Strengthening the Auburn Brand: Coordinating Marketing Messages



Background and Timeline

Image research study by SimpsonScarborough

Brand steering committee

Messaging recommendations

Identify key partners for central communications:

Enrollment Management

Development

Develop creative messaging platform – ongoing

Final testing phase – current stage

Implementation – Summer 2013

Brand inspiration book/ambassadors program

Branding Objectives

- Follow recommendations and make decisions informed by SimpsonScarborough research.
- Showcase Auburn's strengths, qualities, and values in an authentic manner.
- Set the stage for the comprehensive campaign by showing Auburn's impact on the state, nation, and world.
- Select features based on leadership and vision, which donors desire to see.
- Provide units joining with a flexible and simple messaging platform.

Partners: Common Branding Theme

- Admissions and Recruitment
- Development: comprehensive campaign
- NCAA spot and general reputation advertising
- Athletics
- Student Affairs
- Human Resources
- Alumni Affairs
- Office of the Provost and Colleges



Message Platform



Plug in Words and Phrases

Future Momentum Vision Promise Success

Forever commitment Family Tradition Honor

Prestige Value Real Choice Modern Life

Smart Progress Power Home Knowledge

Opportunity Pride Distinction A Perfect Match

Motivation Investment Growth Discovery



Six Messaging Chapters

National Gravitas
Academic Muscle
Research Wow
Outcomes/Return-on-Investment
Family/Spirit
Outreach



General Reputation Examples



This is Marian.



This is Auburn.



Congratulations to Honors College senior Marian Royston on being awarded one of the nation's most selective fellowships, the Mitchell Scholarship, to study in Northern Ireland next year. Only 12 students in the US, are selected annually for the fellowship that is based on scholarship, leadership, and a commitment to community and public service. She will pursue a master's degree in leadership for sustainable rural development at Queens University Belfast.

Marian said, "Entering Auburn, I knew I wanted to prepare myself to positively influence the lives of others living in rural towns like my hometown of Roanoke, so I decided on a career in public interest law."

Marian started at Auburn with several academic scholarships and continued to receive accolades and prestigious scholarship awards throughout her career. She has participated in the Appalachian Community Development Alternative Spring Break; she is a mentor with the Macon County Youth Development Initiative; and last summer she was a Living Democracy Fellow in Hobson City, Alabama's first African-American municipality.

To learn more about Marian's contributions, visit our website:

www.auburn.edu/thisisauburn

Integrated approach: Web story and video 11,465 views

Reach for Auburn Messages

This Week at AU

Commons

Auburn Homepage

Facebook

Twitter

WireEagle

YouTube Channel

Students

Alumni

All audiences

All audiences

All audiences

All audiences

All audiences

25,000 weekly

120,000 monthly

2.5 million monthly

271,482 likes

34,877 followers

7,274 subscribers

2,343 subscribers

1.42 million views



This is Quesimpuco.



This is Auburn.

Imagine a place so remote and isolated that even in today's hi-tech world local residents struggle each day for survival. Twelve-thousand feet up in the Bolivian Andes in the village of Quesimpoo, the landscape is hardly conducive for crop growth, as running water is virtually non-existent for the local Quechua people.

In winter, there is no rain to help.

But leave it to Auburn students to create solutions. Using available materials, engineering students are applying technology and innovation that improves upon centuries-old farming techniques. A gravity fed irrigation system and a hydroponics design will soon provide crops the water they need, making life easier for villagers often lacking even basic necessities.

To learn more about Auburn's engineering projects in Bolivia, click to http://ocm.auburn.edu/featured_story/bolivia.html



www.auburn.edu



This is Auburn.



