UNIVERSITY *of* WASHINGTON

BRAND STRATEGY

SEPTEMBER 2014

BRAND MARKETING

SHAPING PERCEPTIONS AND INSPIRING LOYALTY, INTERNALLY AND EXTERNALLY, BY DEMONSTRATING CONSISTENTLY WHAT THE UW STANDS FOR, AND ITS TRANSFORMATIVE IMPACT

...IN A SINGULAR WAY, EVERY SINGLE DAY.

BRAND CAMPAIGN OBJECTIVES

BUSINESS

Elevate global reputation

To be globally recognized as a leading national public university that attracts the best and brightest students, attracts and retains top-tier talent and utilizes public and private support to impact the world in transformative ways.

MARKETING

Instill passion

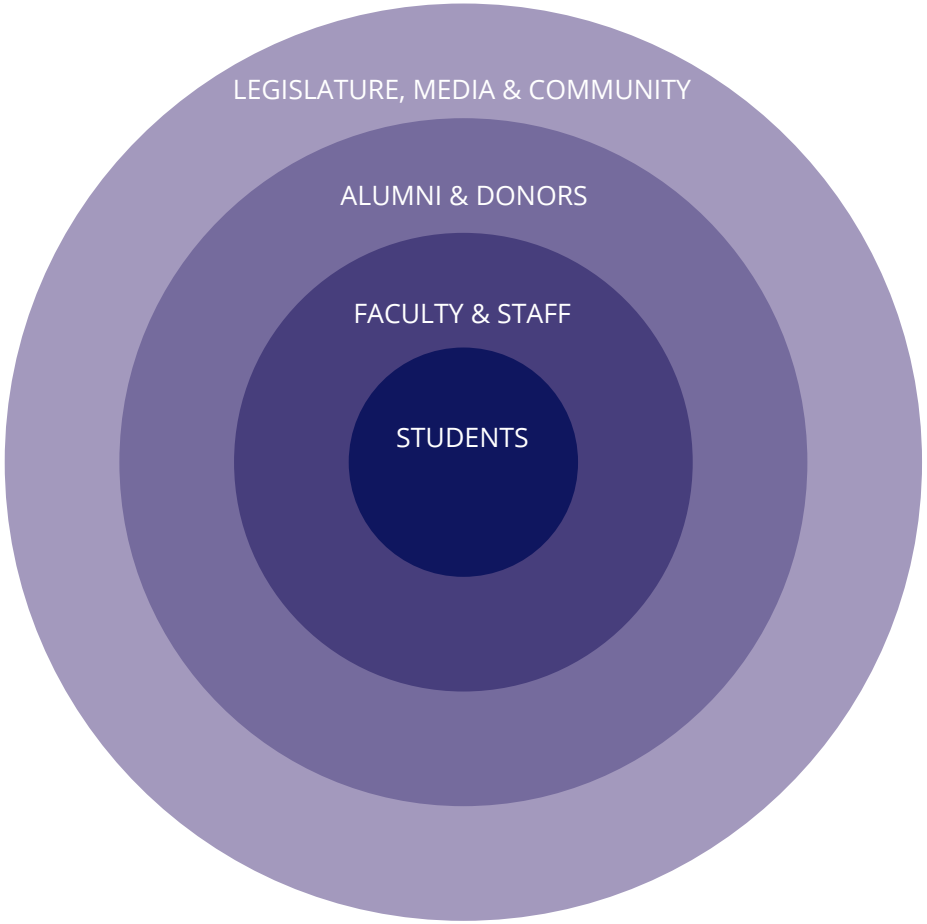
To close the perception vs. reality gap and move people from unaware or indifferent to familiar with deep pride by having a compelling and distinct point of view.

