

#Altraining



LAUNCHING A  
BRANDING  
INITIATIVE

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ai ACADEMIC  
IMPRESSIONS



LEARNING OUTCOME

**After participating...**  
...you will be able to better develop a branding initiative.



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## AGENDA

- Institutional Context & Background
- Cultivating Buy-In
- Creation & Evolution of Brand
- Successful Launch & Ongoing Implementation
- Campus-Wide Successes

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UC Davis November 2011

## INSTITUTIONAL CONTEXT & BACKGROUND

## ■ UNDERSTANDING THE UNIVERSITY

### *UC DAVIS*

In the wake of a national public relations crisis...

## ■ 2011

### **NOVEMBER 15**

Student protests over high and rising tuition costs as well as brutality at UC Berkeley led students to overtake Mrak Hall.

### **NOVEMBER 17**

Tents in quad - Occupy Movement joined with student protesters.

2011

## NOVEMBER 18

- Noon - protesters notified to leave quad because of health and safety concerns (by 3 p.m.).
- 3 p.m. - Police arrive.
- UC Davis Occupy protesters form an arm-linked, seated circle to block police.
- Police enter circle to dismantle tents.
- Ten Occupy protesters link arms, seated and try to block police again.
- A UC Davis police lieutenant sprayed pepper spray at the 10 protesters.

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## ■ UNDERSTANDING THE EMOTIONS

- Compromised our culture
- Challenged what we believed about ourselves
- Raw emotions released rapidly in a variety of media
- Visuals provided a lasting and viral memory



## ■ CULTURE COMPROMISED

“SO. MANY. POLICE REPORTS. As for the hilarious Police Briefs that are in the Aggie every week - have you ever read them? “Suspect was jumping on Sycamore Lane”. “Caller saw suspicious garbage can and reported it to the police”. “Noise complaint”. “Noise complaint”. “Noise complaint”. “Noise complaint”. As you can see, nothing happens in Davis, besides noise complaints. It is a college town, after all.”

“Davis is a nice place. I wouldn’t walk around aimlessly or all the way across town in San Francisco, but I would do so in Davis. Besides the universal 10pm closing time in the city, it’s a nice little college town.”



## CHALLENGED WHAT WE BELIEVED ABOUT OURSELVES

### PRINCIPLES OF COMMUNITY

We affirm the right of freedom of expression within our community and affirm our commitment to the highest standards of **civility** and decency towards all. We recognize the right of every individual to think and speak as dictated by personal belief, to **express** any idea, and to disagree with or counter another's point of view, limited only by university regulations governing time, place and manner. We promote open expression of our individuality and our diversity within the bounds of **courtesy, sensitivity and respect.**



## RAW EMOTIONS RELEASED RAPIDLY IN A VARIETY OF MEDIA



## VISUALS PERPETUATED THE CRISIS



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## CHANGE

- Investigations, reports, task forces - UC Davis and UC-wide
- Change in personnel - police, student affairs, communications... and then research, administrative services
- Change in crisis management and increased preparedness
- Student conversations and better listening
- More....

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## WHAT WE HEARD (TWO YEARS LATER)

- The loudest voices are not our voices.
- We are proud to be of the UC Davis community.
- Why did we let that one incident define ourselves for so long?

### PROSPECTIVE STUDENTS:

- *“I don’t know what you mean when you say, ‘pepper spray.’”*
- *“I thought that happened at Berkeley?”*
- *“Oh yeah. What a great thing - showed UC Davis has more than Aggies - it has informed, intelligent and courageous students who care about big issues.”*



## POLL

### How many of you are:

- A. Embarking upon your institution’s first-ever IMC?
- B. Experienced with IMC, but approaching a new branding exercise?
- C. Recovering from some public hardship?





