

# BRAND STRATEGY

## University - The Power of I

The power that lies in the people who are brave enough to think differently and smart enough to find a better way.

The power of an individual's drive to succeed.

The power that's innately woven into the fabric of our 150-year-old university.

The power of a community who sees the grandest of challenges and cannot imagine a world in which there is not a solution.

The power of the university of Illinois family to create those solutions. When we come together with that kind of power, we are unstoppable.

Also part of the strategy: a branded house, not a house of brands.

## Technology Services - Focusing The Power of I

### MISSION

Connecting people and technology to help Illinois and our partners thrive.

### VISION

We will be a visible, engaged community of IT professionals shaping the future of the University through technology.

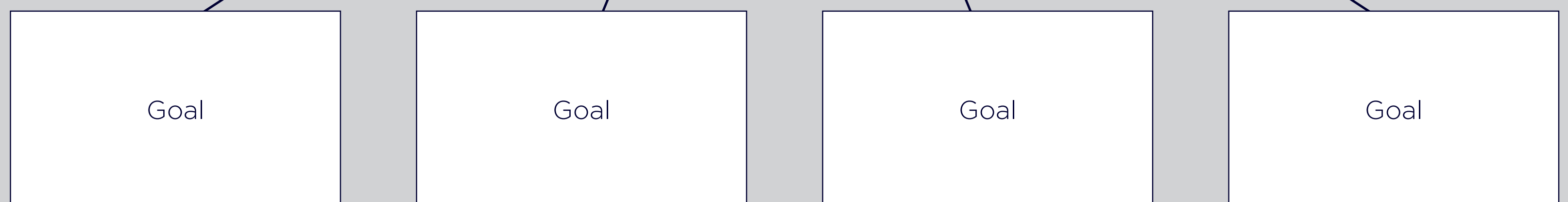
### Brand Power Focuses:

- Impact - Honoring our land grant mission entails orienting our research, innovation, influence and resources toward making a difference in the world.
- Innovation - Fostering new ways of thinking, educating, collaborating, creating and improving the world builds on our legacy and grounds our identity.
- Inclusion - Extending a spirit of openness, access and equity brings more people and perspectives to the table, for the benefit of all.
- Involvement - Encouraging engagement in a myriad of opportunities sparks personal and community growth, and builds on our legacy.

# OBJECTIVE

Create a positive brand experience that will adjust our audiences perception of the Technology Services brand to position us where we want to be and, as a result, increase overall brand awareness.

## GOALS



## MARKETING STRATEGY

A strong brand is built with consistent marketing and communications. Maintaining consistency in what we say (our strategy) and how we say it (our voice and tone) is just as crucial as being consistent with our logo, colors and other design standards.

- Most important tools in strategic content creation:
- Brand Message** - extend over every part of our brand and marketing strategy
  - Brand Pillars** - key differentiators that serve as the undergirding of our brand
  - Brand Powers** - the words that drive and shape our messages and the stories we tell

Each Tech Services' marketing strategy should reinforce our brand elements.



## MARKETING PLAN

The marketing plan is how we execute on each marketing strategy. Using brand elements as the foundation of all actions/ touchpoints.

The key is to communicate consistently over and over again to build awareness in our audiences' minds.



# REFERENCES

## BRAND PILLARS

- Innovative**  
Our ever-evolving approach to our student's learning experience encourages progressive, creative, and cutting-edge thought in our students, faculty and staff alike.
- Tailored**  
We believe focusing on the individualized journey of each student is the catalyst to a transformational experience that shapes our students' lives.
- Legacy**  
For over 150 years, we have been challenging the traditional, leading to 23 Nobel Laureates, 26 Pulitzer Prize winners, and hundreds of world-changing achievements, innovations and discoveries.

## TARGET AUDIENCES

- Internal**  
Staff working within the Technology Services organization.
  - External**  
Those associated with the university outside of the Technology Services organization (students, families of students, faculty and staff).
- Click [here](#) to see a breakdown of our audiences and how we communicate with each them.*

**Based on our objective and the fact that the brand perception in our external audiences are much weaker than our internal one, marketing efforts for our external audiences has a higher focus over our internal audience.**

## BRAND TOUCHPOINTS

- These shape our audiences' perceptions, therefore we need a strategy for them. Each should have a place in this visualization.
- Analyzing our touchpoints, we need to ask ourselves the following questions:
- Are there any "gaps"?
  - Do we need new or different touchpoints?
  - How effective is each touchpoint?
  - Is there room to improve their effectiveness?
  - Do they support the main goal or main objective?
- Digital**
    - Emails
    - Newsletter
    - Website
  - Social Media** (high priority, requiring careful consideration because of the potential for posts to be amplified by our audiences)
    - Facebook
    - Twitter
    - Reddit
  - Advertisement (Physical)**
    - Handouts
    - Promo Items
  - Physical Interaction**
    - Help Desk
    - Presentations

## BRAND ELEMENTS

- Visual:**
  - Logo
  - Color Palette
  - Typography
  - Patterns/Textures/Icons
  - Other graphics/images
- Core:**
  - Mission statement
  - Vision Statement
  - Brand Message
  - Brand Pillars
  - Brand Powers
  - Brand Voice
  - Persona
  - Story