

Institution-Wide Branding Programs

Description

Gold, Silver, and Bronze awards will be given for outstanding branding programs, either for the institution as a whole or for a distinct program within the institution, such as a business school or alumni association.

Program summaries should include the following elements:

- some level of constituent research;
- the involvement of a planning committee;
- a positioning statement or set of messages that capture the institution's brand "promise" to its constituents;
- a branding/brand marketing plan; and
- a graphic and/or verbal identity.

It is important that the plan submitted address a range of constituents and focus on broad visibility and institutional goals.

Materials submitted should include your integrated marketing plan and may include such examples as a new logo and samples of its use (e.g., stationery, publications, or Web content that demonstrates the new institutional positioning), and a graphics standards manual.

Judging Criteria

Judges will specifically look at:

- * Objectives of the branding program;
- * Rationale for change;
- * Constituent research (preferably of a range of audiences) used to inform the brand positioning;
- * Understanding of target audiences and competitive environment;
- * Broad campus involvement in the branding effort, as evidenced by committee or project team membership;
- * Institution's unique qualities and how well they are communicated;
- * Consistent look and "feel" applied to marketing materials;
- * Budget and creative use of resources;
- * Creativity and innovation; and
- * Impact to date of the branding program on your institution.