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## The UC Davis “One” Campaign CULTIVATING BUY-IN



### ■ FOCUS

- Internal
- Statewide (introduced summer 2014)
- National (Winter 2016)



## **FRESH EYES/ NEW THINKING**

- Keen look at campus - public art; thought leaders; who sits with whom; smells; eavesdropping; classroom spaces; athletics chants; etc.
- A series of small favors - surprising our clients and piquing their interest.



## **GETTING AGREEMENT ON THE BIGGER PLAN**

- Articulate the contemporary relevance of UC Davis and its value and impact on the state of California, the nation and world sectors.
- Building firm understanding of UC Davis' contributions and leadership stance in health, environmental and food system research throughout the nation and world.



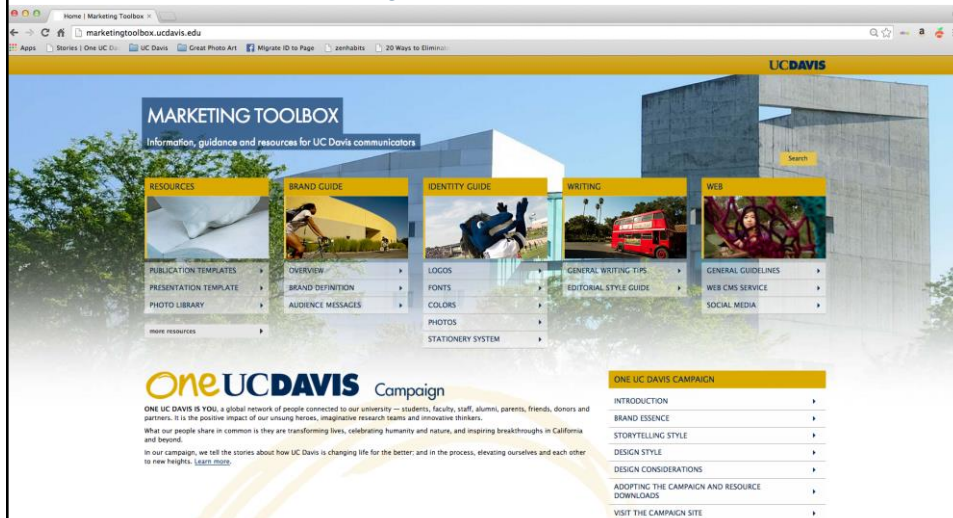
## GETTING AGREEMENT ON THE BIGGER PLAN

- Unify and amplify understanding of the contributions of both UC Davis and the UC Davis Health System to California residents.
- Promote the University’s unique strengths and attract resources in the form of research awards, private giving and corporate partnerships.



## EARN TRUST AND DEMONSTRATE RESPECT FOR INDIVIDUALITY

### THE MARKETING TOOLBOX *marketingtoolbox.ucdavis.edu*



■ UC DAVIS  
BRAND

Curious  
Creative  
Bold  
Genuine  
Real  
Authentic  
DIVERSE  
UNITED

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QUESTION

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## The UC Davis “One” Campaign CREATION AND EVOLUTION OF BRAND



### ■ THE “ONE” CAMPAIGN

Lives are transformed at UC Davis as we experience new ideas, people, perspectives, knowledge.

Conversely, as each new individual becomes part of this place, UC Davis transforms and becomes richer.

*We come together to make something greater than the sum of its parts.*





**One UC DAVIS**

**ONE WORLD**

**One UC DAVIS**

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**ONE COMMUNITY**  
**One UC DAVIS**

**ONE TEAM, ONE CHOICE**  
**One UC DAVIS**

**ONE STUDENT AFFAIRS**  
**One UC DAVIS**

**ONE JOURNEY**  
**One UC DAVIS**

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**MAKING IT REAL**

Launched with the biggest example of collaboration and shared branding



The one you choose makes all the difference

ONE TEAM, ONE CHOICE  
**OneUCDAVIS**



Your choice for better health

ONE TEAM, ONE CHOICE  
**OneUCDAVIS**

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**NOTHING GARNERS MORE INTEREST IN UC DAVIS THAN CHILDREN AND PUPPIES**

SO... LAUNCH WITH IT...

