

Inspiring Campaign Branding & Communications: Creating a Unique Campaign Brand (Session 1 of 2) | 07.16.14

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Please find a list below of additional resources from the first session of the *Inspiring Campaign Branding and Communications* webcast series. These resources include supplemental slides and sample resources that will be referenced throughout the webcast. If you wish to print only certain resources, you may click their respective links to jump directly to them in the packet.

Pre-Webcast Resources

1. [Understanding what a brand is \(extended\)](#) – Pages 2-18 – extended version of the opening section of the webcast Powerpoint presentation, understanding what a brand is.
2. [Sample Focus Group Questions](#)– Page 19 – sample focus group questions, organized by question type.
3. [Print Resources On Branding](#) – Page 20 – assorted print resources on branding.
4. [Video Resources On Branding](#)– Page 21– assorted video resources on branding.
5. [Video Resources on Campaigns](#)– Page 22 – assorted video resources on campaigns.



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INSPIRING CAMPAIGN BRANDING AND COMMUNICATIONS

CREATING A UNIQUE CAMPAIGN BRAND

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UNDERSTANDING WHAT A BRAND IS (EXTENDED)



 **CHAT**

What is a brand?

 3

 **BRANDING**
101



ORIGIN

 4

■ BRANDING
101

QUALITY



ai ACADEMIC
IMPRESSIONS 5

■ BRANDING
101

WE CAN'T
ESCAPE THEM

ai ACADEMIC
IMPRESSIONS 6

BRANDING
101



3500 BRAND MESSAGES
EVERY DAY

ai ACADEMIC
IMPRESSIONS 7

BRANDING
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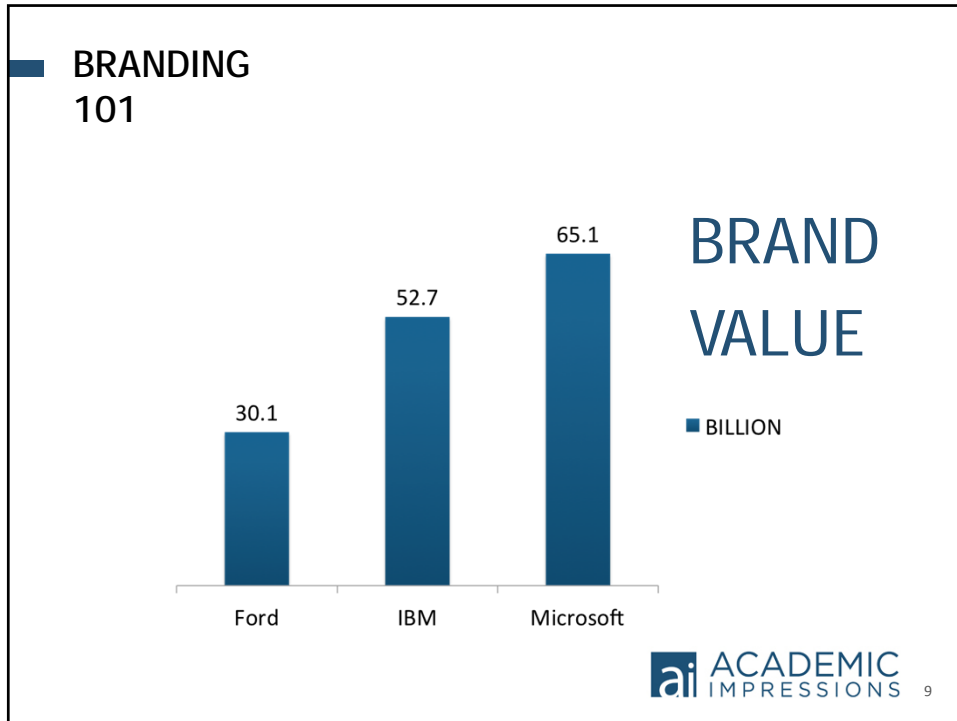
VERB-ABLE BRANDS

"When people use your brand as a verb. That is remarkable"

- Meg Whitman



ai ACADEMIC
IMPRESSIONS 8



CHAT

What are some of the best known brands in the private sector?

ai ACADEMIC IMPRESSIONS 10

BRANDING
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IMPRESSIONS 11

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COLOR

With so many brands vying for attention, color is an important technique in getting consumer attention.

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IMPRESSIONS 12

COLOR

RED

RED IS THE COLOUR OF FIRE AND BLOOD, SO IT IS ASSOCIATED WITH ENERGY, WAR, DANGER, STRENGTH, POWER, DETERMINATION AS WELL AS PASSION, DESIRE, AND LOVE.

