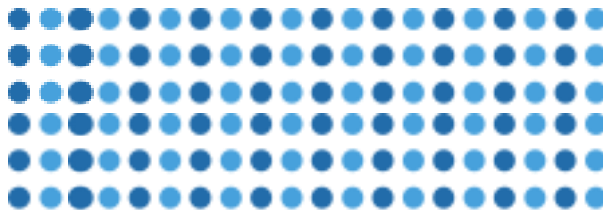




EDUCATIONAL
Marketing GROUP

Creating premier brands since 1997

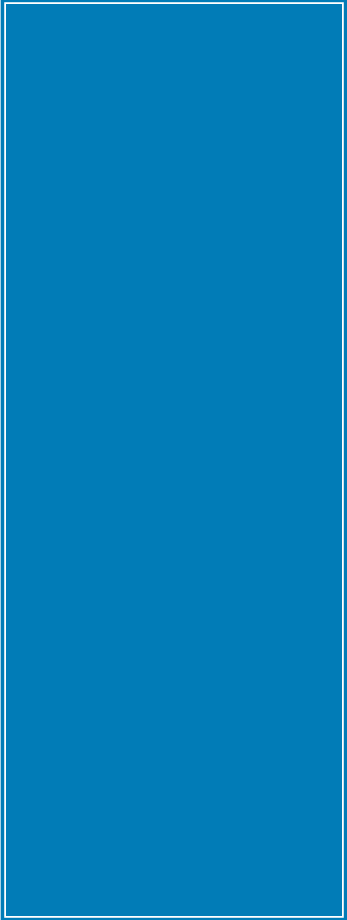


*The Billion
Dollar Brand*

Eduventures

June 2012 – Boston

SESSION AGENDA

- 
- What makes a billion dollar brand?
 - ⦿ [discussion]
 - Branding the A's
 - ⦿ [discussion]
 - Five keys of cross-functional brands
 - ⦿ [discussion]



BRANDS YOU KNOW...

(match the symbol with its corresponding promise)



Coca-Cola

FedEx



BEN & JERRY'S

Google



Disney

patagonia



- a. homemade quality, social activism, sustainable profit
- b. creating happiness for people of all ages, everywhere
- c. made by adventurers for adventurers
- d. absolutely, positively reliable
- e. innovation, imagination, simplicity in human-friendly technology
- f. fast, convenient quality, family-oriented
- g. universal access to and usability of the world's information
- h. Inspiring, nurturing the human spirit – a neighborhood at a time
- i. the original, refreshing mind, body, and spirit the world over
- j. safety first, always



BRANDS YOU KNOW...



a. homemade quality, social activism, sustainable profit



b. creating happiness for people of all ages, everywhere



c. made by adventurers for adventurers



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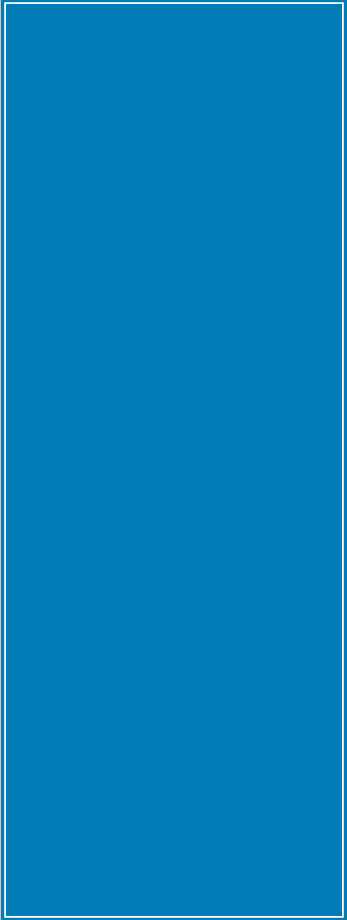
LEADERSHIP STRATEGY

Brands become memorable and powerful when an organization consistently expresses a singular promise & messaging platform.

