

UBC BRAND DEVELOPMENT IN THE QUEST FOR DIFFERENTIATION

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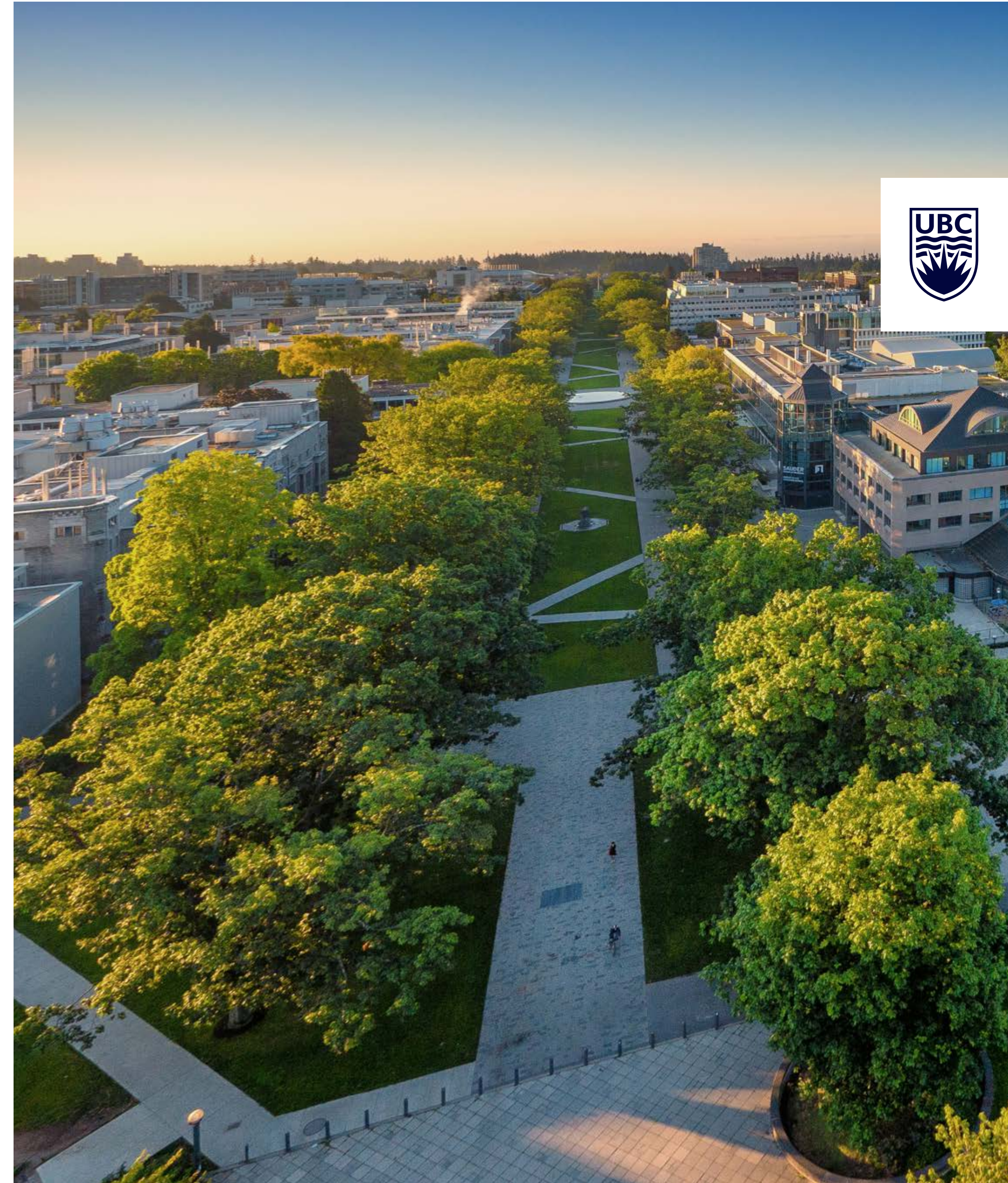
THE UNIVERSITY OF BRITISH COLUMBIA

SESSION TAKEAWAYS

1. Persistence pays off – be ready to act
2. Create a robust process – there is comfort in numbers
3. Look to your history, but don't stop there
4. Be bold, but know what your institution will support
5. Trust your creative instincts, but verify



