

# That evil 4 letter word...

## B-r-a-n-d

November 2017

### Who's this guy?

- #HigherEd Marketing Advisor

SEMWORKS

- Work w/ mix of institutions - Cdn & US

RUFFALO  
NOEL LEVITZ

- Time w/ Ruffalo Noel Levitz & SEM Works

- 'Director of Marketing and Communications'  
role at StFX University



- 20+ years of branding experience

MOLSON COORS

- Ad agencies and client side roles

Leo Burnett

- Actively speak on marketing & branding

- Enjoy working in sector - valuable



# The world we live in

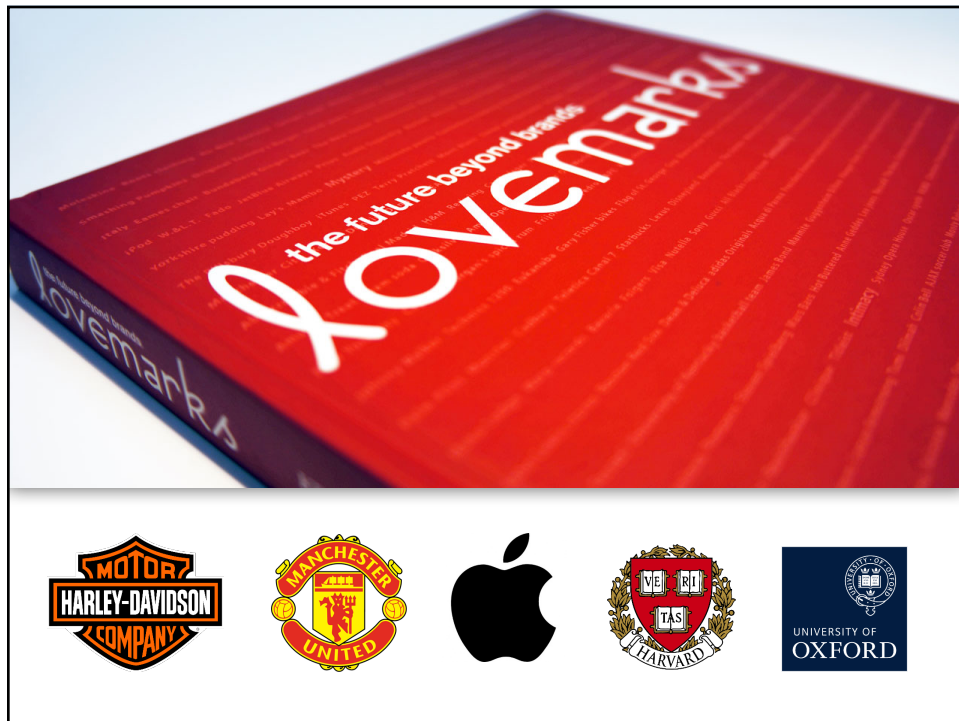
## Busy Times

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<https://youtu.be/odoYOuvwjDE>

Why the theme?















## Now you see them...

2007 Rank	Brand	Sector	Change in Brand Value
01		Beverages	-3%
02		Technology	+3%
03		Business Services	+2%
04		Diversified	+5%
05		Technology	+12%
06		Automotive	+15%
07		Technology	-4%
08		Restaurants	+7%
09		Media	+5%
10		Automotive	+8%

Interbrand Top 100 - 2007



## Now you don't

2017 Rank	Brand	Sector	Change in Brand Value
01		Technology	+3%
02		Technology	+6%
03		Technology	+10%
04		Beverages	-5%
05		Retail	+29%
06		Technology	+9%
07		Automotive	-6%
08		Technology	+48%
09		Automotive	+10%
10		Business Services	-11%

Interbrand Top 100 - 2017



**Branding = Enrolment Management**

## Branding Challenges



## Institutional Clarity & Consistency



THIS



NOT THIS



**Strong Connections Keep Students**

**You're not  
Alone**

**Branding 'Lowdown'...**



The infographic is split into two vertical panels. The left panel has a teal background and shows two white silhouettes of people facing each other. A speech bubble from the person on the left says "I'M A GREAT LOVER." Below the silhouettes is the word "MARKETING". The right panel has a green background and shows two white silhouettes of people facing each other. A speech bubble from the person on the right says "I UNDERSTAND YOU'RE A GREAT LOVER." Below the silhouettes is the word "BRANDING". In the center, between the two panels, is a white box with the letters "VS" in a stylized font.

**Marketing** is the set of processes and tools promoting your business (advertising, SEO, social media, PPC, local search, mobile, etc.)