*The lives we touch inspire us*

Like many girls her age, Precious loves animals of all kinds. At 8 years old, after playing with a feral cat, she became ill with what doctors first suspected might be the flu.

Soon unable to swallow or stand, Precious was flown to UC Davis Children's Hospital where she was diagnosed with severe brain inflammation caused by rabies – a combination that's almost always fatal.

A team of UC Davis critical care and infectious disease specialists placed her in a drug-induced coma. With the help of antiviral medication and her own tenacious spirit, Precious fiercely overcame the disease and became the first person in the U.S. to survive rabies without a vaccine. Today, the vibrant young girl dreams of becoming a veterinarian.

To learn more about Precious' story and the "one team" approach to care at this region's one nationally ranked comprehensive hospital for children, visit [children.ucdavis.edu](http://children.ucdavis.edu)

One team. One choice. One UC Davis.



THE REGION'S **One** COMPREHENSIVE HOSPITAL FOR CHILDREN **UC DAVIS CHILDREN'S HOSPITAL**

*The lives we touch inspire us*

To see Xavier in action, you'd never guess he was born with a rare congenital heart defect that leaves one side of the heart severely underdeveloped. If uncorrected, a child rarely survives beyond the first hours or days of life.

That was Xavier's path when an air ambulance whisked the newborn to UC Davis Children's Hospital, where Pediatric Heart Center surgeons performed the first in a complex series of three procedures to reconstruct his tiny heart and increase blood flow to his body.

With two surgeries now behind him, the bubbly toddler takes it all in stride – and greets each day with a smile that's uniquely heartwarming.

Xavier and other children like him inspire the UC Davis team to push the boundaries of health care every day. To learn more about Xavier's story, and the specialty services offered at this region's one nationally ranked comprehensive hospital for children, visit [children.ucdavis.edu](http://children.ucdavis.edu)

One team. One choice. One UC Davis.



THE REGION'S **One** COMPREHENSIVE HOSPITAL FOR CHILDREN **UC DAVIS CHILDREN'S HOSPITAL**

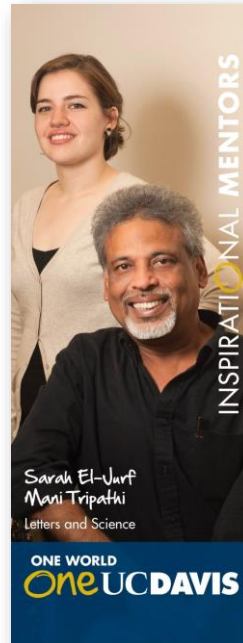
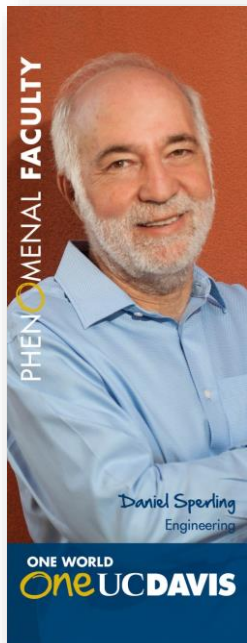
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## TELEVISION DEBUT



<https://www.youtube.com/watch?v=Fllir6-N9rM>





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## SUCCESSFUL LAUNCH AND ONGOING IMPLEMENTATION

## ■ STEALTH AND ORGANIC

### THE MOST SUBTLE LAUNCH IN MARKETING HISTORY

- 85 banners appeared overnight featuring 60 faculty, staff, students and alumni
- Posters were hand-delivered by students from that college
- All administrators and 200 communicators received “One” brand packages with t-shirts and giveaways



