Marketing Your Brand

Presented by: Lynne Williams
January 23, 2010
Overview

- Branding Concepts
- Guerilla Marketing
- Creative Overview
- Resources
- Questions
Powerful Brands
Branding

- Brand: A promise you make to the people you serve
  - Not something that you make up
- Represents the core values and perceptions of your organization
- Branding: Process of influencing brand associations
- Brands are built over time
- Goes beyond logo and colors
YAC Brand

- “Brings the Fun to Campus”
- Energetic
- Promote involvement
- Promote entertainment
- Inclusive
Guerilla Marketing

- Unconventional way to pursue conventional goals
- Rebels against limitation
- Opens up new resources
- Single execution or campaign
- Forces us to rethink creative
Guerilla Creative Examples

NEED A NEW BARBECUE?
CALL VIJAY SALES AT 24216018 / 17
Guerilla Creative Examples
Guerilla Creative Examples
Creative Overview

- Primary audience
  - Familiarity
- Goals
- Message
  - Call to action
  - Principal benefit
- Contact/web info
- Key info
  - Who, what, when, where, why
- Measure of success
Resources

- Design suggestions and services
- University logo
- Photography
- Communication tools
Design Suggestions

- uwsuper.edu/ur
  - Fonts
  - Templates
  - Color Palette
- Suggestions for student organizations
- Increased recognition
- Includes promotion best practices
- External communication - follow standards
Internal Design Standards

- Use of a university logo is strongly suggested
  - Recommended on top, or bottom corners

- Suggested use of colors from the approved color palette which were chosen to complement each other

- Use of standard fonts to aid in readability
  - Use only fonts outside of standard fonts in headlines and limited key messages
  - Use no more than 2 fonts on one page promotion; no more than 3 on any promotion

- Clean design, free to too many distractions with a focus on the main image. Often times, less is more.

- Use of recent photography that captures campus image, culture and diversity

- Give your piece a final brand review.
  - Does it fit the above recommendations?
  - Does it convey the overall look and feel of your group?
  - Can you easily tell it is from your organization?
  - Does it look professional?
  - Does it meet the target audiences needs?
  - Include all necessary key data (website, date, time, etc) where appropriate?
  - Has it been reviewed by others? A fresh set of eyes is helpful.
Logos

- Stay consistent
- Do brand review before design
Photography

www.flickr.com/photos/uw-superior

Email: relations@uwsuper.edu
Communication Tools

- Posters
- Signage
- Digest
- Webpage
- Calendar
- Facebook
- YouTube
- Guerilla Creative
- Style Manual

![Student Digest]

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As Wisconsin’s leading public liberal arts college, we foster intellectual growth among our students while preparing them for careers that exist today and those that will be created in the future.

Official Facebook Page
http://www.uwsuper.edu/

Information

Location:
Belknap and Catlin
Superior, WI 54880

Phone:
715-334-8280

Facebook.com/uwsuper
Communication Tools

- Posters
- Signage
- Digest
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- Calendar
- Facebook
- YouTube
- Guerilla Creative

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YAC Promo Review

Presents... BATTY BASH

Wednesday
From 11-11: Mystery Wrap Pumpkin Painting
YAC Open House
Spin In YUHOC

And Friday at 8-11pm...

...ZOMBIE PROM!
Co-Sponsored by EAC

Thursday
From 11-11: Batty Bingo

Friday
From 11-11: Blood Drinking Contest

It's Amy Anderson!
Comedian
AMY ANDERSON!
Featured On: Comedy Central, VH1, and Showtime

Friday, November 12th
@ 8pm
YU Shippard Atrium

Nick Motil

This Thursday!
8:00 PM
YU Shippard Atrium

Presented By:
YAC Promo Review

"Pack The House" Volleyball
Wednesday
SMT. 22, 7 PM
BBQ Club will be grilling at 6:30 PM
Mertz Montarelli Gym - MAC

300 Fans means grand prize GIVEAWAY!!

Sponsored By:
BBQ CLUB
UWS ATHLETICS

OPEN MIC NIGHT
PRESENTED BY: YAC

DECEMBER
3RD
IN THE
YU ATRIUM

SIGN IN AT
7:00PM
EVENT AT
8:00PM
Interactions with UW–Superior resulted in a positive experience.

However, UW–Superior is “unknown” when it comes to programmatic offerings, research, quality of faculty, level of instruction.

Academics are solid, and in several cases even considered strong.

Growth of campus has generated some positive momentum.
UW-Superior Research Themes

- Most people don’t know UW–Superior today
- Little to no understanding of Liberal Arts
- UW–Superior staff and faculty are more hung up on the negative reputation
- Superior/Duluth is viewed as a great combination by many
The Superior Experience

- An intense and highly accountable academic experience in an intimate setting with first rate faculty, in first class facilities.

- A commitment to offering solid educational opportunities to all students regardless of financial means.

- An education that prepares you professionally to critically evaluate, actively listen, and work across multiple disciplines – skills employers value.

- Developing students with a strong sense of community and a passion for improving their own lives, and the lives of those around them.

- A culture of growth, energy, research, and passion that knows that learning extends far beyond the classroom.
UW-Superior Messaging Focus

- Market academics
- Own our own backyard
- Segment recruitment approach
- Engage campus community
- Leverage our alumni
- High quality and consistent messaging
- Develop key messages
- Develop campus Points of Pride
- Training and continued focus
Thank You

Questions?