Family story goes here. The Browns are contributing the funds in admiration and appreciation of their friendship with the Balleys, which began when they were students at Auburn during the 1950s. Wilford S. Balley, a veterinary parasitologist, held a 50-year continuous faculty appointment at Auburn University after receiving his veterinary degree in 1942. He served in positions ranging from instructor to university president

"The Browns wish to remember their friendship with the Baileys and the college is the very fortunate recipient," said Provost Tim Boosinger. "Veterinary medicine at Auburn has a 119-year history of outstanding service to the advancement of animal and human health. The Browns' generous gift in remembrance of the Baileys will enable us to continue as leaders in veterinary education for many years to come."

www.auburn.edu/thisisauburn/family





David Riese's story goes here. Are an integral part of the life and spirit at our university, shaping the experiences and memories of our time on campus. Remember the countless times you've sung along as the marching band played the fight song? Aubum's nationally and internationally renowned music program has a pressing need for a new band practice facility that will provide. marching band, the symphonic band, and the entire band program with state-of-the-art rehearsal space

This is Auburn.



This is Instruction.

Elizabeth's story goes here. Are an In-

tegral part of the life and spirit at our university, shaping the experiences and memories of our time on campus. Remember the countless times you've sung along as the marching band played the right song? Auburn's nation ally and internationally renowned music program has a pressing need for a new band practice facility that will provide. marching band, the symphonic band, and the entire band program with state of thesur rehearsal space.







Recruitment Examples



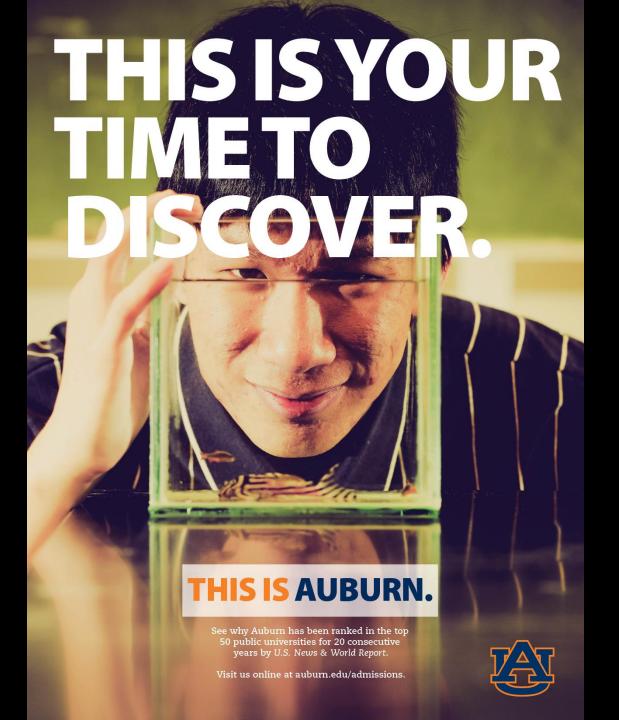




See why Auburn has been ranked in the top 50 public universities for 20 consecutive years by U.S. News & World Report.

Visit us online at auburn.edu/admissions.











FOUR OF THE COLLEGE'S TEN MAJORS **HAVE A JOB** PLACEMENT

William Batchelor Dean, Aubum University College of Agriculture

Fall 2012 Enrollment: 1.279 Bachelor's Degrees: 10 Graduate Degrees: 10

Contact

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- . The college offers 18 different majors and minors that prepare students not only to help sustain the quality and supply of food and fiber people rely on for their most basic needs, but also to address such issues as natural resources conservation, environmental protection, local and global economic development. and ultimately, improvements in the health, quality of life, and well-being of humankind and the planet.
- » The college's academic programs have an exceptional record of preparing students to meet these challenges, as well as entrance to graduate school, veterinary medicine, taw, and other professional schools. In addition, its graduates are in high demand for jobs in agribusiness, natural resource management, business, research, academia, and government.
- Job placement for College of Agriculture graduates in horticulture, agricultural communications, poultry science, and turigrass degree programs is nearly 100%.
- The College of Agriculture has one of the largest scholarship programs, both in number of awards and monetary value, on the Aubum campus with almost \$600,000 in undergraduate and graduate scholarships and awards in 2012-13. More than 23% of the college's students received a scholarship.
- The Gourman Report ranked the Aubum. University Horticulture undergraduate degree program highest among all of the SEC schools and third highest among all horticulture programs in the southeastern U.S. The Gourman Report provides the only ranking of undergraduate degree programs that includes agriculture.