## ■ STEALTH AND ORGANIC

### THE MOST SUBTLE LAUNCH IN MARKETING HISTORY

- TV spot launched in social media and went viral
- T-shirt giveaway at lunch on the quad, but hundreds of students were wearing the shirts already that day
- Basketball game promos
- Leadership trained to use the word “One” over and over again that day





[https://www.youtube.com/watch?v=M39e1\\_HTLes&feature=youtu.be](https://www.youtube.com/watch?v=M39e1_HTLes&feature=youtu.be)

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**THANK YOU BEHIND THE SCENES VIDEO**



<https://www.youtube.com/watch?v=lpvg8gxlkPA&feature=youtu.be>

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**CREATING NEW TRADITIONS**

**What will you remember?**



<https://www.youtube.com/watch?v=UDISML0tHcw>



**STATEWIDE CAMPAIGN**

Reinforced what California already knows and loves about UC Davis.



■ ONE CALIFORNIA

Emphasis on food, health and environmental sustainability.

■ AND WHEN WE WENT OUTSIDE...



**Our grapes are resistant to disease and drought.**  
*But not to a good Brie.*

[OneCalifornia.ucdavis.edu](http://OneCalifornia.ucdavis.edu)

ONE CALIFORNIA  
**OneUCDAVIS**

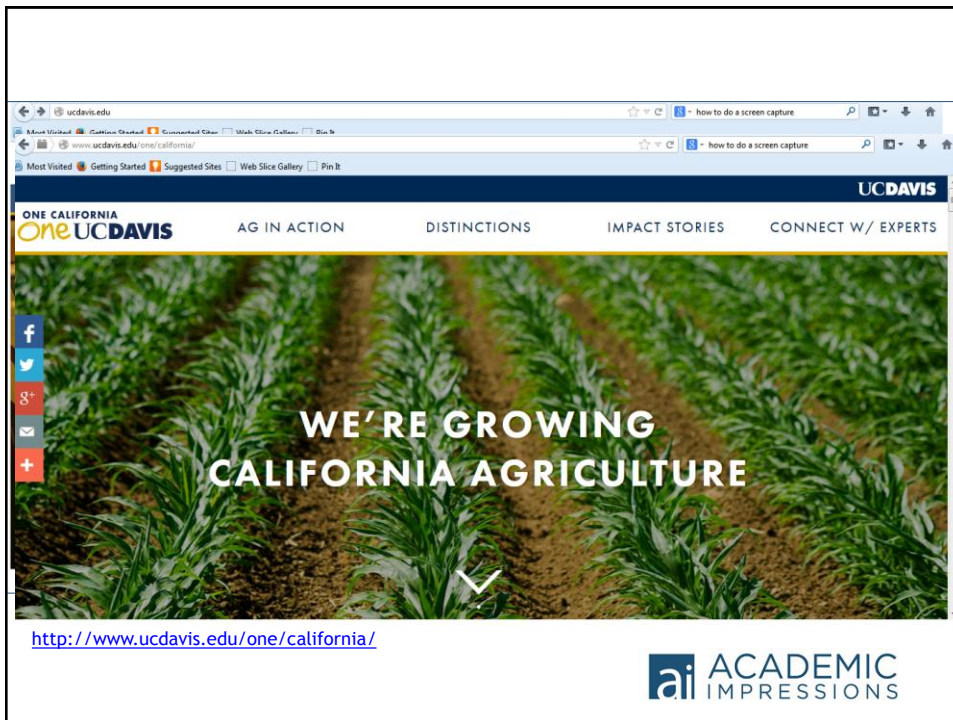
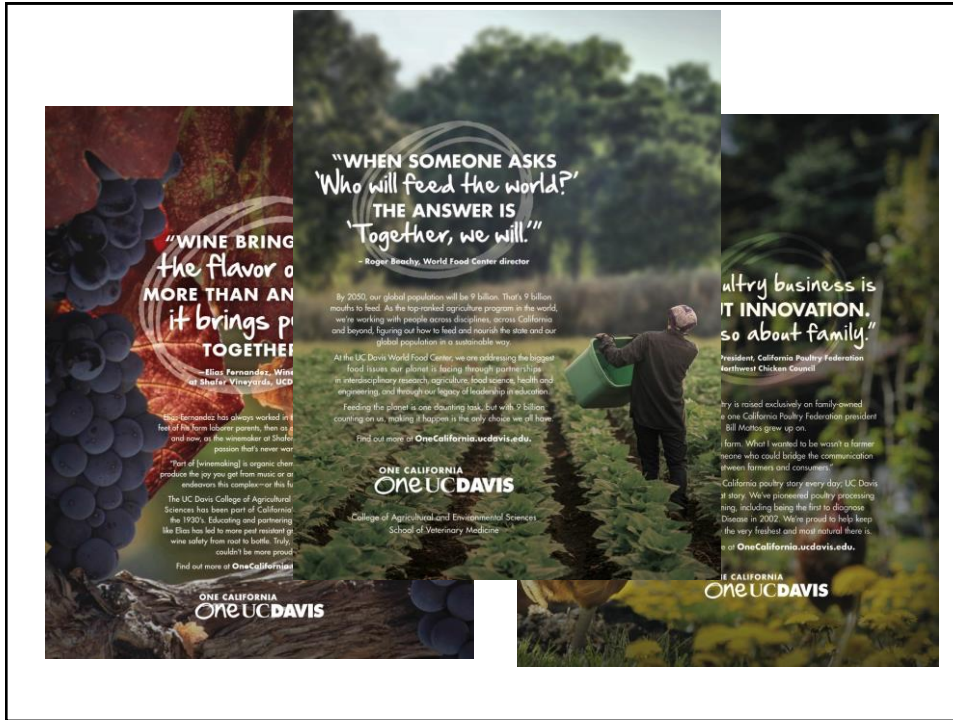
Reinforcing what we already believed about ourselves; shared pride

