



# THE BRANDING PROCESS

*Justin Schoonmaker, University Communications*



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# WHAT IS A BRAND?





## Brand is *not*:

- Your name, your logo, your messaging, or any other thing perceived with your physical senses; these are Brand Representations



The many things often confused for the brand can *represent* the brand and can *influence* or *steer* brand perception, but they are not themselves the brand.



## Brand is *not*:

- What *you* say it is







## Brand is:

- The gut-level feelings and thoughts that *other* people have about your organization



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## So what is a “rebrand?”

- Most rebrands out there are just redesigns or new messaging
- A true rebrand involves *change* on the part of the organization
  - Wells Fargo can spend millions on all the ads it wants and say all the right things, but only time will tell if they handle my accounts with integrity and change how I feel about them
- Any “rebrand” that doesn’t involve a change in what the organization does is not a rebrand



# IDENTIFYING & EVOLVING A BRAND





# The Cohen Career Center has a brand

- How do you identify it?
- How do you evolve it, steer it, and influence it?

**Research > Compile > Identify > Commit > Develop**

**IDENTIFYING & EVOLVING A BRAND**



# Research

- Qualitative over quantitative
- What services does the Career Center offer? Who does the Career Center serve? On a scale of 1 - 10, how effective do you feel the Career Center is at delivering on its purpose? What has the Career Center done that resonated with you, if anything? How can the Career Center make students feel X?

## Compile Data & Insights

- Many ways to do this, but examples include word clouds from survey responses, poignant or particularly insightful statements, repeated misconceptions or repeated accurate perceptions, etc.



# Identify the Gap

- Identify the difference between who you think you are and who you want to be and what your audience thinks of you



## Commit to New Organization Action

- Collaborate with your audiences to identify meaningful, active ways to close the gap long-term



## Develop Communication & Creative

- To close the gap in both the short- and long-term, but always understood as a mere reinforcement for on-brand *action*



A large, multi-story brick building with a dark shingled roof and several dormer windows. A prominent brick chimney is visible on the right side. On the roof, there is a weather vane with a banner that says "1693" and a cross with "E" and "W" directions. The building is partially obscured by green trees in the foreground. The sky is overcast.

# QUESTIONS?

Justin Schoonmaker

[jlscho@wm.edu](mailto:jlscho@wm.edu)

757-221-7984

Discovery 2, Office 131

5308 Discovery Park Boulevard