Overview

• Branding Concepts
• Guerilla Marketing
• Creative Overview
• Resources
• Fundraiser Opportunity
Powerful Brands
Powerful Brands

Google™
Powerful Brands
Powerful Brands
Brand: A promise you make to the people you serve
It represents the core values and perceptions of your organization
Brands are built over time
Goes beyond logo and colors
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 242 16018 / 17
Guerilla Creative Examples

Superior
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](uwsuper.edu/ur)
  - Fonts
  - Templates
  - Color Palette
- Suggestions for student organizations
- Increased recognition
- Includes promotion best practices
- External communication - follow standards
Hey! Do you have the next great Superbowl commercial idea?

Tell us! Win $500 in cash!*

Super Bowl XLV

Idea submissions due October 22nd

For more info go to uwsuper.edu/superbowl

* 1st place - $500 Visa Card, 2nd place $250 Visa Card, 3rd - $100 Visa Card
Bon Jour!

Paris

C'est la Table française

Speak French—Enjoy the language!
Open to all UW-Superior faculty, staff and students

Where: Yellowjacket Union
    – by the fireplace
When: Wednesdays
Time: 4:30pm – 5:30pm

Meet our native French speaker from Paris!

Bienvenue!

UW-Superior French Club
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

Student Digest

Index | Date  | Lines | Subject and Sender
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000582 | 10/01 | 189 | Yellowjacket Pride Prints are Available
From: "Susens,Tamera J" <TSUSENS@UWSUPER.EDU>
000583 | 10/01 | 186 | Spaghetti Dinner - Oct 16th
From: "Susens,Tamera J" <TSUSENS@UWSUPER.EDU>
000584 | 10/02 | 64 | First Nations Center's "Fall Walk Around"
From: yvainio@UWSUPER.EDU
000585 | 10/02 | 61 | Canoe the Brule River
From: handerso@UWSUPER.EDU
Communication Tools

• Posters
• Signage
• Digest
• Webpage
• Calendar
• Facebook
• **YouTube**
• Guerilla Creative
Tote Bag Fundraiser

• Community grocery store
• Bag groceries for shoppers
• Give away free UW-Superior Tote
• Note card:
  – Your name
  – Student organization
  – Fundraising effort
Thank you!

- Questions
- Comments
- Note cards
  - Tote bag fundraiser
  - Feedback
  - Follow-up