

Campaign Branding: Fast Forward

Brand is Share of Mind. Heart. Spirit.

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Strong. Evocative. On Target.

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“You can’t be risk-averse in today’s
environment.”

~ Tom Peters, daily blog

**Campaign Branding:
Fast Forward**

Right here. Right now.

Campaign Branding: Fast Forward

Old: “Will my contribution make a difference?”

New: “Did my contribution make a difference?”

Campaign Branding: Hit “Play”

People don't give to the campaign;
they give to the institution.

Campaign Branding: Hit “Play”

Why this institution?

Why these projects?

Why now?

Campaign Branding: Hit “Play”

Name that Campaign!

ncsdo.com/site/features/campaign

Campaign Branding: Pause and Refresh

Case in point: Brown University

Brown.edu

Campaign Branding: Pause and Refresh

Not Timid!

Boldly.Brown.edu

Campaign Branding: Pause and Refresh

CampbellRinker.com

Chronicle.com

PewInternet.org

CheneyandCo.com

AcademicImpressions.com

youtube.com/watch?v=cL9Wu2kWwSY

Thank you!

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