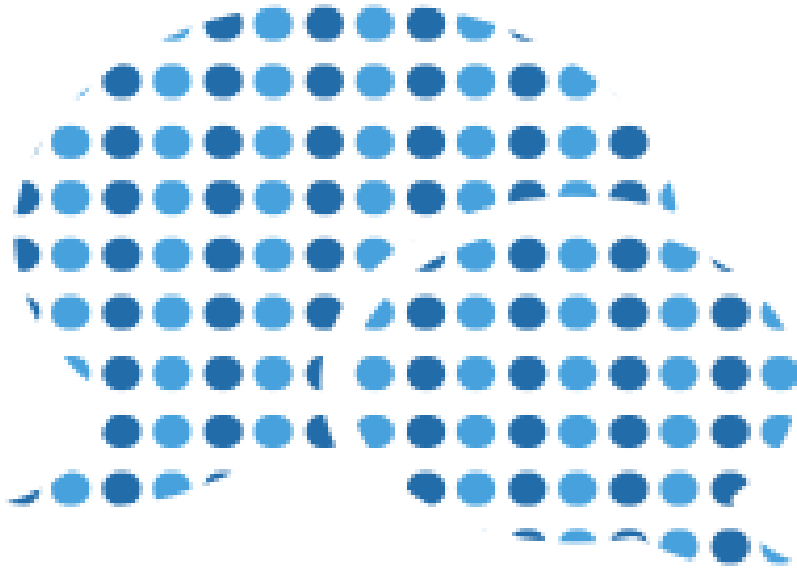
A leadership market position increases everyone's ability to achieve their goals.



UNIT BRANDING

- 
- Missed opportunities when units create their own brands:
 - ⦿ Fragments the institutional identity
 - ⦿ Diminishes reach and frequency
 - ⦿ Missed opportunities for synergy
 - ⦿ Competing or conflicting messages
 - ⦿ Incongruent brand personalities





DISCUSSION POINT

WHAT ARE THE PRO'S AND CON'S OF YOUR UNIT CONSISTENTLY
USING AN INSTITUTION-WIDE BRAND IDENTITY?



THE PROMISE



The singular idea you want to
own in the hearts and minds of
your most important audiences

Defines your leadership position
in the competitive marketplace



VIRGINIA TECH PLATFORM

Promise

- Quality, Innovation, Results

Tagline

- Invent the Future

Brand Drivers

- Internationally recognized faculty experts
- Groundbreaking research applied to society's problems
- Rigorous academics in a close, caring community
- National leader in advanced technology
- Service to community and society (Ut prosim)



VIRGINIA TECH PLATFORM

Institutional brand

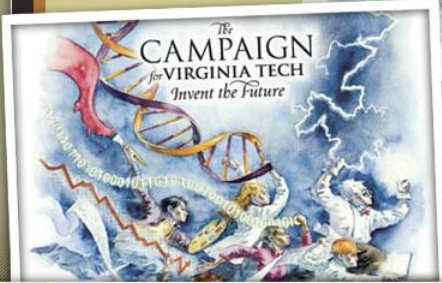


Capital campaign brand





[Why You Should Give](#) ▶
[How You Can Give](#) ▶
[Donor Recognition](#) ▶



More Stories About The Campaign for Virginia Tech: Invent the Future

Read how private support is providing a margin of excellence at Virginia Tech.

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\$1.11 billion - \$1 billion



Campaign Progress as of
June 30, 2011

[Give Now ▶](#)

The CAMPAIGN for VIRGINIA TECH *Invent the Future*

Campaign Numbers

[By Use](#) ▶
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Campaign Priorities

Stay Connected!




[Read Impact](#)

CAPITAL CAMPAIGN WEBSITE

CAPITAL CAMPAIGN COMMUNICATIONS

“The strongest aspect of the capital campaign branding might not be so obvious...Michael Kiser (development communications director at the time) adopted the brand drivers and adapted them throughout the campaign messaging.”

Larry Hincker,
Associate Vice President for
University Relations



CAPITAL CAMPAIGN RESULTS





Find the Right College YOUR FUTURE STARTS HERE



Finding a college that's right for you is an important decision. Look around and we think you'll agree that Virginia Tech is a fantastic place to go to college. When you set foot on campus, you'll be immersed in a creative energy that alters the way you see the world.

