



REAL WORLD CHALLENGES IN UNIVERSITY BRANDING

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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

BRAND = PERCEPTION

WHAT IS A BRAND?

W&M PERCEPTION CHALLENGES



William & Mary...

- isn't known outside the mid-Atlantic (unless you're a high school guidance counselor or peer institution)
- Athletics: tribes and feathers and griffins, oh my! Who are we?
- has a school of marine science, did you know?
- isn't STEM-serious, or is it?
- is a liberal arts school. The Liberal Arts amount to intellectual fluff, and grads don't make much money, right?

1. Isn't known outside the mid-Atlantic

- this is true, and this is a challenge yet to be overcome

2. Athletics: tribes and feathers and griffins, oh my! Who are we?

- 1920s "Tribe" yearbook reference
- Tribe Script and WM with feathers
- 2006 NCAA edict and subsequent "Waste Management" logo
- 2010 Griffin mascot selection (goodbye Ebirt)

3. Has a school of marine science, did you know?

- 1970s adoption (prior degrees)
- News room cutting floors

4. Isn't STEM-serious, or is it?

- Henry Broaddus' baccalaureate speech
- W&M undergrad team won the 2016 iGEM competition ("World Cup of Science")
- Med school acceptance rates among top graduates are nearly twice the national average

5. Is a Liberal Arts School (intellectual fluff, low alumni income)

- average household income of W&M alumni in 2009 was over \$100,000/yr
- Notable alumni in various fields: Jon Stewart, James Comey, Glenn Close, Perry Ellis, William Barton Rogers (founder of MIT), Mike Tomlin, Ellen Stofan (former Chief Scientist at NASA), Beth Comstock (former Vice Chair of GE), Robert Gates, Eric Cantor, Michele Bachmann, Stephanie Murphy, Jill Ellis, Thomas Jefferson, James Monroe, John Tyler...and more



EFFORTS TO INFLUENCE PERCEPTION
and subsequent challenges

Summary of Efforts

- Visual consistency
- Message map
- Brand Task Force (pre-campaign)
- For the Bold campaign
- Athletics re-brand

1. Visual consistency

- History of visuals
- Pre-1920s
- 2007
- 2014
- brand.wm.edu

2. Message map

- “There’s only one William & Mary”
- Lack of effective deployment
- Org chart

3. Brand Task Force

- 2014
- “We Make History”

EFFORTS TO INFLUENCE PERCEPTION

4. For the Bold Campaign

- 2015 - 2020
- Audience personas
- Campaign Guidelines

5. Athletics Rebrand

- 2017 - 2018
- Tribe as a logo is phased out
- W&M regains prominence
- Social media kickback
- Petition

EFFORTS TO INFLUENCE PERCEPTION



QUESTIONS?

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