

Strengthening the Auburn Brand: Coordinating Marketing Messages



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Background and Timeline

Completed 2012

Image research study by SimpsonScarborough
Brand steering committee
Messaging recommendations
Identify key partners for central communications:
 Enrollment Management
 Development

Complete

Develop creative messaging platform – ongoing
Final testing phase – current stage

Current

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.



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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



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Message Platform

This is Auburn.



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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**



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Six Messaging Chapters

National Gravitas

Academic Muscle

Research Wow

Outcomes/Return-on-Investment

Family/Spirit

Outreach



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General Reputation Examples

This is Auburn.



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This is Marian.

This is Scholarship.

This is Service.



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 U.S. 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	Students	25,000 weekly
Commons	Alumni	120,000 monthly
Auburn Homepage	All audiences	2.5 million monthly
Facebook	All audiences	271,482 likes
Twitter	All audiences	34,877 followers
WireEagle	All audiences	7,274 subscribers
YouTube Channel	All audiences	2,343 subscribers
		1.42 million views



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This is Quesimpuco.
This is Compassion.



This is Problem-solving.

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 Quesimpuco, 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 Tradition.
This is Spirit.



This is Family.

This is Auburn.

Family story goes here. The Browns are contributing the funds in admiration and appreciation of their friendship with the Baileys, which began when they were students at Auburn during the 1950s. Wilford S. Bailey, 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

This is Cicily.

This is Opportunity.

This is Achievement.



Cicily'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? Auburn's nationally and internationally renowned music program has a pressing need

This is Auburn.

This is David.

This is Research.

This is Discovery.



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? Auburn'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 Elizabeth.

This is Instruction.

This is Passion.



Elizabeth'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? Auburn'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 TRADITION.

THIS IS SPIRIT.

THIS IS PASSION.

THIS IS AUBURN.



THIS IS OPPORTUNITY.

THIS IS EXCELLENCE.

THIS IS SUCCESS.

THIS IS AUBURN.



Recruitment Examples

This is Auburn.



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THIS IS AUBURN.



THIS IS
DISCOVERY.



THIS IS
INSPIRATION.



THIS IS
CONNECTION.



THIS IS
HOME.



THIS IS AUBURN.

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.



THIS IS YOUR TIME TO DISCOVER.

THIS IS AUBURN.

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50 public universities for 20 consecutive
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Visit us online at auburn.edu/admissions.





THIS IS
OUR
CAMPUS

THIS IS AUBURN



**THIS IS A
POWERFUL
CONNECTION.**

THIS IS AUBURN.

Auburn University College of AGRICULTURE

ag.auburn.edu

**FOUR OF
THE COLLEGE'S
TEN MAJORS
HAVE A JOB
PLACEMENT
RATE OF
NEARLY
100%**

William Batchelor
Dean, Auburn University
College of Agriculture

Fall 2012 Enrollment: 1,279
Bachelor's Degrees: 10
Graduate Degrees: 10

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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, law, 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 turfgrass 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 Auburn 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 Auburn 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 saltwater research.
- 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 & Soils
Production Track
Science Track
Soil, Water, & Land Use Track
Turfgrass Track
Animal Sciences
Equine Science Option
Muscle Foods Option
Pre-Vet/Professional Option
Production/Management Option
Biosystems Engineering*
Ecological Engineering Option
Forest Engineering Option
Entomology**
Environmental Science*
Fisheries and Allied Aquacultures
Aquaculture
Aquatic Resource Management
Fisheries Management
Pre-Professional
Horticulture
Fruit & Vegetable Production Emphasis
Landscape Horticulture Emphasis
Nursery & Greenhouse Emphasis
Pre-Landscape Architecture Emphasis
Plant Pathology**
Poultry Science
Food Science
Poultry Production Option
Pre-Veterinary Medicine Option

* Interdisciplinary

** Graduate Degree Program Only



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auburn.edu/admissions

THIS IS AUBURN.



Development Example

This is Auburn.



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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.



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This is Scholarship. *This is*
This is Distinction. *Vision.*
This is Opportunity
This is *Home.* **This is**
Leadership. *This is*
This is Achievement *Impact.* This is Inspiration
This is Outreach
This is Success. *This is*
This is Spirit. *Tomorrow.*
This is Community. *This is*
This is Tradition. Family.

This is Auburn.



This is Auburn.

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#thisisauburn

thisis@auburn.edu



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