ANNUAL PLANNING BENCHMARKS

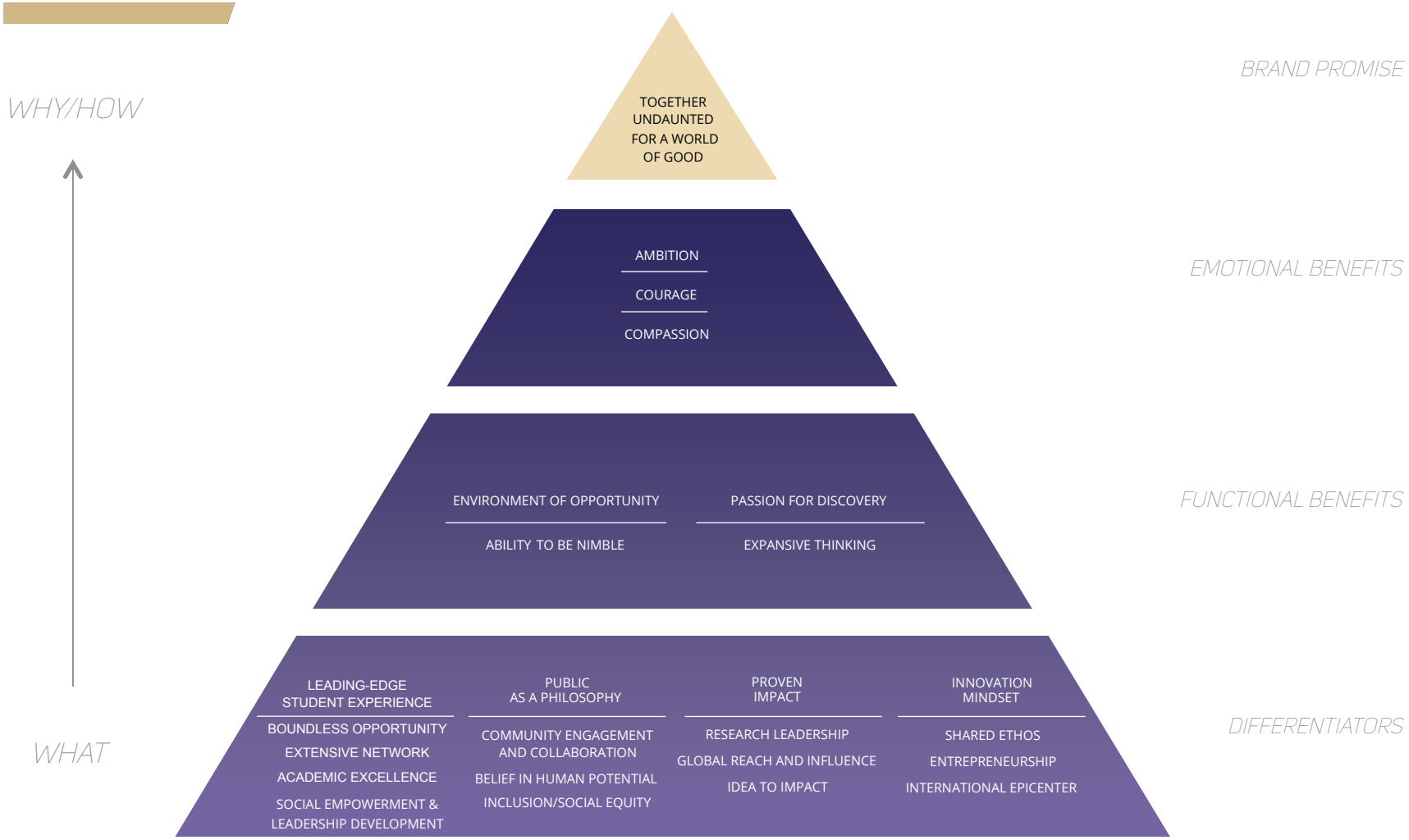
1. Attract and develop Washington's and the world's most promising students.
2. Grow public and private support for the UW's shared vision.
3. Be a destination for world-class faculty and staff to fully realize our teaching, research and service mission.
4. Grow internal passion for what the University stands for.

TARGET MINDSET

Focus on students
and others will come



UW BRAND PYRAMID



UNIVERSITY *of* WASHINGTON

WHO WE ARE FOR

ANYTHING'S POSSIBLE

THINK ABOUT THE GREATER GOOD

SELF-STARTERS

CHANGE CREATORS

ACHIEVERS

COLLABORATORS

REAL-WORLD AUTHENTIC

ME AND WE

What Does It Mean to Be Boundless?

At its core, being Boundless is about believing in possibility. It’s our unshakable optimism and determination. It’s a connection to those around us. It’s the drive to break down the barriers that separate us from what is and what can be. It’s a spirit. It’s a hunger. And it’s the actions we take to create a better world.