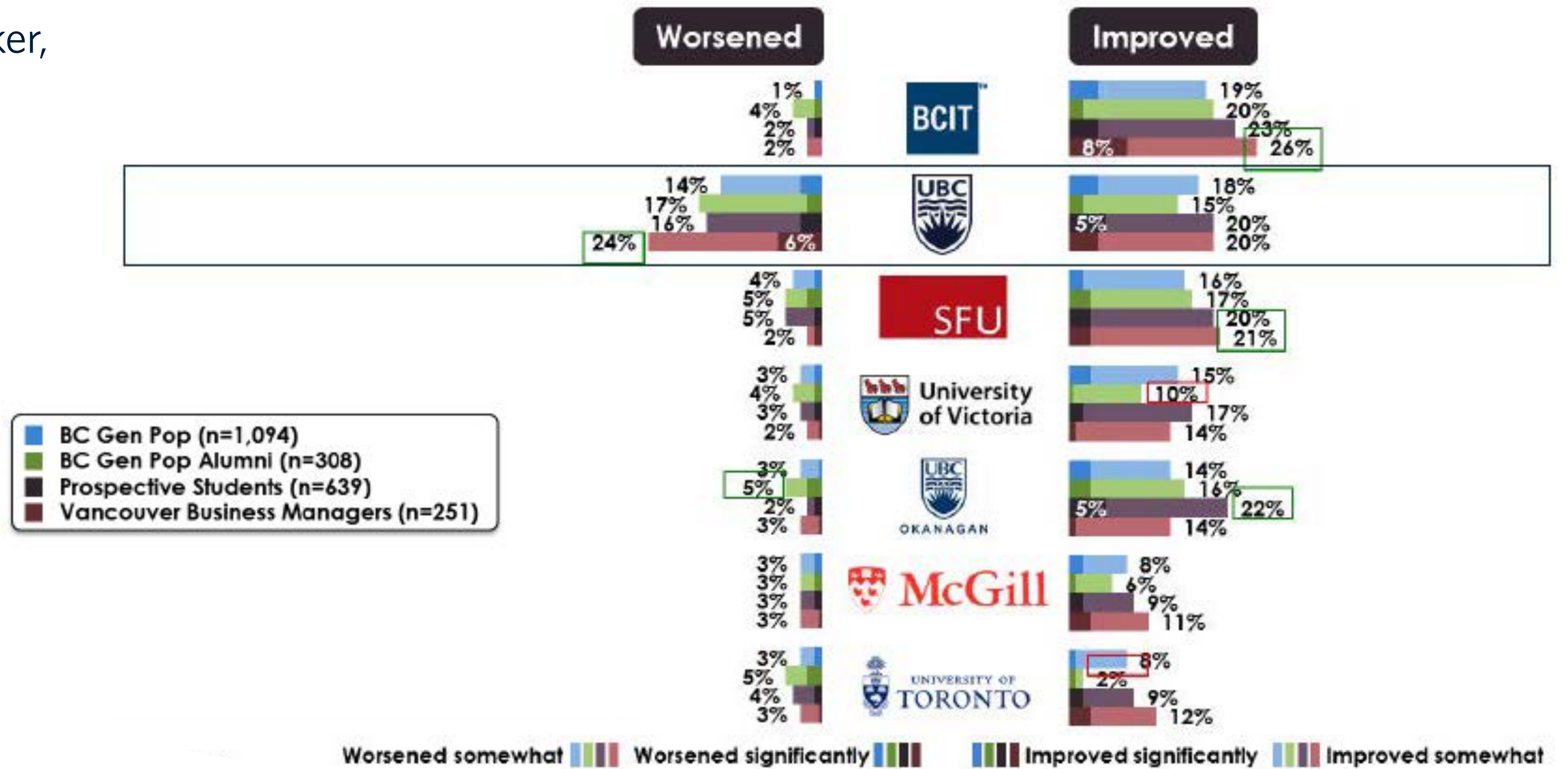
SITUATION & GAINING SUPPORT



SITUATION - 2015/2016



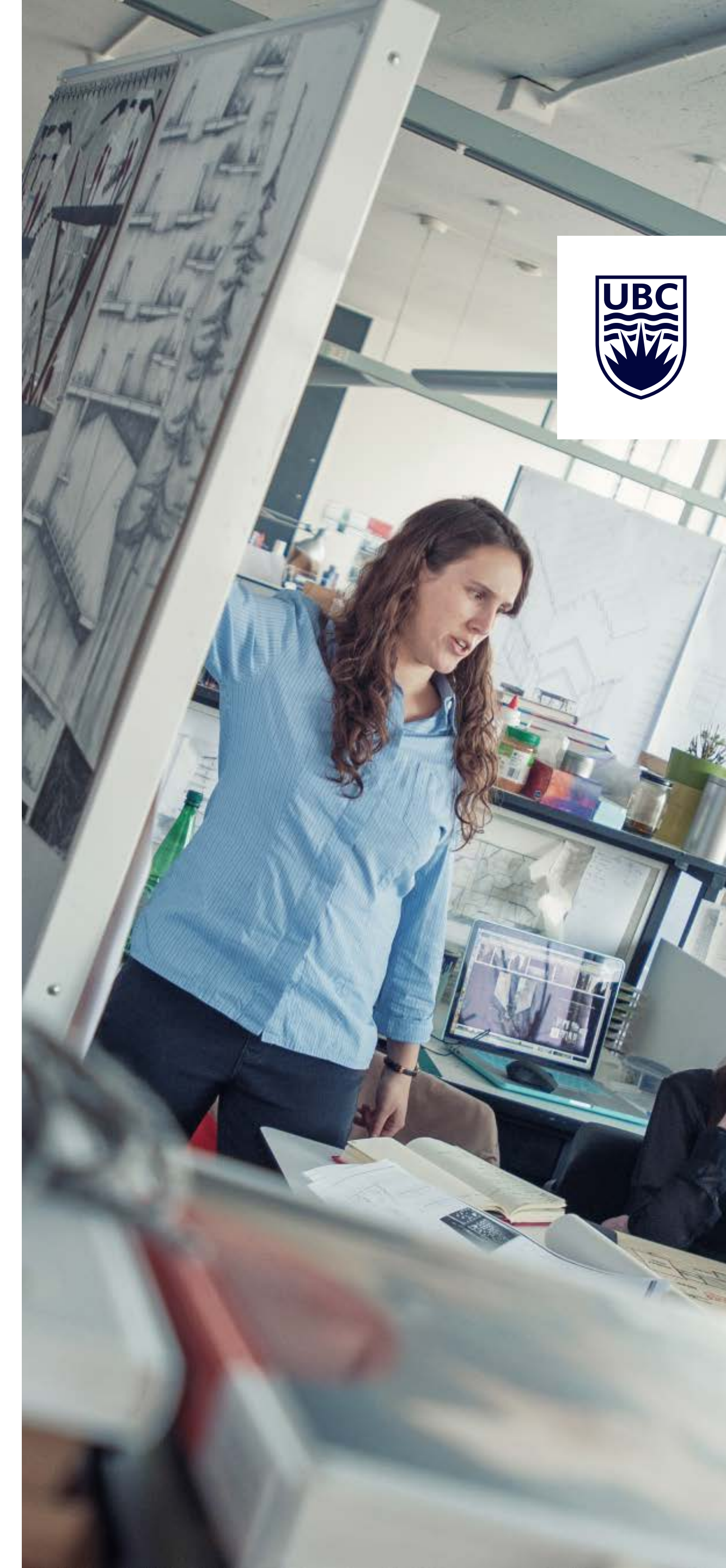
UBC Annual Reputation Tracker,
January 2016



INFLECTION POINT

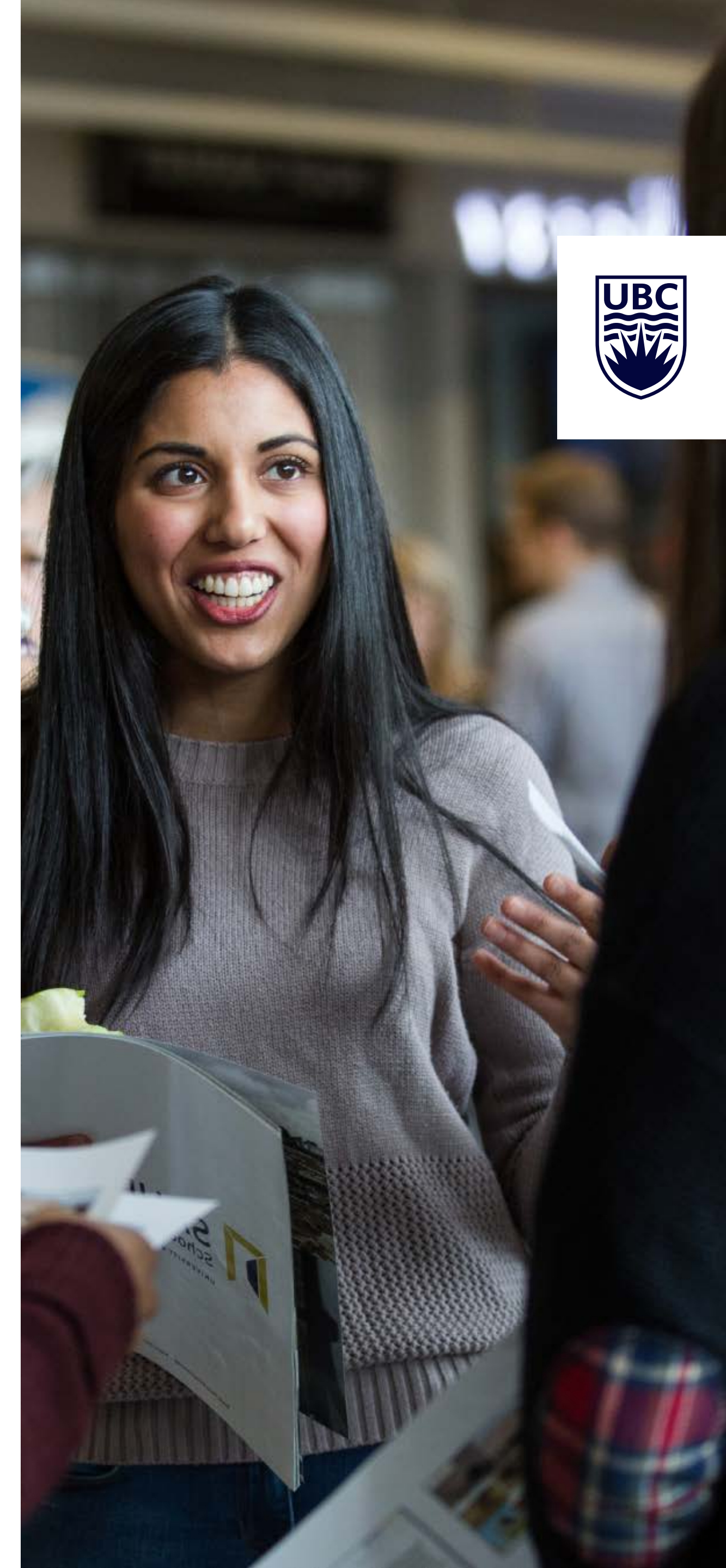
UBC needs a brand positioning strategy.