INVENT YOUR FUTURE

PLAN YOUR VISIT

2012 OPEN HOUSE DATES

Saturday, Oct. 20
Sunday, Oct. 21

Saturday, Nov. 10
Sunday, Nov. 11

Admissions FAQ TOP ADMISSIONS QUESTIONS >>

Great Value & Public Education TECH IS AMONG THE BEST

**TOP
75**
BEST VALUE
COLLEGE
Princeton Review

#28
BEST VALUE
PUBLIC COLLEGE
Kiplinger's 100

#28
AMERICA'S BEST
COLLEGES
U.S. News

#13
BEST BY JOB
RECRUITERS
Wall Street Journal

**PHOTO
ESSAY**

Technically Speaking WHAT SETS US APART

**OVER 70
MAJORS**

**600+ CLUBS
& STUDENT ORGS**

**RENOWNED
FACULTY**

**NO. 1 RANKED
DINING PROGRAM**

INTERACTIVE MAP

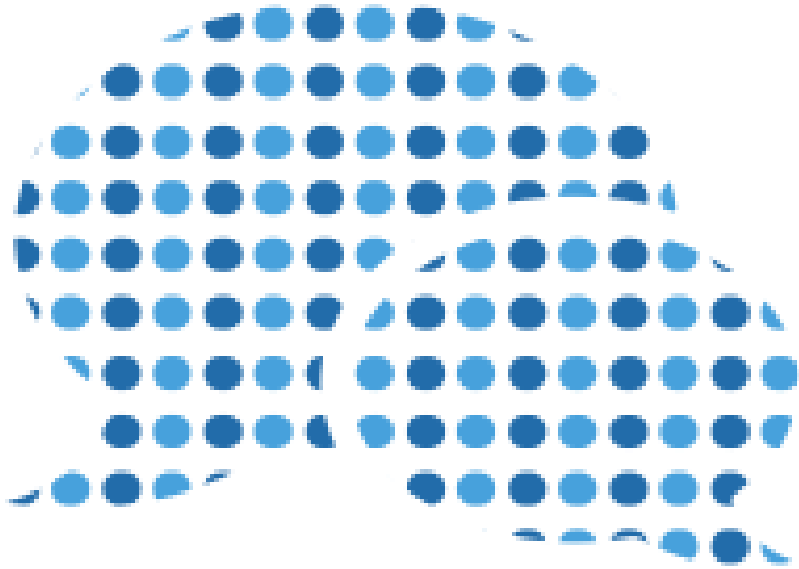
Select a Destination



FOLLOW US



ADMISSIONS BRANDING



DISCUSSION POINT

**DO YOU SEE BENEFITS OR DRAWBACKS TO LINKING THE SAME
MESSAGING AND CREATIVE ACROSS ADMISSIONS AND ADVANCEMENT?**



FIVE KEYS

1.

Consensus-based institution-wide brand platform that defines a differentiated leadership market position.

2.

Shared drivers customized with audience-specific benefits, outcomes, and proof points.

3.

Creative framework that visually links audience-specific communications, but allows unit differences.

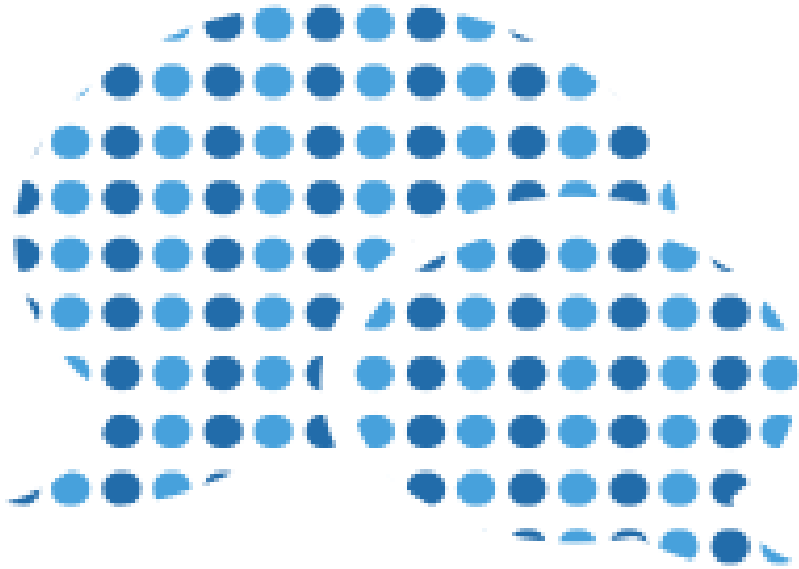
4.

Experienced coordinating team (in-house or external) to develop and manage a unified brand strategy.

5.

Joint planning and staff training to ensure tactical executions are coordinated and consistent.





DISCUSSION POINT

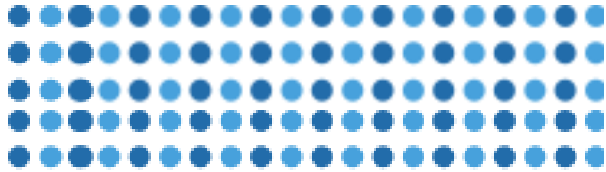
WHAT WOULD YOU NEED TO SUCCESSFULLY IMPLEMENT A
CONSISTENT, INSTITUTION-WIDE BRAND IN YOUR UNIT?





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THANK YOU

19751 E. Mainstreet
Suite 341
Parker, Colorado 80138

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