A Look to the Future:
The UD Branding Exercise

David Brond
Associate Vice President,
Communications & Marketing
July 22, 2008
What is a brand?

A brand is a promise. Brands are much more than simply trademarks or logos. They are a promise to users of the brand that they will deliver a known and desired experience consistently. Brands instill confidence. They serve as a shortcut to decision making because consumers of goods and services are bombarded with thousands of competing messages every day. A strong brand is valuable.
Branding attaches benefits, attributes and emotion to an institution’s name and logo and thus provides the entity with a recognizable identity.

A brand is built over time through a relentless and continuous series of events in which a brand’s promise is fulfilled. Names become brands when they become imbued with imagery and messages that are relevant to key audiences. Brands reside in the minds of customers. Strong brands require a consistent, coherent message in all communications emanating from the organization and across all functional areas.

Think about it……

Sum up our claim to fame in 7 words.

For someone not familiar with the University of Delaware, what would be the first thing that comes to mind when they hear the name?
**Benefits of Branding**

◆ Provides differentiation/positioning
◆ Communicates an accurate, clear and consistent image to internal and external audiences
◆ Enhances consumer awareness and loyalty
◆ Provides a shortcut for consumer decision making
◆ Provides a “halo” of credibility for subsidiaries, products, services and extensions
◆ Allows a price premium
◆ Provides for internal unity and focus
◆ Is a strong defense against negative and competitive encroachments
◆ Provides cost efficiencies in communications
◆ Emphasizes market clout
BRANDING STRATEGY

Ultimately a brand’s positioning will be determined by people’s overall experience with the brand.

To effectively target, reach and influence multiple audiences, the best brand building strategies rely on an integrated marketing approach -- a consistent combination of internal communications, broad-based advertising, public relations and direct marketing.

Metrics:
- Awareness
- Inquiries
- Activity (admissions, research, recruitment)
- Satisfaction & loyalty (internal/external)
MARKETING & COMMUNICATIONS PHILOSOPHY

◆ Customers need understandable, trustworthy information they can use to make informed choices.

◆ University of Delaware Marketing & Communications should:
  – Protect the brand
  – Maintain a consistent manner of identifying the University
  – Protect the reputation and integrity of the University
  – Distinguish the University in the minds of stakeholders
  – Enhance customer loyalty

◆ Marketing is most successful when a variety of tools are used to communicate the brand.
LOOKING FORWARD: 
THE UD BRAND RESEARCH IDENTITY STUDY

◆ Audit of current brand position and message
  – Perceptions and brand awareness by target audiences
  – Research and S.W.O.T. analyses
  – Competitive benchmarking

◆ Brand strategy development and concepts
  – Positioning strategies and brand associations
  – Identification of positive institutional characteristics and misconceptions
  – Recommendations for effective brand, marketing and communications strategies

◆ Development of brand design guidelines
  – Brand position, character, statement, mark, tagline
  – Identity/brand manual
  – Measurement/assessment system