BRAND CREATIVE

TENETS

UNDAUNTED

WE>ME

DARE TO DO

BE THE FIRST

QUESTION THE ANSWER

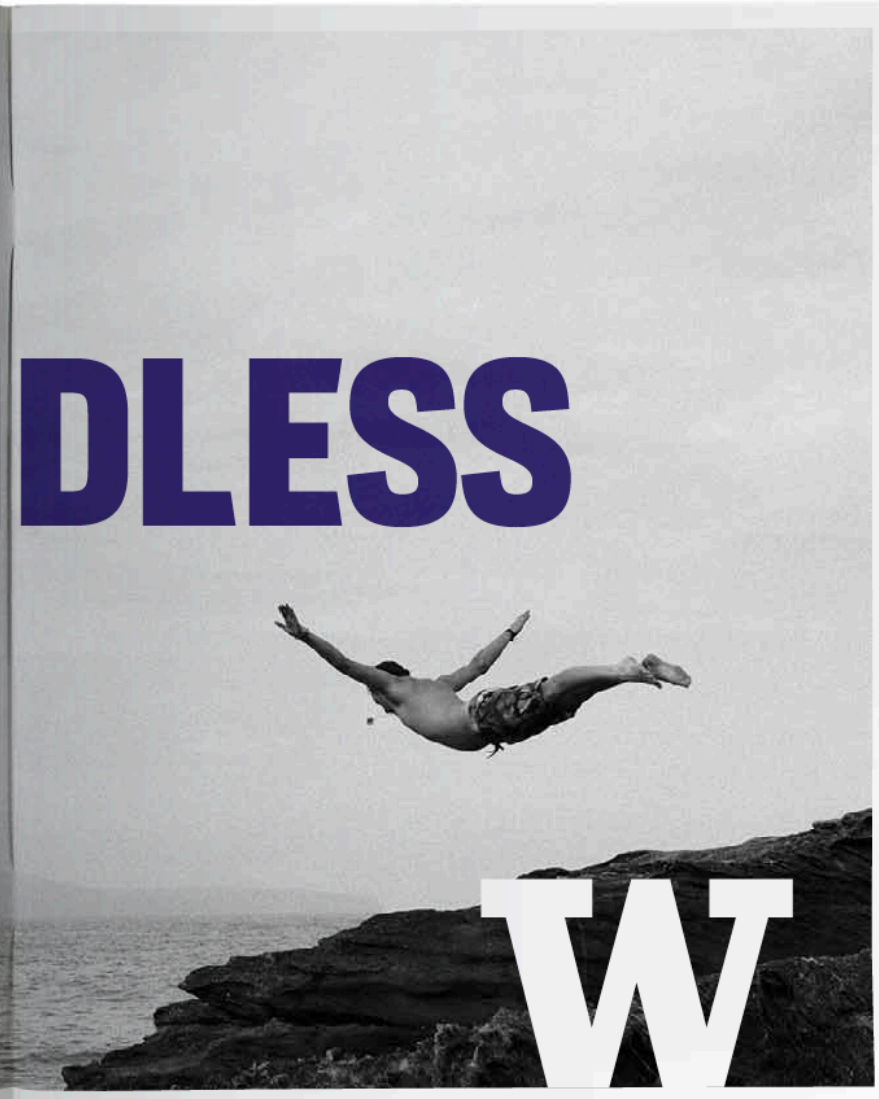
PASSION NEVER RESTS

BE A WORLD OF GOOD

TOGETHER WE WILL

DRIVEN TO DISCOVER

BE BOUNDLESS



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TOGETHER
WE WILL
BE BOUNDLESS
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WE > ME
BE BOUNDLESS
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W

