



SIMPSONSCARBOROUGH

Intelligent Marketing for Higher Education

# Beyond Logos and Taglines: *How to Develop and Promote Your Institution's Identity*

NAICU

Elizabeth Scarborough

02 February 2010

# SimpsonScarborough Partners



## Elizabeth Scarborough

- 18 years conducting market research and developing high-ed brands
- Sought-after expert on mkt rsch apps to higher ed marketing
- Chair of AMA Symposium for the Marketing of Higher Ed
- B.S. Mathematics/MBA



## Jeff Papa, Ph.D.

- Enrollment manager at UMD, Colby-Sawyer, and Randolph Macon College
- More than 10 years as market research and brand manager
- Frequent presenter at SEM, NACAC, AACRAO, AMA and other conferences
- Doctoral degree in higher education administration



## Tom Hayes , Ph.D.

- Internationally recognized leader in integrated marketing
- Professor of Marketing, Xavier University
- ACE Fellow
- Chair of CASE Integrated Marketing & Branding Conference
- CASE published two of his books in 2008

# Recent Partners

American University  
Augustana College  
Babson College  
Berry College  
College of the Holy Cross  
Dowling College  
Duquesne University  
Franklin Pierce University  
George Mason University  
Gustavus Adolphus College  
Indiana Univ Purdue Univ – Fort Wayne  
Indiana Wesleyan University  
Ithaca College  
Kendall College  
Lafayette College  
Lehigh University  
Loyola College in Maryland  
MGH Institute of Health Professions

Michigan State University  
Michigan State University College of Law  
MIT Sloan School of Business  
Purdue University  
Randolph-Macon College  
Rider University  
Rosemont College  
Southern Oregon University  
St. Joseph's University  
Texas Lutheran University  
University of California – Berkeley  
University of Delaware  
University of Michigan Alumni Association  
University of Missouri-St Louis  
University of Rochester  
University of Rochester, The Simon School  
Wheeling Jesuit University  
Youngstown State University

# Branding Is More Than What You Do To A Cow

## DEFINITION OF BRAND

The sum total of all existing associations made with your college or university

## DEFINITION OF BRANDING

The process of influencing those associations

## DEFINITION OF POSITIONING

Your researched and documented *desired* brand associations

Your logo, visual identity, and/or marks are simply reflections of your brand.

Developing your creative strategy (including logos) is step 6 or 7 in a 10-step identity management process.

# SMART Brand Strategies

SIMPLE..... The more details we provide, the more vaguely we communicate

MEANINGFUL..... Must emphasize something that matters to our target audiences

ACCURATE..... Must truly describe your college or university

REINFORCED..... Strategic business decisions must enforce the brand strategy

TANGIBLE..... Must be exhibited in clear ways in every customer experience

# “Mission” And “Position”

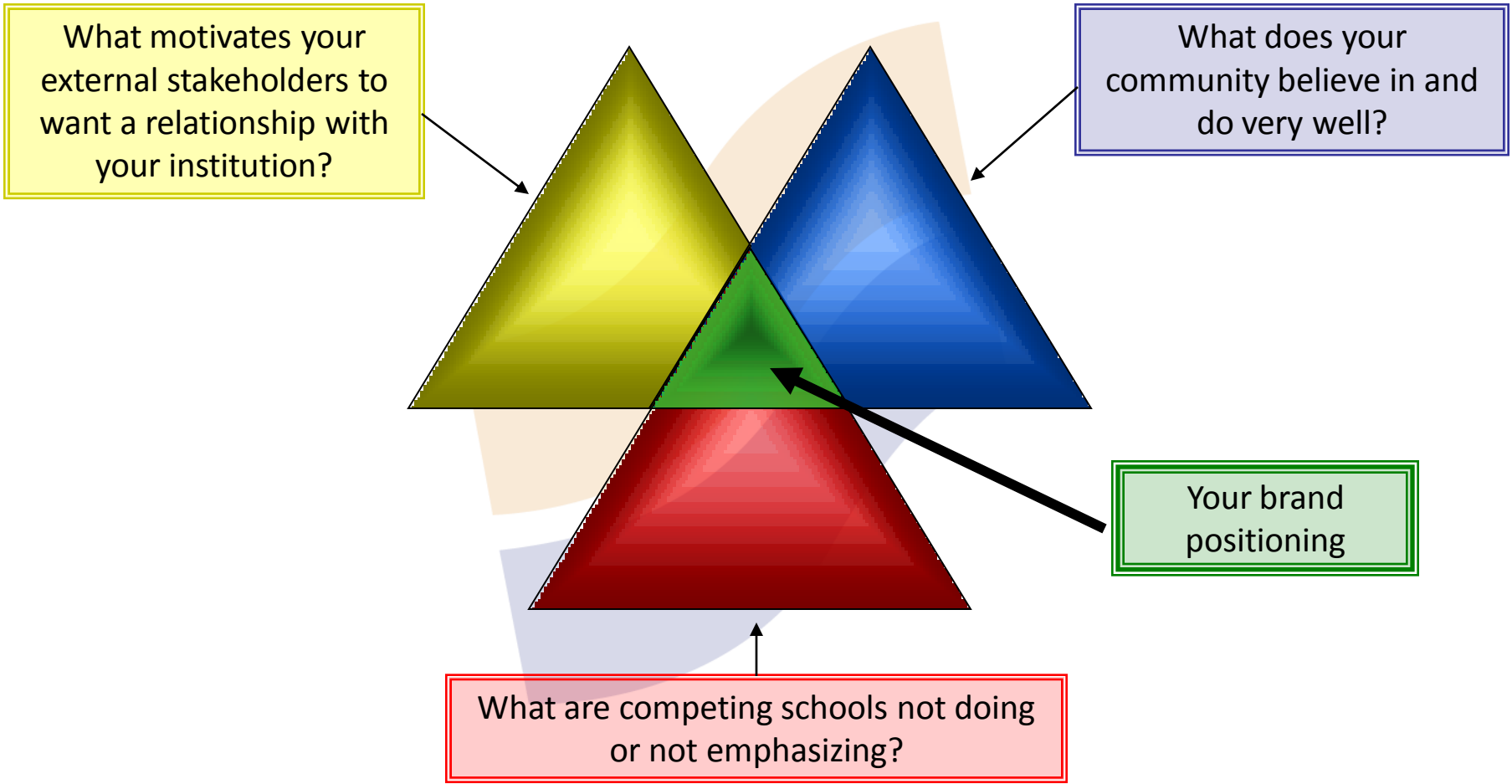
## MISSION

- Broad and far reaching
- Leads to position
- Covers all aspects of position
- Vision-based
- Drives the university’s strategic business decisions
- Should be aspirational

## POSITION

- Specific and focused
- Follows mission
- Does not fully reflect mission
- Market-focused
- Must be reinforced by the university’s strategic business decisions
- Should be slightly aspirational

# Differentiation is the Key to Branding



# Branding and Integrated Marketing Fundamentals

- Marketing the brand is only half the challenge; living it is the other (more difficult) half
- The development of the brand strategy must involve your entire campus; we can't expect faculty to *live* the brand strategy if they weren't involved in creating it
- Branding and integrated marketing go hand in hand; if you aren't integrated, you are wasting money
- Organizational structure is the biggest barrier to integration
- You *can* measure the impact of your marketing dollars

“A brand is a living entity  
- and it is enriched or  
undermined  
cumulatively over time,  
the product of a  
thousand small gestures”

Michael Eisner, CEO  
Disney