**Branding** is the culture itself, the message that permeates and rules all the process of your business

[blog.kissmetrics.com](http://blog.kissmetrics.com) 2014



Feelings  
Truths  
Expectations  
Value Experiences  
Attributes  
Personalities

Compelling point of difference



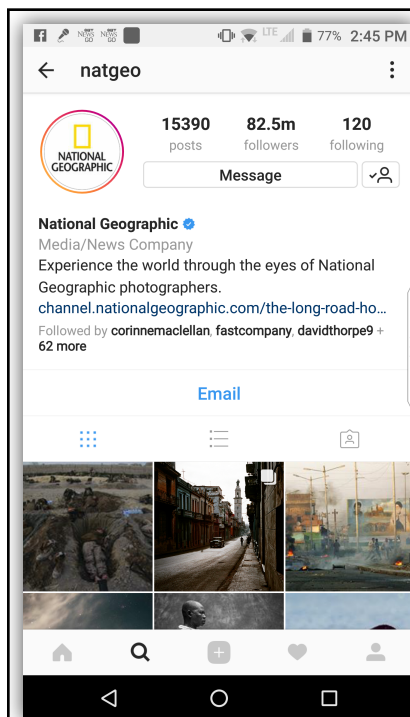
VS







# NOT Perfect



ALWAYS  
Relevant  
yet  
Reinventing

#15 Worldwide - #2 business after IG



People do not  
buy goods and  
services.  
They buy  
relations,  
stories and  
magic.

**Seth Godin**



## Branding and Gen Z

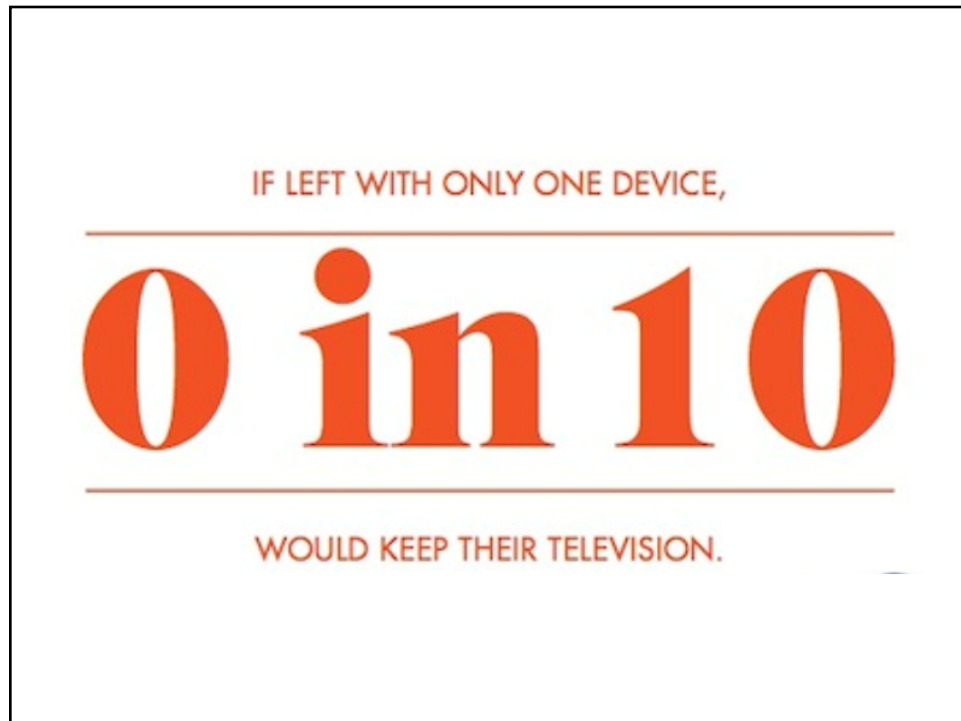
## Defining Gen Z?

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<https://youtu.be/CrX5O2XWHws>

“ugh she makes our generation look like shit. Trust me she doesn't speak for all us teens today.□”

- Looking for brands to be transparent and authentic
- Brands must provide opportunities for engagement and co-creation = attention and loyalty
- 53% select brands that understand them as an individual
- 62% are frequently attracted to new and fun brands
- 60% want brands to value their opinions



- 31% watch their favorite brands on YouTube
- 30% follow their favorite brands on social media and actively view their posts
- Aware most branded content they consume is orchestrated by a brand
  - Don't care as long as the content is captivating & potential for shareability
- Rate ethical principles higher than quality of service as a reason to be brand loyal

## FAVORITE WEBSITE

GEN Y: [amazon.com](https://www.amazon.com)