DARE TO DO
BE BOUNDLESS
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W

W
BE A WORLD
OF GOOD
BE BOUNDLESS
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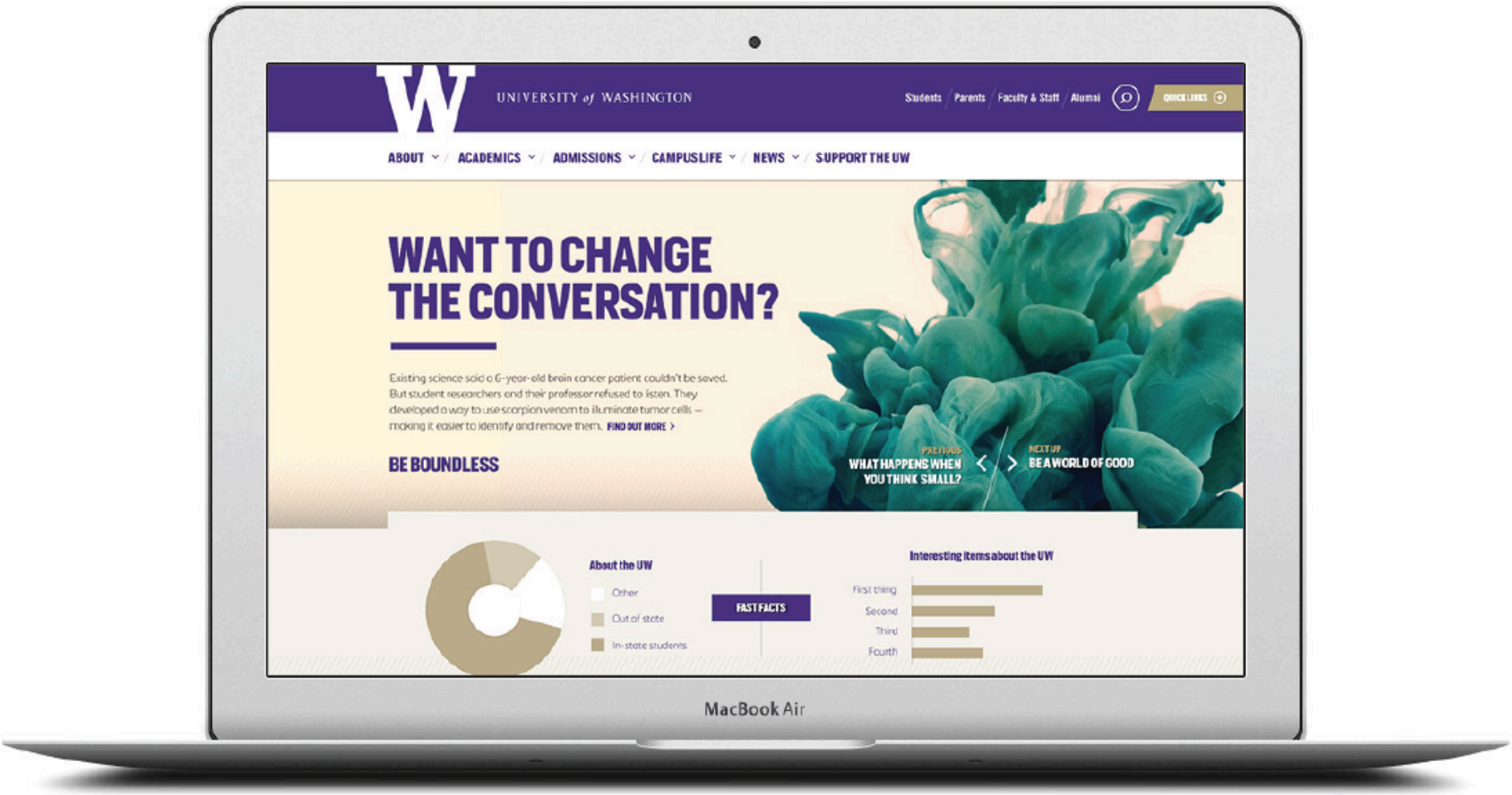
PRINT

Question the Answer.

Existing science said 6-year-old brain cancer patient, Hayden Strum couldn't be saved. Professor Jim Olson and his team of student researchers refused to listen. Instead, they developed a way to use scorpion venom to illuminate tumor cells —making it easier to identify and remove tumors for patients like Hayden. To find out more about how we're uncovering new answers, go to uw.edu.

BE BOUNDLESS

WEB / HOME


UNIVERSITY of WASHINGTON
Students / Parents / Faculty & Staff / Alumni
QUICK LINKS
ABOUT / ACADEMICS / ADMISSIONS / CAMPUS LIFE / NEWS / SUPPORT THE UW
WANT TO CHANGE THE CONVERSATION?
Existing science said a 6-year-old brain cancer patient couldn't be saved. But student researchers and their professor refused to listen. They developed a way to use scorpion venom to illuminate tumor cells – making it easier to identify and remove them. FIND OUT MORE >
BE BOUNDLESS
PREVIOUS
WHAT HAPPENS WHEN YOU THINK SMALL?
NEXT UP
BE A WORLD OF GOOD
About the UW
Other
Out of state
In-state students
FAST FACTS
Interesting items about the UW
First thing
Second
Third
Fourth
MacBook Air