1. To know who we are as an institution and what makes us distinct from others
2. To continue to build and maintain our reputation locally, nationally and internationally
3. To put a stake in the ground and stand for something that we can build on as we grow globally and solidify ties locally



STAKEHOLDER BUY-IN

- Budget *always* a concern
- Identify allies
 - Executive
 - Board
 - Deans
 - Others
- Commitment to robust, inclusive process
- Align activities to strategic plan



STAKEHOLDER BUY-IN

Building the investment case:

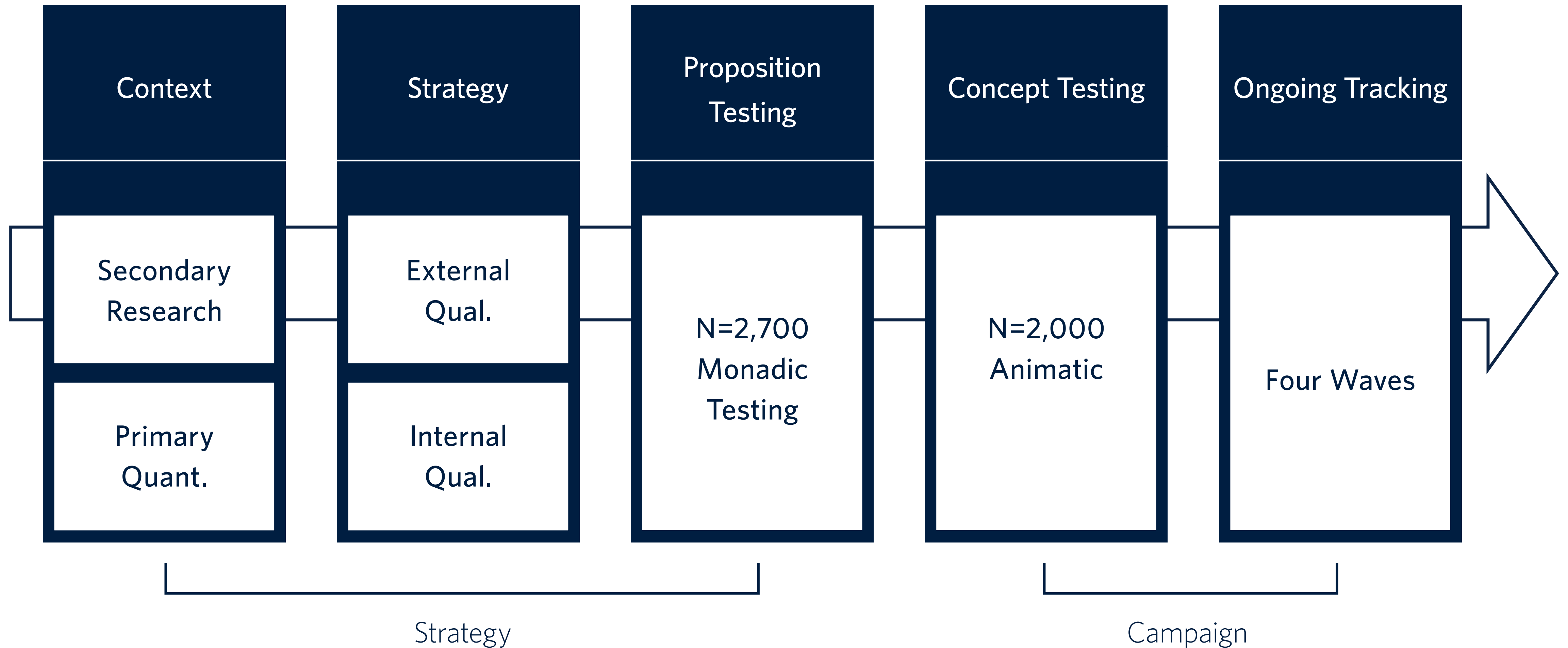
- Measuring and sharing success of previous tactical campaigns
- Comparator spend data and examples
- Detailed brand development process, showing input points
- Creation of budget options/scenarios
- Defined measurement plan



