Create Marketing Guidelines (The Brand Manual)
- Internal and External Brand Training

Building our Brand

Phase IV – Execution and Assessment

- Implement Individual Marketing Action Plans
- Monitor plans for efficient use of resources and effectiveness
- Adjust plans for subsequent years as needed
- Conduct additional market research (compare against initial benchmarks)

The Bottom Line

Are the branding and marketing efforts resulting in an increased response to our direct marketing efforts (awareness and attitudes, perceptions of quality, admissions and recruitment, retention, development and alumni relations, athletics, etc.)?

Are we getting the right results?

Branding Process Timeline

Timeline

January – March 2015

- Develop Internal Marketing Structure
- Meet with campus leaders to determine issues and needs
- Identify key strengths and competitive advantages
- Evaluation of current marketing initiatives
- Presentations to USA leadership, employees, students
- RFP for external branding partner

Current Initiatives

- Small-scale marketing assistance
- USA News Website and USA Homepage
- Communications and Media Relations
 - Media Events and Public Relations
- Visual Design and Creative Services
- Development of USA Video Campaign
- Development of Strategic Advertising Campaign

Timeline

April – July 2015

- Invite members to Marketing Advisory Committee
- Conduct communications audit
- Advisory Committee conducts situation analysis, brand clarification and development
- External partner conducts qualitative research
- Provide updates to University leadership and campus

Timeline

July – September 2015

- Marketing Office and External Partner develop a complete brand portfolio
- Advisory Committee approves brand portfolio
- Presentation to University leadership
- Advisory Committee develops Communication Plan
- External Partner Creates Brand Manual
- Internal training

Timeline

October 2015

- Launch of the University of South Alabama Brand
- Implement brand marketing and communications plans
- Continue internal and vendor training
- Begin to apply the brand portfolio to individual areas
- Begin assessment and measurement of results

Timeline

Future Years

Measure, Analyze, Adjust

If you forget everything else,
please remember this!

Branding and Integrated Marketing IS

Making a Promise that Matters

Communicating the Promise

Living the Promise

Strengthening the Promise

Questions?

Comments?

Positioning

A strategy that aims to make our brand occupy a distinct position, relative to our competitors, in the minds of our audiences.

Positioning is a process of describing what makes us different and better.





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and Communications at
University of South Alabama