 <p><b>Our tomatoes from the vine.</b> <i>Now that's</i></p> <p>Good marinara starts with a tomato. At UC Davis, we grow most of the nation's produce from the vine, chances are good that your tomatoes are UC Davis. We have the most advanced tomato production program in the world, we plant over 3,000 lines, stored to ripe. Find out more at <a href="#">OneCalifornia.ucdavis.edu</a>.</p> <p><b>ONE CALIFORNIA</b> <b>One UC DAVIS</b></p>	 <p><b>A cow that makes healthier milk?</b> <i>We couldn't love that mooore.</i></p> <p>Sure, milk does a body good. But it does a body better when it's lower in saturated fats. That's why our researchers developed a cow vitamin that dramatically reduces the amount of saturated fat in the cow's milk. UC Davis has made countless advances in the last century, leading the country's largest animal disease surveillance program, pioneering food safety and protecting animal welfare globally. As the top agriculture program in the world, we plan to innovate for years to come. Find out more at <a href="#">OneCalifornia.ucdavis.edu</a>.</p> <p><b>ONE CALIFORNIA</b> <b>One UC DAVIS</b></p>	 <p><b>We've been pioneering peach production for over a century.</b> <i>Isn't that sweet?</i></p> <p>Helping these gorgeous fruits grow to their potential and supporting family farms have made us quite proud. Over the years we've innovated the irrigation, breeding and fertilization used in growing processing peaches, making the trees more productive and the fruit oh-so-flavorful. As the top agriculture program in the world, we plan to continue innovating for years to come. Find out more at <a href="#">OneCalifornia.ucdavis.edu</a>.</p> <p><b>ONE CALIFORNIA</b> <b>One UC DAVIS</b></p>
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**Creative: TESTIMONIAL**