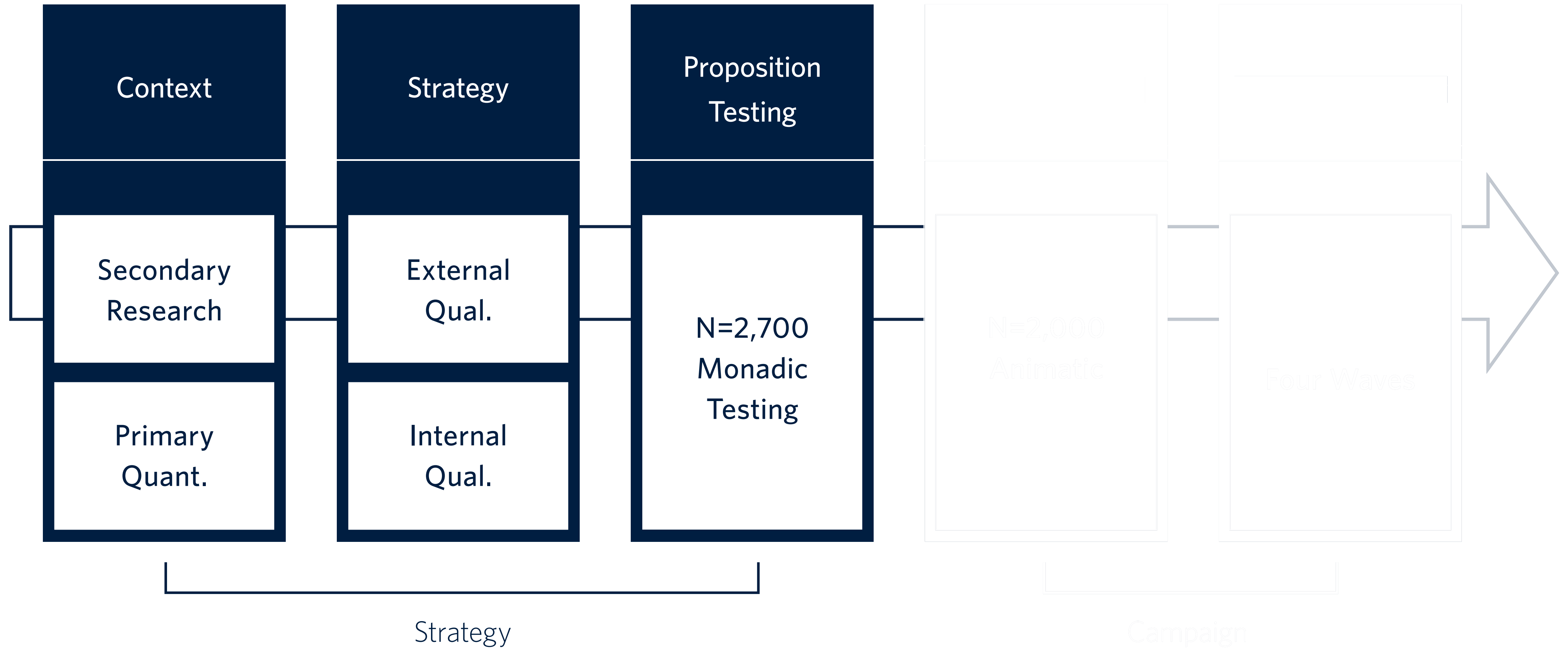
PROCESS & KEY INSIGHT



DATA AND INSIGHTS OVERVIEW



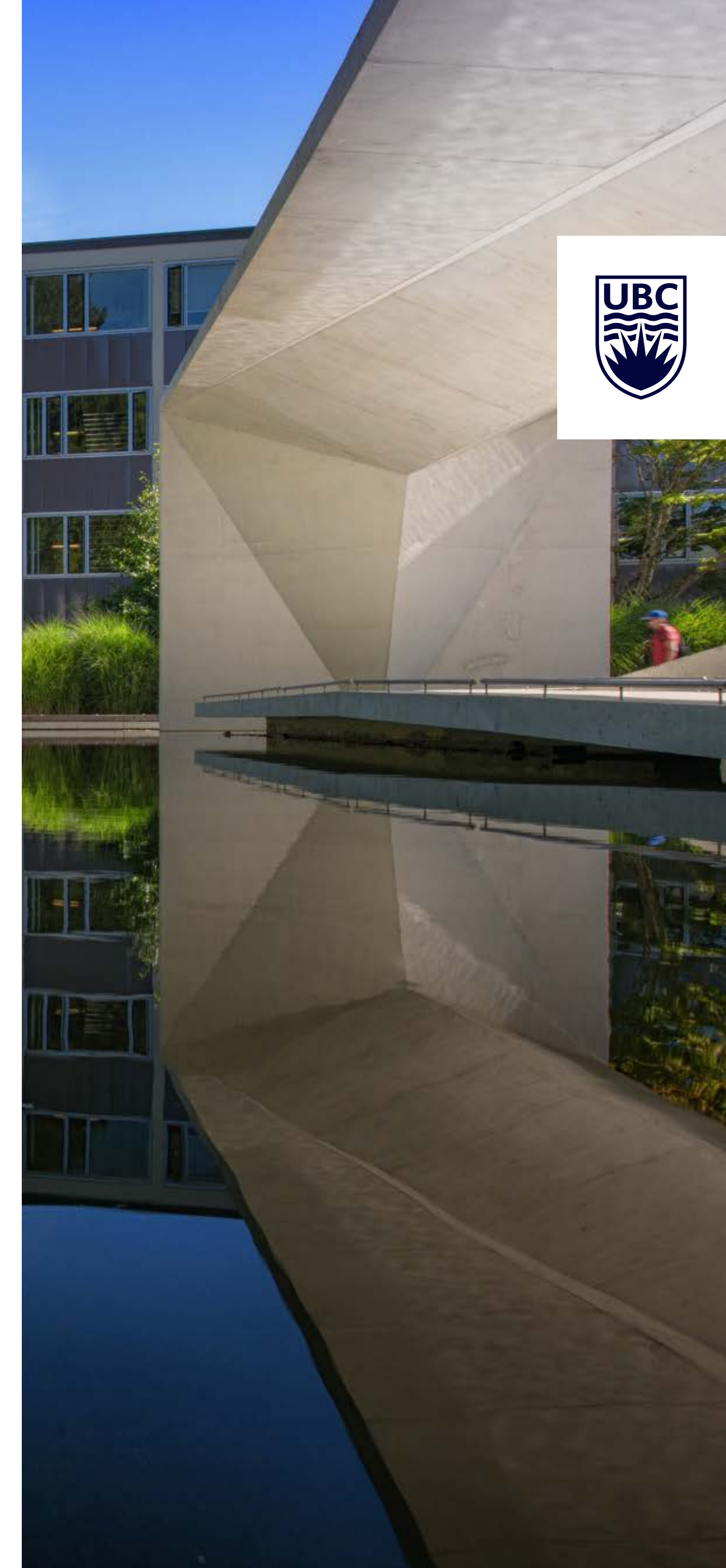
DATA AND INSIGHTS OVERVIEW



BRAND POSITIONING GOAL

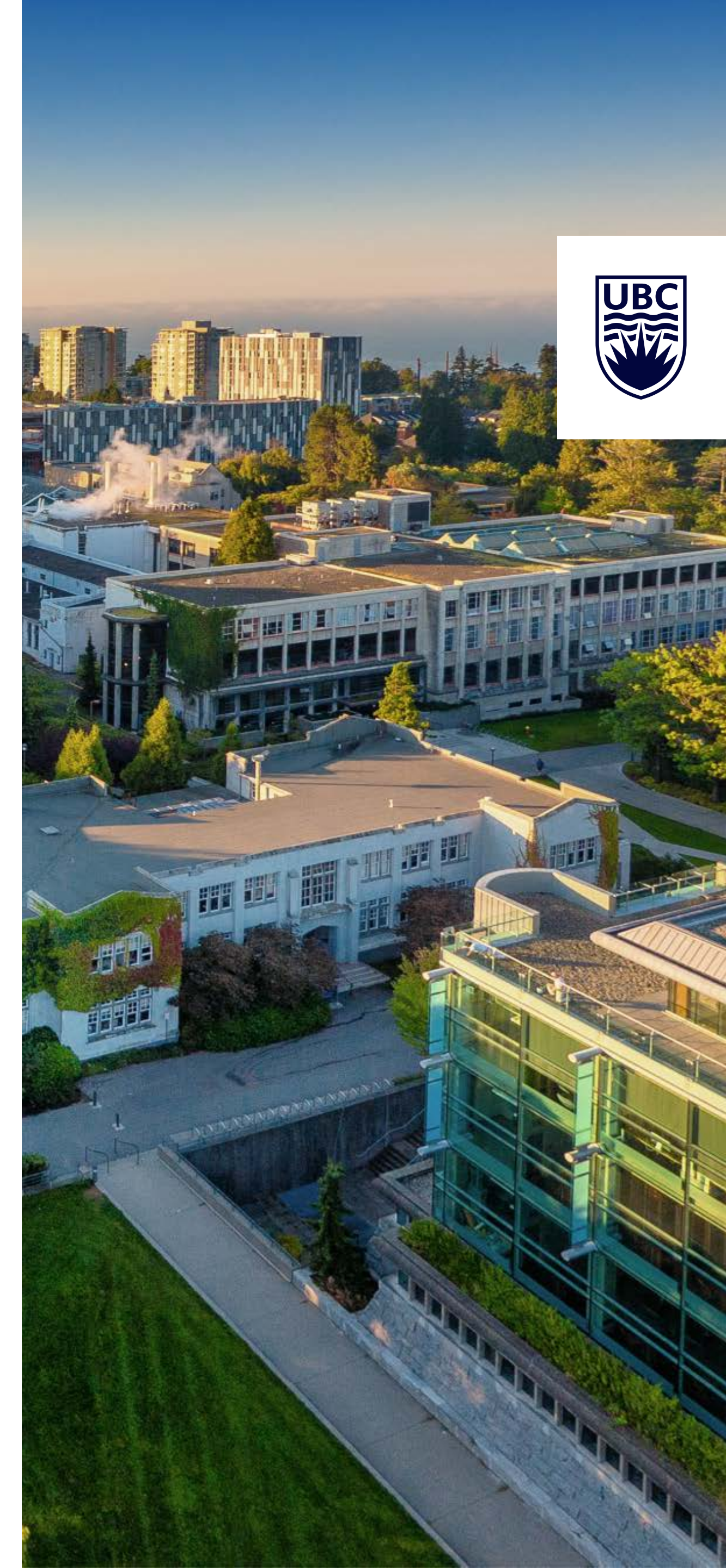
The new positioning needs to carry meaning, relevance and trigger action across a broad range of stakeholder groups.

It also needs to deliver on the vision created as part of the new strategic plan.



NEW UBC VISION

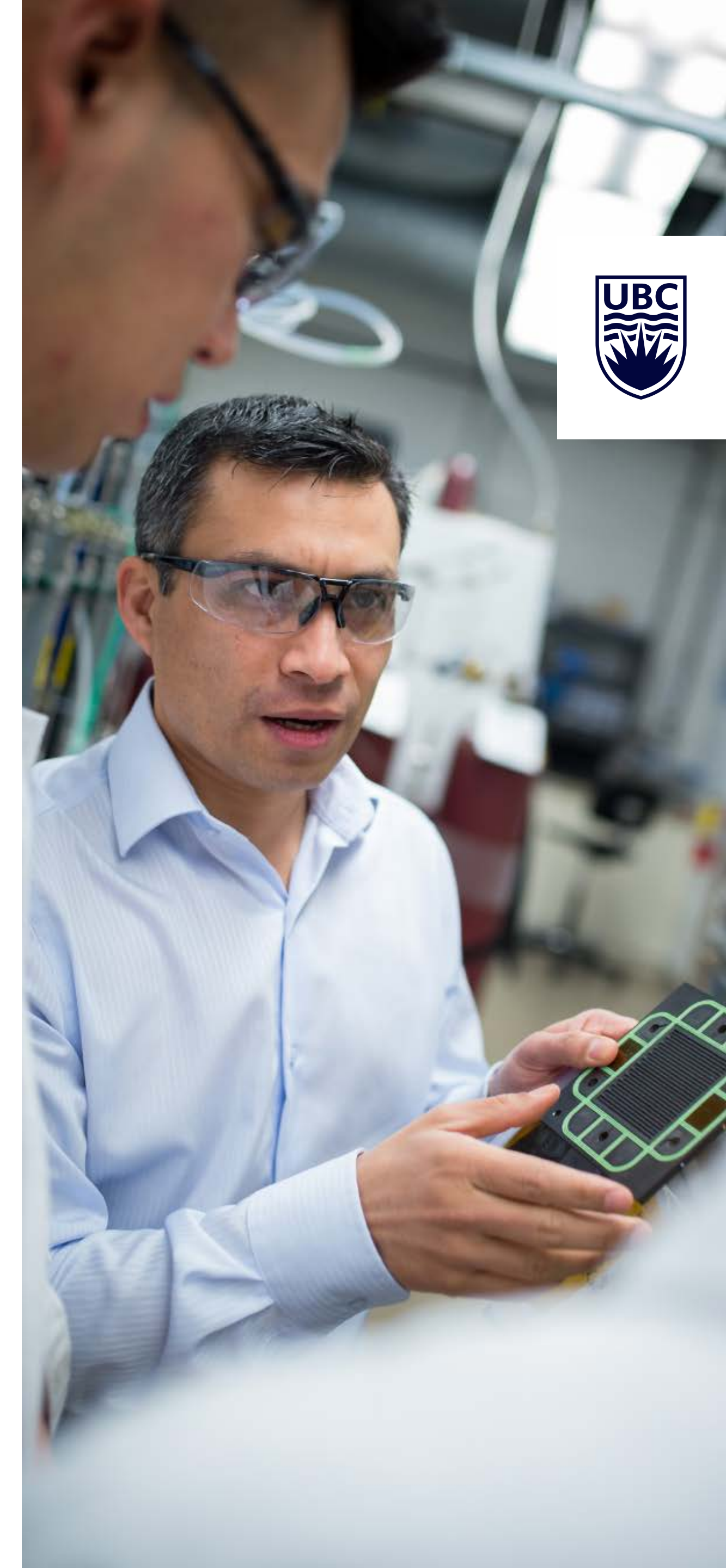
To inspire people, ideas and actions for a better world.



But people aren't inspired by institutions; people are inspired by people.

A successful UBC positioning has to have people as its core.

But which people?



KEY DISCOVERY INSIGHT

UBC's people and their common drive to change the world, spirit of transformation, optimism and their commitment to their efforts despite obstacles is a large part of what makes the university unique.





Our Proposition

If you have the drive to shape a better world, UBC will support you in realizing your greatest potential.