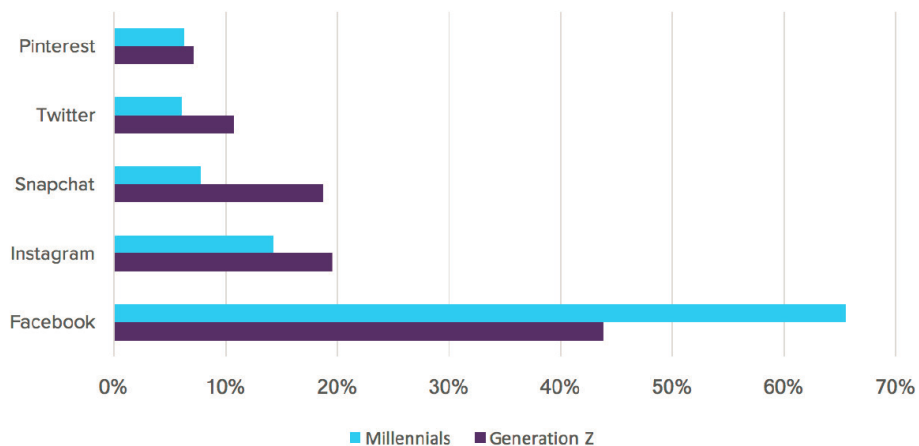
GEN Z: YouTube

## Gen Z vs Gen Y

How they want brands to reach them:

- ✉ Email: Ys-43% Zs-33%
- 💬 Social media: Ys-29% Zs-34%
- 📱 Online ads: Ys-16% Zs-28%
- ✉ Regular mail: Ys-16% Zs-13%
- 📺 Outdoor ads: Ys-9% Zs-14%

## The social media sites they are most active on



# Institutional Branding

## Institutional branding is key to enrollment

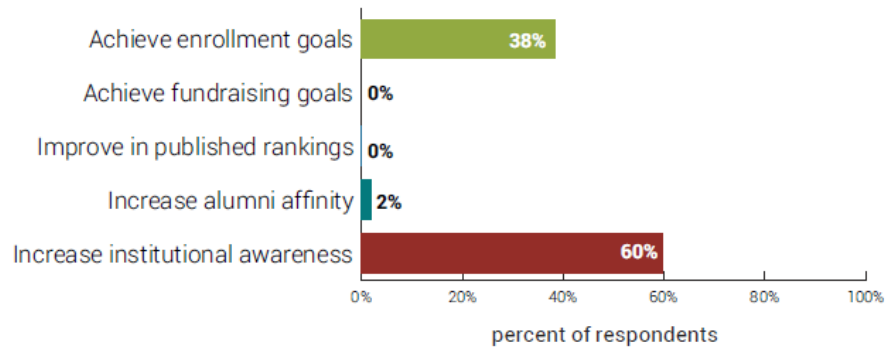
Enrollment factors rated for four-year private institutions		Importance
	<b>Financial aid</b>	<b>81%</b>
	<b>Academic reputation</b>	<b>78%</b>
	<b>Cost</b>	<b>77%</b>
	Personalized attention prior to enrollment	<b>65%</b>
	Geographic setting	<b>60%</b>
	Campus appearance	<b>59%</b>
	Size of institution	<b>58%</b>
	Recommendations from family/friends	<b>45%</b>
	Opportunity to play sports	<b>33%</b>

Students at four-year private institutions reported that financial aid was a very important factor in their original decision to enroll.

RNL 2017 Satisfaction Report

FIGURE 1

### What is the primary objective a higher education brand strategy should accomplish?

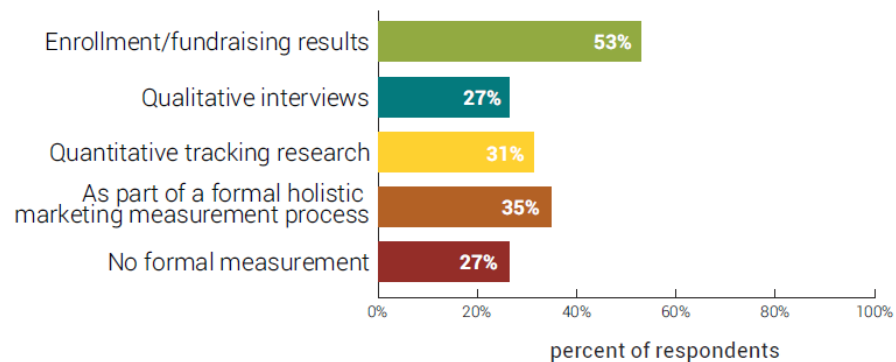


Awareness and enrolment key objectives

mStoner - 2015

FIGURE 12

### How have you evaluated the success of your brand strategy efforts?



Tracking is key to success and improvements

mStoner - 2015

**12 recommendations to  
ensure brand strength  
and institutional growth**





**Stop & Spend Time with Audience Groups**



**Build Personas**



**Engage ALL  
Departments  
and the  
Community**

**ENGAGE**



## Define & Live Brand Values

### PUBLIC ETHOS

A commitment to diversity, social equity, and investment for the common good in the state, the nation, and around the globe.