BRAND PORTAL

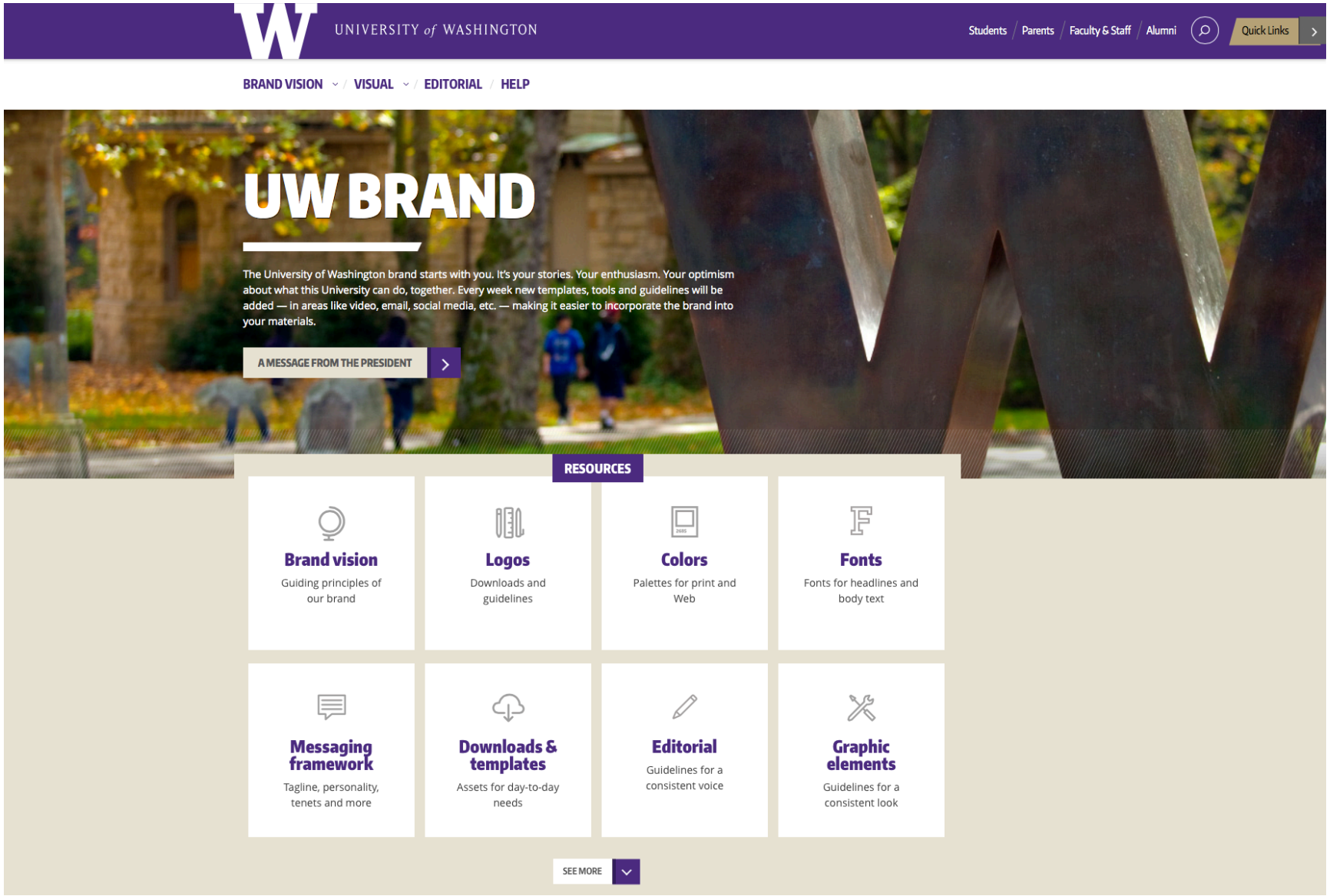
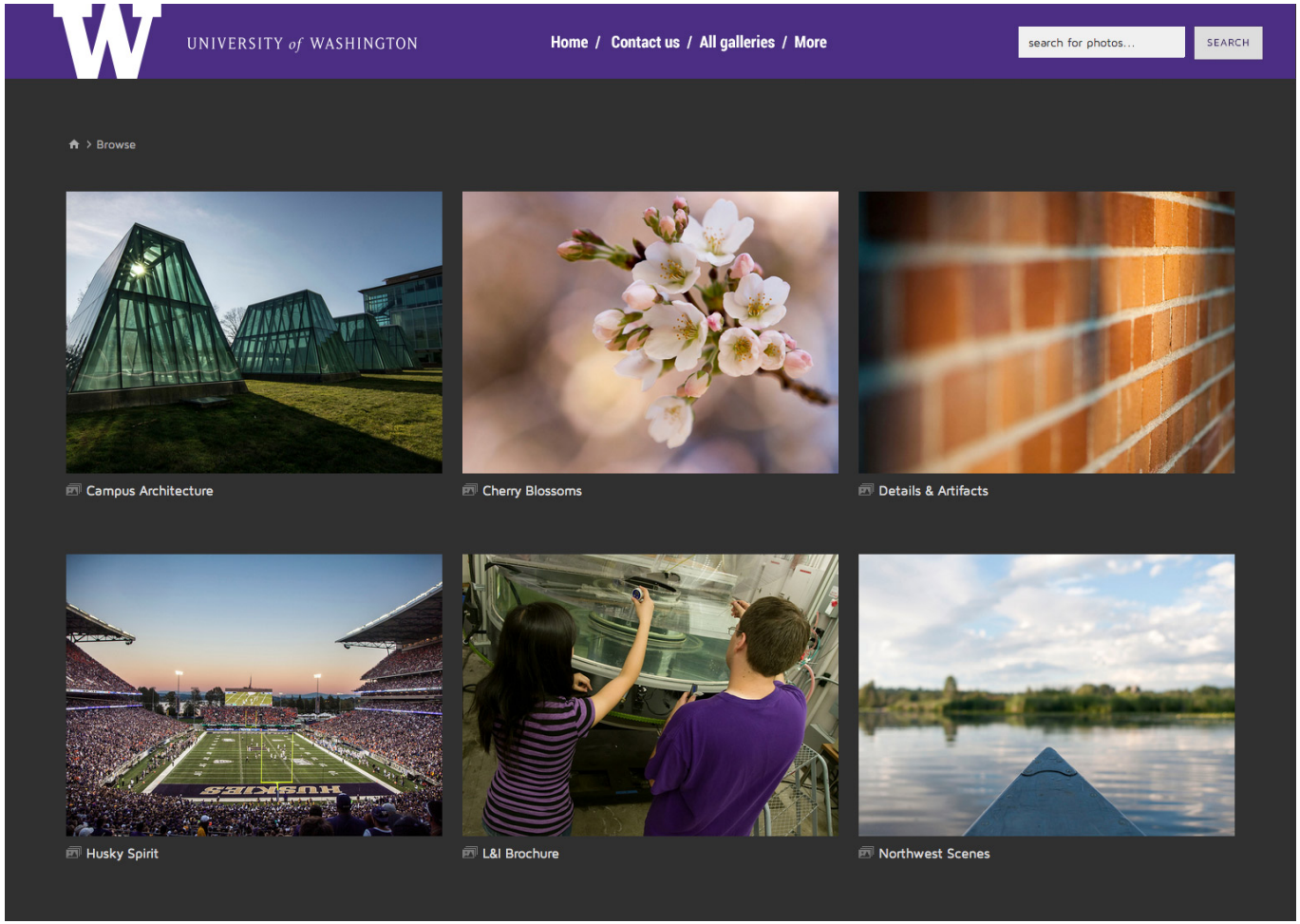