Red can communicate energy whether it's human or machine

}

energy, strength

ORANGE

ORANGE COMBINES THE ENERGY OF RED AND THE HAPPINESS OF YELLOW IT IS ASSOCIATED WITH JOY, SUNSHINE, AND THE TROPICS. ORANGE REPRESENTS ENTHUSIASM, FASCINATION, HAPPINESS, CREATIVITY, DETERMINATION, ATTRACTION, SUCCESS, ENCOURAGEMENT, AND STIMULATION.

Orange has been appropriate to communicate free or cheap

}

enthusiasm, happiness

COLOR

YELLOW

YELLOW PRODUCES A WARMING EFFECT, AROUSES CHEERFULNESS, STIMULATES MENTAL ACTIVITY, AND GENERATES HEEDLE ENERGY. YELLOW IS OFTEN ASSOCIATED WITH FOOD. BRIGHT, PURE, YELLOW IS AN ATTENTION GETTER, WHICH IS THE REASON TAXICABS ARE PAINTED THIS COLOUR. WHEN OVERUSED, YELLOW MAY HAVE A DISTURBING EFFECT. IT IS KNOWN THAT BABIES CRY MORE IN YELLOW ROOMS.

Colour in branding can also be used to give cultural relevance

}

cheerfulness

GREEN

GREEN IS THE COLOUR OF NATURE. IT SYMBOLIZES GROWTH, HARMONY, FRESHNESS, AND FERTILITY. GREEN HAS STRONG EMOTIONAL CORRESPONDENCE WITH SAFETY. DARK GREEN IS ALSO COMMONLY ASSOCIATED WITH MONEY.

Green is used a lot in branding

}


growth, safety

COLOR

BLUE

BLUE IS THE COLOUR OF THE SKY AND SEA. IT IS OFTEN ASSOCIATED WITH DEPTH AND STABILITY. IT SYMBOLIZES TRUST, LOYALTY, WISDOM, CONFIDENCE, INTELLIGENCE, FAITH, TRUTH, AND HEAVEN.

Blue is used to infill track in brands




}

stability, trust

PURPLE


PURPLE COMBINES THE STABILITY OF BLUE AND THE ENERGY OF RED. PURPLE IS ASSOCIATED WITH ROYALTY. IT SYMBOLIZES POWER, NOBILITY, LUXURY AND AMBITION. IT CONVEYS WEALTH AND EXTRAVAGANCE. PURPLE IS ASSOCIATED WITH WISDOM, DIGNITY, INDEPENDENCE, CREATIVITY, MYSTERY, AND MAGIC.

Purple can be used to communicate creativity



}

royalty, power




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HBR STUDY: CONCLUSION

“High performers excelled in their ability to leverage customer insight, communicate a societal purpose and deliver a rich customer experience.”



 **CHAT**

What are some of the best known brands in the public sector?



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RESOURCE

[Boys & Girls Clubs of America](#) [Video](#)




CHAT

What makes these brands particularly compelling?

 **CHAT**

What are some of the best known brands in the academic sector?

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101

 **Yale** 
1789

 **HARVARD UNIVERSITY**  **MIT** 
1789

 **PRINCETON UNIVERSITY** 

 **MICHIGAN**  **USC**  **Cal** 

 **ACADEMIC IMPRESSIONS** 22



RESOURCE


[University of Michigan
Victors Valiant Video](#)




RESOURCE


[University of Sydney Donor
Video](#)




 **CHAT**


What are the world's top 10 university brands?




 **TOP 10 UNIVERSITY BRANDS**

- Harvard
- MIT
- Cambridge
- Oxford
- UC Berkeley
- Stanford
- Princeton
- UCLA
- University of Tokyo
- Yale



 **CHAT**

Why are these brands the top 10?



 **WHAT IS NOT A BRAND?**

A BRAND IS NOT

- A name
- A logo
- A tagline
- A website
- Marketing
- Advertising



WHAT IS A BRAND?

IT'S NOT ABOUT YOU.
IT'S ABOUT WHAT YOU VALUE.



BRANDING 101


A BRAND DOESN'T SHOW HOW GREAT YOU ARE




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A BRAND SHOWS WHAT YOU FIND TO BE
GREAT



 **BRANDING**
101

A BRAND HELPS MOVE CONSTITUENTS CLOSER
TO YOU




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A BRAND IS


- Strategic
- Energizing
- Thoughtful
- Experiential
- Recognizable



 **EVALUATION**

Thank you!