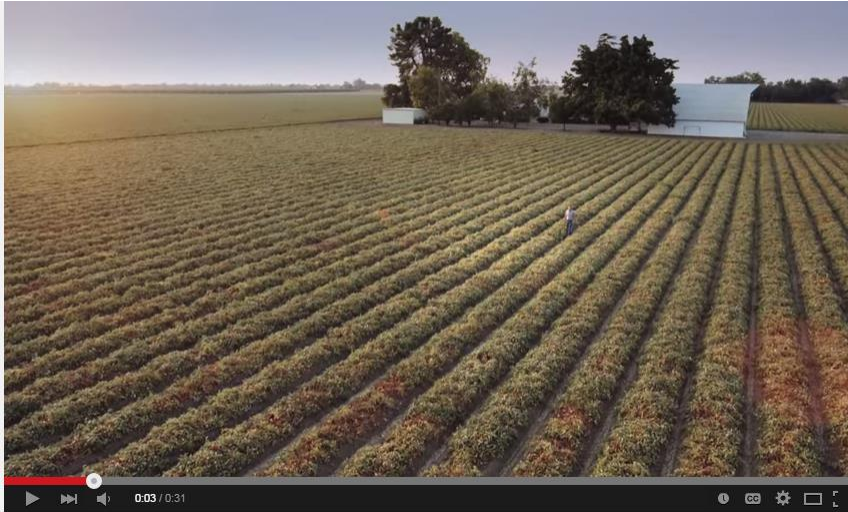
**The pride reinforced...  
And validated**







TV Creative: TESTIMONIAL (Muller Ranch)



QUESTIONS



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## CAMPUS-WIDE SUCCESSES

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Undergraduate Education  
Summer Sessions  
UC Davis

### Get ahead on your degree

Get a head start on your UC Davis education this summer

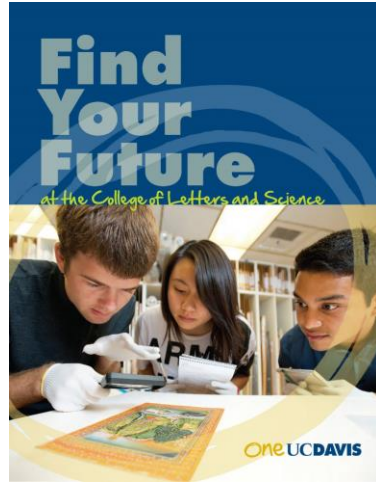
**KEEP UP THE PACE  
WITH SUMMER SESSIONS**

Photo: Alex Gombert, UC Davis/UCR, Photo: David Miller

UCD Student Registration Begins April 18th  
Open Registration Begins May 3rd  
Session 1: 6/29 - 8/1  
Session 2: 8/14 - 9/2  
[summer-sessions.ucdavis.edu](http://summer-sessions.ucdavis.edu)

ONE SUMMER, ONE PLACE  
**one UC DAVIS**

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**One Community**

UC Davis is a global community of individuals who are united by advancing the human condition. The One UC Davis campaign features this "One Community" of individuals and tells the stories about how, working together and in a spirit of caring and collaboration, we are educating extraordinary people and using discovery to address solutions to some of the world's most pressing challenges.

**ONE WORLD One UC DAVIS**

## 14-15


**Dear Friends,**

I am proud to present the Mandel Center 2014-15 season to you. Our intention is to bring our region a diverse gathering of artists and thinkers from around the globe—and to treat you to evenings of grand spectacles alongside small-scale events of charm and intimacy.


When you come to Jackson Hall for Alan Watts (1966), you will be treated to an evening long adventure of dance, sound, costume and scenic effects, unmatched in our area since we hosted the U.S. Premiere of *Shenhe Ridge*. When you join us in the VanDerStoep Studio Theatre for one of our "Visitors" programs, you will be up close and personal with some of the most innovative artists working today, artists whose work reflects the spirit of discovery that we find all around us on the UC Davis campus. And in between, you will find the musicians who make up our Global and American heritages, the great artists of jazz, modern dance and classical music—a variety of great performances unmatched in our region.