THE POTENTIAL IS YOURS - CAMPAIGN BRIEF

Objective

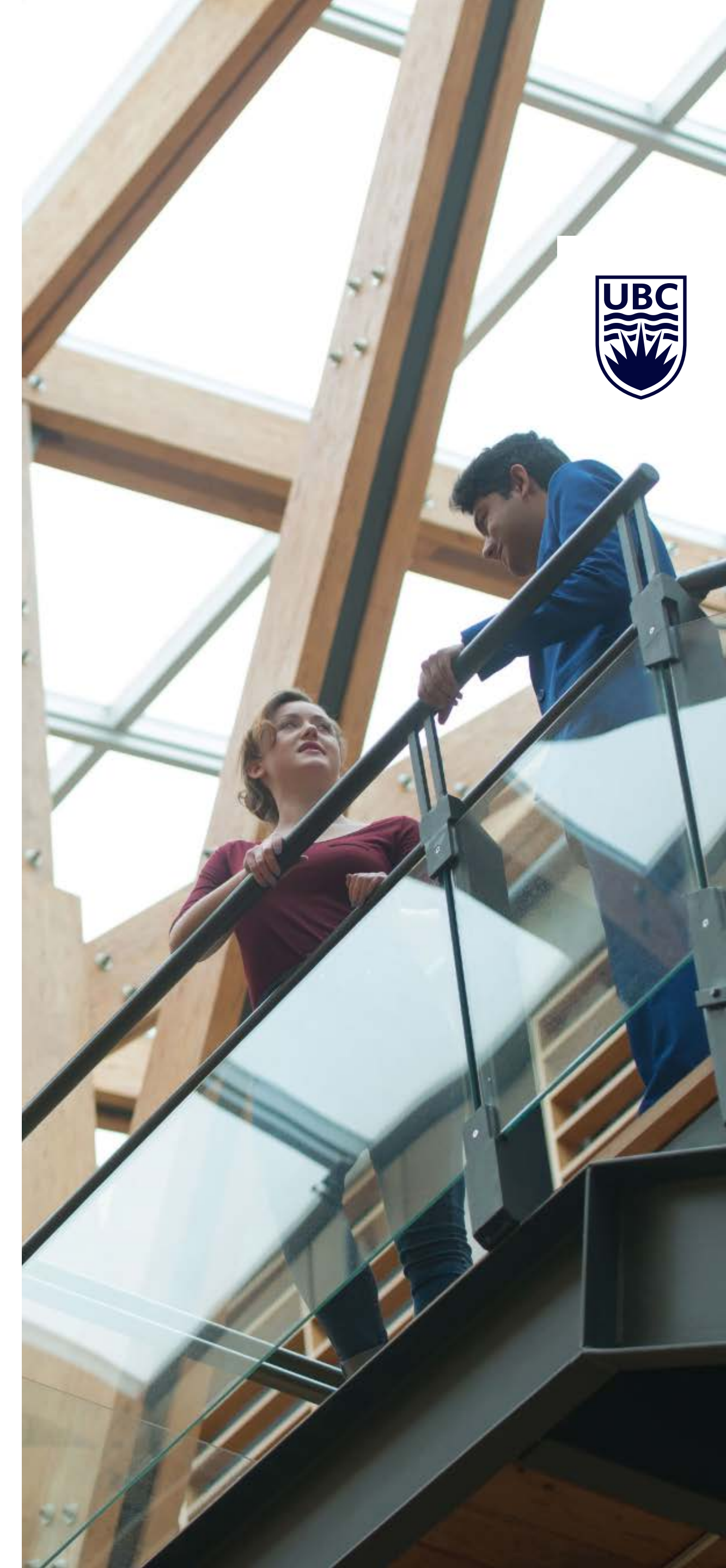
- Create positive perceptions of UBC
- Encourage people to engage with UBC
- Introduce UBC's new brand positioning

Target Audience

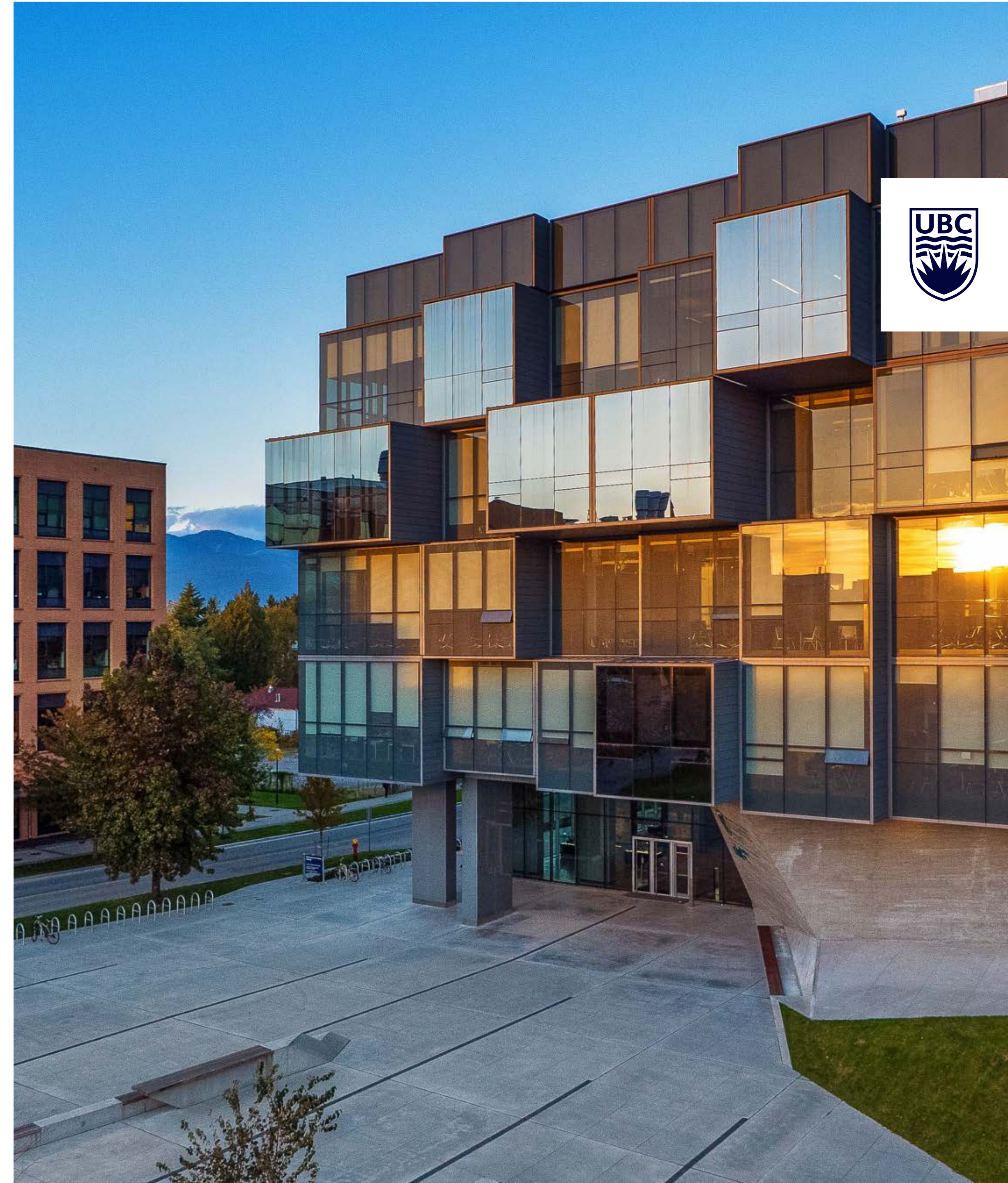
- BC engaged community / influencers
- GTA and Ottawa Business and Public Policy Influencers
- UBC faculty, staff, students, alumni

Timeline

- September 2018 - May 2019



BRINGING THE STRATEGY TO LIFE



TRANSLATION OF IDEA



Doubt, failure, and disbelief. For those driven to change the world, there's nothing more powerful. The mere suggestion that something can't be done, is reason enough to prove everyone wrong.

