APPLE
WILLIAM & MARY
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
BMW
APPLE
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
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