1. Who are we?
2. What is a brand?/Why is it important?
3. How do we work together in integrated marketing communications to build a brand?
4. What is the emerging UM brand, and what challenges does the brand face?
5. How we can help you.
Who Are We?

Seasoned Professionals Representing:

• Brand Marketing
• Brand Creative Services
• Brand Photography
• Media and Public Relations
• Media and Documentary Services
Why is a brand important?

• The positive feelings our constituents accumulate about a particular brand are what makes the brand a valuable asset for the entity that owns it.

• Strong brands which are highly differentiated and that are consistently communicated establish higher value than those that aren’t.

• Brand equity is the source of future value from past marketing activities. If the brand’s benefits are deficient relative to competition, strong brand equity can maintain the brand’s value until issues are resolved — for a period of time.

• Building strong brand equity is the intangible value that accrues to an entity as a result of its successful efforts to establish a strong brand.

• A brand is a name, symbol, or other feature that distinguishes the company’s goods or services in the marketplace.
Integration of the brand - 360° marketing

• Every exposure a member or prospective member has to the OleMiss/University of Mississippi Brand should be consistent and additive.

• 360 degree marketing as represented through positioning the brand is the next evolution of integrated marketing. It not only includes a heavy online component, but also public relations, print, events and other offline media.
Positioning has three key components, known as the ThreeT’s.

**Tangible Benefit**
The brand has a clear selling proposition that quickly answers the constituent’s question, "What’s in it for me?"

**Truth**
Support for the selling proposition is grounded in logic, usually by proof points.

**That’s Me**
A universal insight is acknowledged that lets the consumer know that your brand understands him or her better than any other.

An insight is a belief or a behavior. The best insights are beliefs acted upon by a behavior. When a belief acted upon by a behavior is expressed within the context of your brand, product or service, it is a marketing insight.
What is our mission and vision?

Mission:
To build brand depth for Ole Miss among students, faculty, alumni, donors and friends.

Vision:
To be one of the top-ten recognized and regarded university brands in the nation by 2015.
How we will accomplish our mission:

Strategy:
Implement a clear, compelling and connective positioning across all university communication.

Build this positioning based on marketplace facts, and elements of brand equity that are relevant.
• How we can help you:
  – Strategy
    • What, Why and Who
  – Design
    • Standards, Templates, Consistency
  – Copy and Content
    • Consistent with Strategy and Interesting
  – Optimization
    • SEO, Integration with Social Media

www.olemiss.edu/brand
Thank You!
Questions?