The journey will be difficult. But, for those willing to face our greatest challenges head on, UBC is the place to maximize their greatest potential.

THE POTENTIAL IS YOURS

There's no question that difficult problems are hard to face.
But accepting the fact that there's nothing we can do about them is even harder.



THE POTENTIAL IS YOURS

We want to make people feel how inherently intolerable it is to accept defeat.
We do this by confronting them with challenging statements. Statements that will
make them want to prove us wrong.



CREATIVE APPROACH



- Feature real UBC faculty and students
- Capture a wide range of disciplines and ethnicities to engage with a wider audience
- Stand apart from other sector advertising
- Integrate our advertising to the environment and the message

MEDIA STRATEGY



Focus on fewer media channels but provide more impactful creative and frequency.

- National and provincial broadcast
- National and provincial print executions
- Social and digital channels
- UBC-owned media
- Microsite
- Experiential activation



PRINT



Dr. Haakon Nygaard, Professor, Alzheimer's Research
Learn how we're shaping the future at ourpotential.ca
The potential is yours.




THE UNIVERSITY OF BRITISH COLUMBIA

PRINT

We'll never see Alzheimer's as incurable.

Dr. Haakon Nygaard, Professor, Alzheimer's Research
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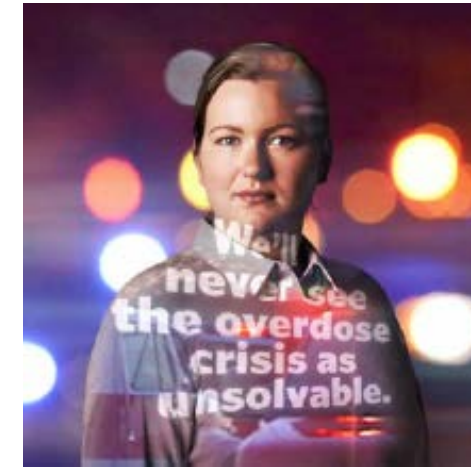
We'll never see sustainable as unachievable.

Balpreet Kukreja, MEL student, Clean Energy Engineering
Learn how we're shaping the future at ourpotential.ca
The potential is yours.



SOCIAL

Facebook



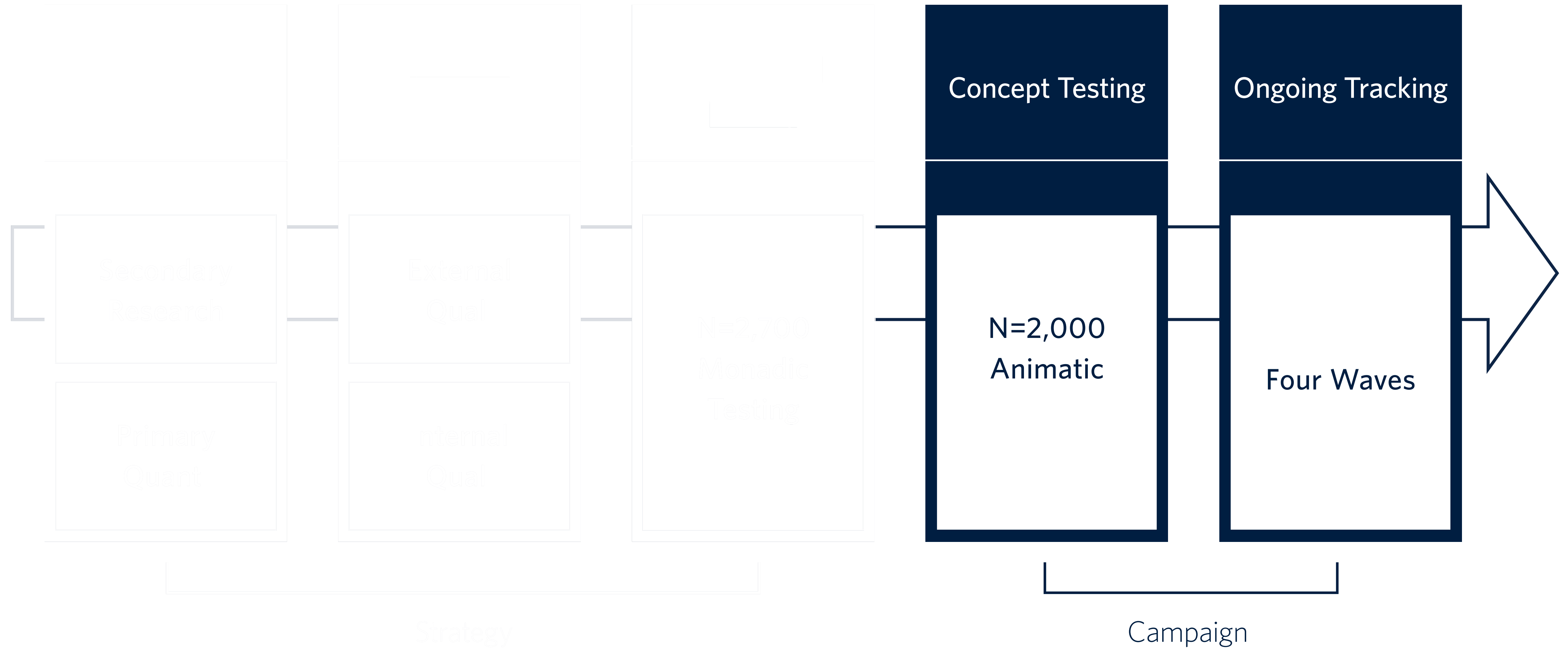
LinkedIn



Instagram



DATA AND INSIGHTS OVERVIEW



WHAT WORKED/WHAT CAN WE IMPROVE ON?