You will recognize many of the names in this brochure: the London Symphony with Michele Timon Thomas, jazz masters Professor and Ella Novak, the Brazilian saxophone Carlos Wilson, and the classical master, whistler Lang Lang. Others may be new to you, like XXX and XXX—but take one of our subscription series journeys, and like many Mandel Center regulars you may find your "root" rewarding experience was with an artist new to you. I have tried to put a number of such wonderful but less well-known artists on your radar by marking them with the special "Director's Choice" symbol.

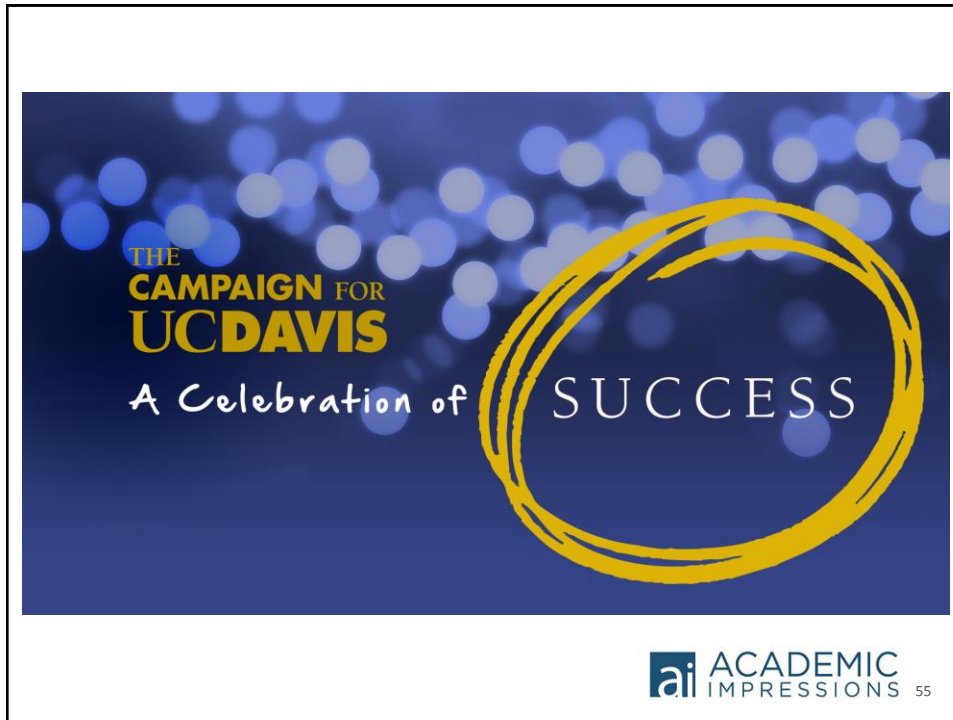
As always, I encourage you to explore in the Sentinel, to discover something new, and to join us in combat and beauty of our Mandel Center. Thank you for joining us on this journey in 2014-15.

Sincerely,  
  
 Dan Roth

*Welcome to our 2014-15 Season!*



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**INTERNAL RESOURCES**

Budget for internal launch:

- TV Spot: \$30,000
- Other: \$25,000

Staffing:

- All in-house

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## TAKEAWAYS

- Eliminating the “control” and emphasizing the freedom and collaboration of the brand results in quick adoption.
- Allowing everyone to define the brand for their own audiences elevated authenticity.



## TAKEAWAYS

- Individualized approach prepared the campus for the next campaign which will be united and single in messaging and approach.
- Evaluating what a central office should and should not do and creating clear expectations of what we can support helped alleviate fear.



## RESOURCE

# Steps to developing a robust brand strategy



## QUESTIONS



## EVALUATION

# Thank you!

Please remember to complete the event evaluation.  
Your comments will help us continually improve the  
quality of our programs.

<https://www.surveymonkey.com/r/KNLCNSP>

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