PHOTO DATABASE



INTEGRATED STRATEGY

FIVE –YEAR PLANNING CYCLE

Years 1 & 2:

- Lay foundation for success in all objectives, including successful launch of the brand work.
- Raise general awareness in service of all objectives.
- Focus principally on students and internal audience.

Years 3-5:

- Continue work of years 1-2.
- Shift focus to launch and support of the comprehensive campaign, including more direct call for support.

BRAND LAUNCH HIGHLIGHTS

- External paid media plan
- Internal communications strategy
- Brand asset and guidelines rollout
- Public relations: Boundless impact
- Visibility markers
  - President's Annual Address, October 15
  - W Day/Homecoming, October 24

October 2014

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
	Launch homepage		President's Annual Address			
19	20	21	22	23	24	25
	Brand Launch & Homecoming Week					
	• PR efforts begin • Campus signage • External ads begin				W Day	TV spot debut
26	27	28	29	30	31	

KEY BRAND LAUNCH DATES

BRAND ALIGNMENT

UNIVERSITY MARKETING & COMMUNICATIONS IS PLEASED TO PROVIDE FUNDING FOR UNITS ACROSS THE UW SYSTEM ON A CASE-BY-CASE BASIS IN SUPPORT OF BRAND ALIGNMENT AND INTEGRATION.

THANK YOU