### ACADEMIC PRESTIGE

### ACADEMIC PRESTIGE

The University of Michigan, consistently ranked as one of the best universities in the world, is a world-class institution comprised of elite faculty and students.

### PUBLIC ETHOS

### HISTORY, TRADITION & CULTURE

### HISTORY, TRADITION & CULTURE

Our university has a storied history, a 200-year tradition of educating tomorrow's leaders and innovators.


**PRESTIGE FOR THE PUBLIC GOOD**





KEEP  
IT  
REAL

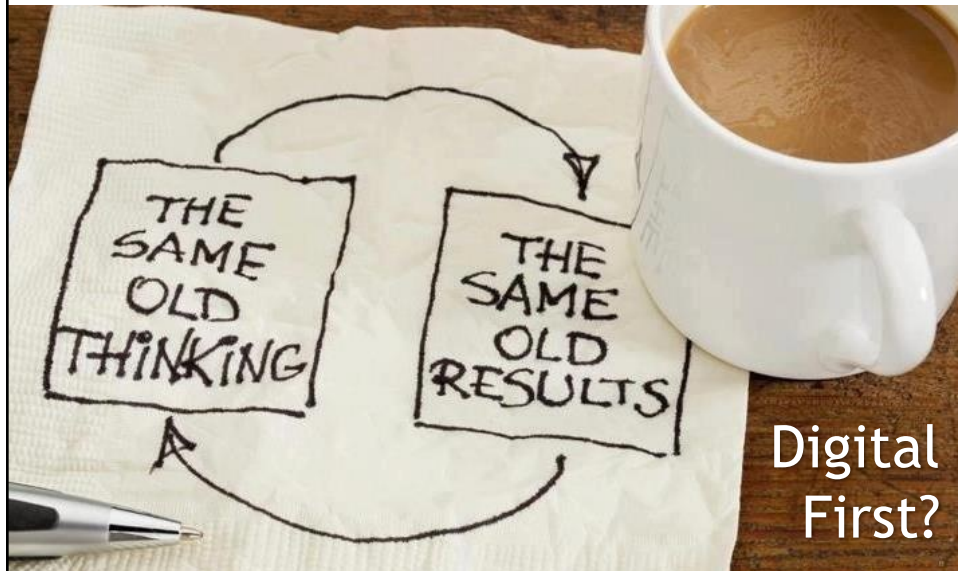
Be Authentic and Real



**STORY=BRAND**

Have Something Legit to Say

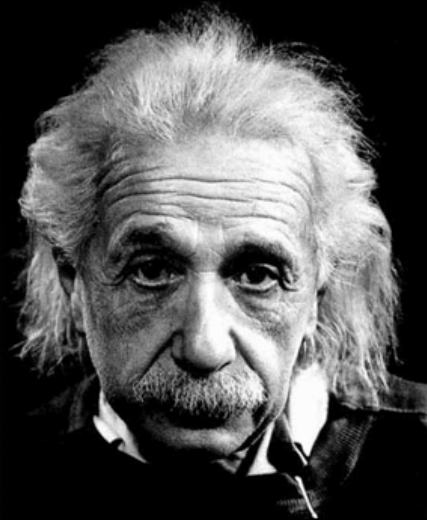
## Execute Unexpectedly and with Style



“Everything should be made as simple as possible, but not simpler.”

Albert Einstein

Take a No-frills,  
Simple Approach



## Own and Allow

**YOUR BRAND IS  
WHAT OTHER PEOPLE  
SAY ABOUT YOU WHEN  
YOU'RE NOT IN THE ROOM.**

Jeff Bezos, CEO & founder Amazon

**LACK OF  
CONSISTENCY  
CAN BRING ON A  
LACK OF  
INTEREST.**

Consistency

Consistency

Consistency

Track  
Evaluate  
Rework  
Repeat



KEEP  
CALM  
AND  
TRACK  
KPI's

QUESTIONS?

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@swmgroup

### To sum up...

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1. Consumers have A LOT of choices
2. Brand before you market
3. Speak to your customers
4. Spend time on a marketing plan
5. Look to experts

**So... why do institutions  
need to stay focused on  
brand?**



## STAND OUT OR STAGNATE



## BUYER PERSONA