WHAT WORKED/WHAT WE CAN IMPROVE

WORKED: strong business case/problem statement

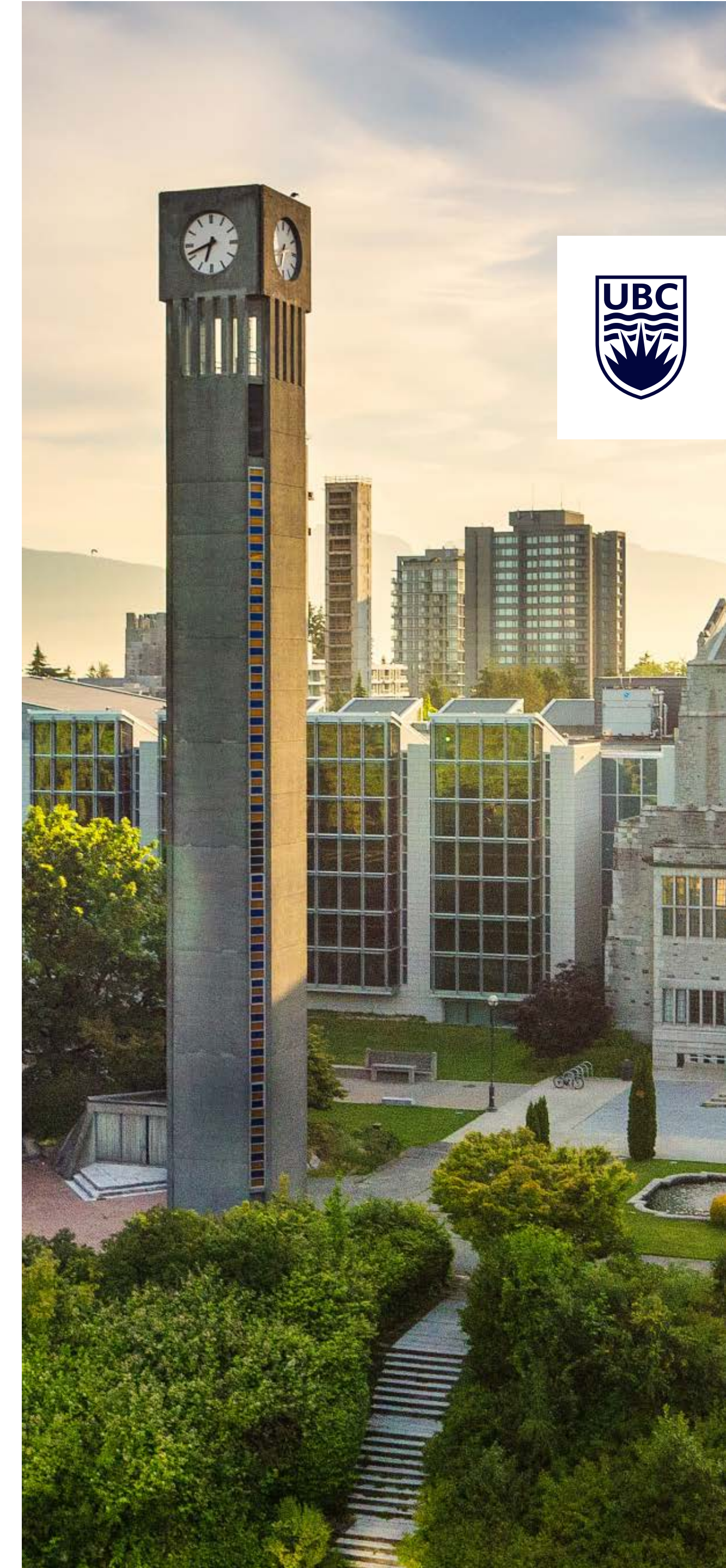
WORKED: production heavy, left enough time for input/revisions

WORKED: Advisory Group - created buy-in, sped up approvals

WORKED: stakeholder meetings at concept, not execution stage

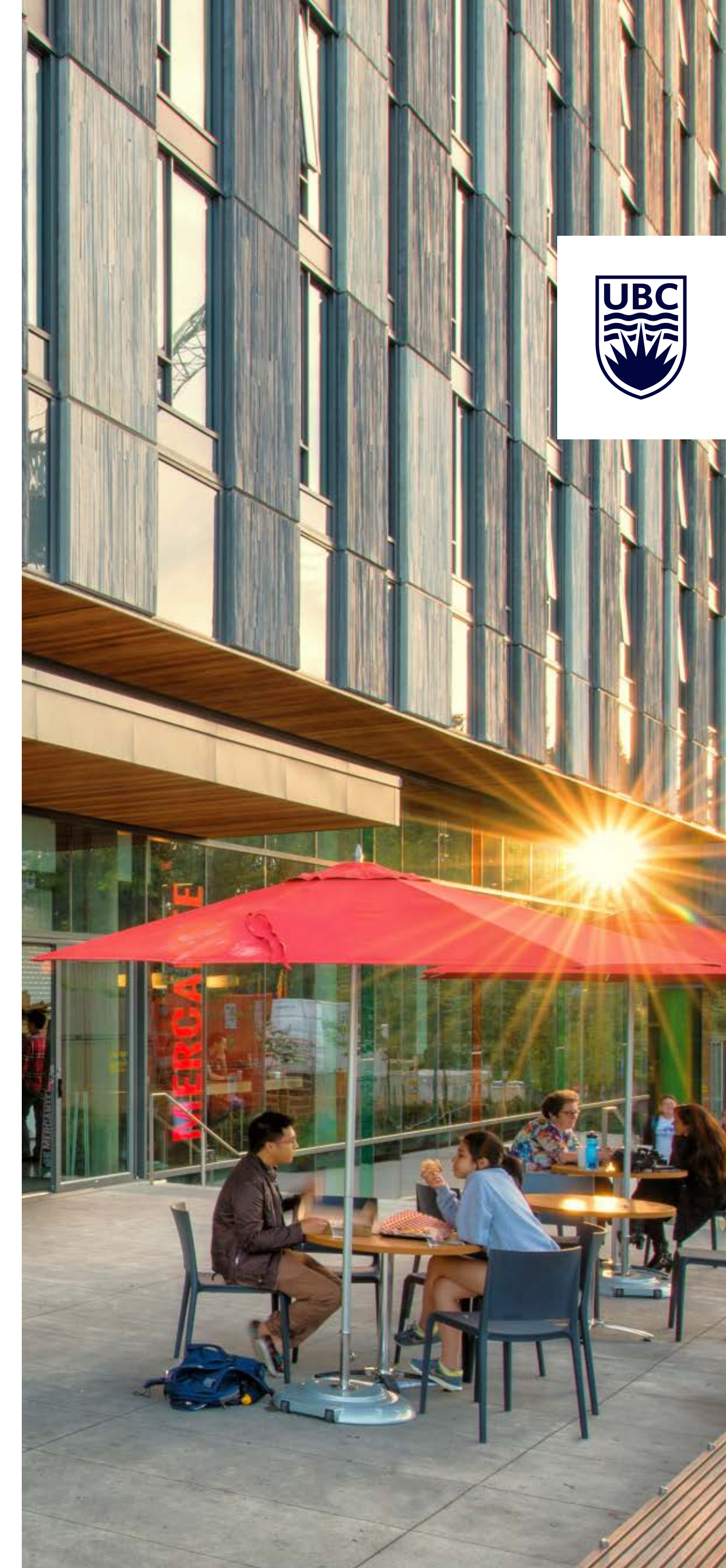
IMPROVE: more time to socialize/leverage the campaign creative

IMPROVE: better enterprise digital analytics - ability to see beyond central digital channels to gauge ancillary benefits



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THANK YOU