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

 Follow us:

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INSPIRING CAMPAIGN BRANDING AND COMMUNICATIONS

Session 1: Creating A Unique Campaign Brand

Wednesday, July 16, 2014

RESOURCE 2: Sample Focus Group Questions

TYPE OF QUESTION	GOAL OR INTENDED OUTCOME	SAMPLE LANGUAGE
OPEN-ENDED QUESTIONS	<ul style="list-style-type: none"> • Allow people to answer in any way they see fit • Allow expression • Start conversations and keep them going 	<ul style="list-style-type: none"> • <i>When you think about “x” initiative, what is the first thing that comes to mind?</i> • <i>What institutional campaign brands come to mind when I mention “x” priority?</i>
CLOSED-ENDED QUESTIONS	<ul style="list-style-type: none"> • Qualitative • Count answers and apply statistical techniques • Restricts or narrows answers • Help clarify and confirm something specific 	<ul style="list-style-type: none"> • <i>Do you donate to “x”?</i>
MAIN QUESTION	<ul style="list-style-type: none"> • Open-ended question • Starts a discussion about a subject 	<ul style="list-style-type: none"> • <i>Please think about “X” initiative. What comes to mind?</i>
PROBING QUESTIONS	<ul style="list-style-type: none"> • Follows main or follow-up question • Is to clarify 	<ul style="list-style-type: none"> • <i>Please tell me more.</i> • <i>Please give me an example.</i> • <i>Please help me understand.</i>
PROMPTED QUESTIONS	<ul style="list-style-type: none"> • A cue or aide • Aid recall by triggering a memory association • Help respondents talk about something you are interested in, but they have not talked about voluntarily 	<ul style="list-style-type: none"> • <i>You mentioned the USC campaign. What about Harvard, Stanford, Princeton, and Yale?</i>

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RESOURCE 3: Print Resources On Branding

- [Current Capital Campaigns in Higher-Education w/ Billion Dollar Goals, GG+A](#)
- [Why Brands Need a Clear Promise, HBR](#)
- [Your Next Big Idea Better be Verb-able, HBR](#)
- [Strategic Thunder: A Brand Audit](#)
- [Capital Campaign Budget Checklist](#)
- [Focus Group Tips](#)
- [Focus Groups: How 12 people and 2 hours can change your organization](#)
- [Harvard Business Review: The New Basics of Marketing \(July-August\)](#)
- [What are the most powerful colours in branding \(infographic\)](#)
- [How to make a college an irresistible brand](#)
- [What are the world's top 10 university brands](#)
- [CapitalQuest: Budgets and Costs](#)
- [Entrepreneur: Richard Branson on branding](#)

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RESOURCE 4: Video Resources On Branding

- [What is branding? // A Blue Ocean Ideas Film](#)
- [Personal branding - What Color is Your Brand](#)
- [What is a brand?](#)
- [What is branding?](#)
- [What is a brand?](#)
- [Fresh Impression on Brandmarks \(from my 5 year old\)](#)

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RESOURCE 5: Video Resources on Campaigns

- [Albion College](#)
- [Boston University](#)
- [Carnegie Mellon University](#)
- [Duke University](#)
- [Duke Medicine](#)
- [Duke CTRI](#)
- [Georgetown University](#)
- [Ohio State University](#)
- [Ohio University](#)
- [Pennsylvania State University](#)
- [Princeton University](#)
- [Rutgers University](#)
- [Sonoma State University](#)
- [Stanford Medicine](#)
- [Stanford University](#)
- [Texas Tech University](#)
- [University of California, Irvine](#)
- [UCSD: Future of Cancer Care](#)
- [UCSD: Jacobs School of Engineering Thank You](#)
- [UCSD: My Answer to Cancer](#)
- [UCSD: Scripps Institute of Oceanography](#)
- [University of Denver](#)
- [University of South Florida](#)
- [University of Toronto](#)
- [USC: Campaign](#)
- [USC: Medical Center](#)
- [Fueling Innovation: The Campaign for IIT](#)
- [USC: Norris Cancer Hospital](#)
- [USC: Spirit of Transformation](#)
- [University of Iowa](#)
- [Johns Hopkins University](#)
- [George Washington University](#)
- [University of Notre Dame: Here Come the Irish](#)
- [UCLA Centennial Launch](#)
- [UCLA Centennial Campaign](#)