- Food Science and the administration of the interdisciplinary Environmental Science program moved into the College of Agriculture in 2010, Both are exciting scientific fields dedicated to addressing challenges in the food, fiber, and natural resources industries.
- > Students in the college receive support from faculty advisors in their area of study. The College of Agriculture is the only recipient of the Auburn University Student Government Association's Outstanding Faculty Advisement award.
- . The college's Department of Fisheries and Allied Aquacultures is recognized as number one in the world because of its current and past work in more than 100 countries and the 1,400-acre research and teaching facility near the Auburn campus dedicated to fresh and salt water
- The college offers global experiences through a variety of study abroad programs and international travel opportunities coordinated by the Office of International Agriculture, Past destinations have included Argentina, Switzerland, Ecuador, and China.
- > Biosystems Engineering undergraduate enrollment has doubled in the past five years. At the same time, the proportion of female students has grown steadily to its current 20 percent of undergraduate enrollment. This program emphasizes engineering applications in biological systems and the environment.

Majors

Agricultural Business & Economics Rural Sociology"

Agricultural Communications

Agronomy & Solls

Production Track Science Truck

Soll, Water, & Land Use Track

Turfgrass Track Animal Sciences

Eguine Science Option

Muscle Foods Option

Pre-Vet/Professional Option

Production/Management Option

Blosystems Engineering

Ecological Engineering Option Forest Engineering Option

Etomology "

Environmental Science* Pisheries and Allied Aquecultures

Aguaculture

Aquatic Resource Management

Pisheries Management

Pre-Professional Horticulture

Pruit & Vegtable Production Emphasis Landscape Horticulture Emphasis

Nursery & Greenhouse Emphasis Pre-Landscape Architecture Emphasis

Plant Pathology**

Poultry Science

Food Science

Foultry Production Option

Pre-Veterinary Medicine Option.

* Interdisciplinary

Graduate Degree Program Only







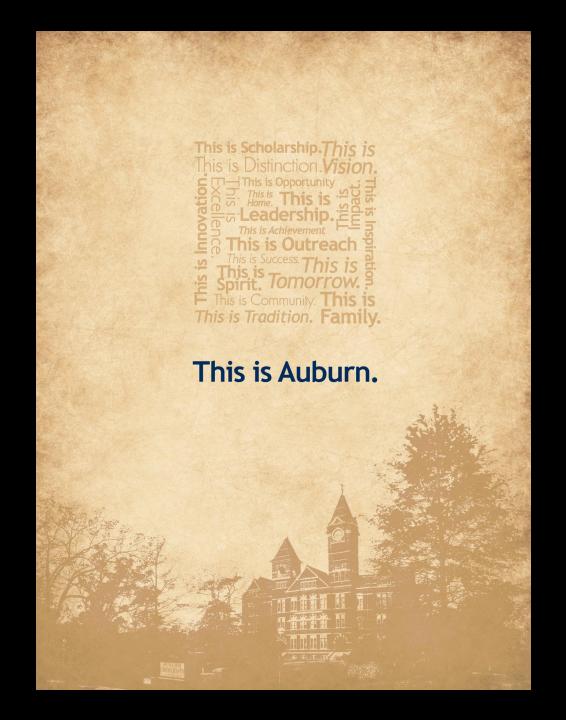
Development Example



Creating a Complementary Campaign Brand

- Identify a coordinated tagline for campaign.
- Continue to identify and promote the best of the Auburn Family – faculty, students, and alumni.





This is Auburn.

auburn.edu/thisisauburn #thisisauburn thisis@auburn.edu

