

Internal Brand Launch



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Why We're Here

The Situation

The Midwest, even more specifically Central Wisconsin is suffering from the effects from a demographic shift and a changing economy. With fewer students and more and more options for education, enrollments have been significantly impacted at UWSP. Lower enrollments at UWSP do not only threaten the school itself, but also the communities in which they are an integral part.

So How Do We Change That?

Our Challenge: Build a marketing campaign that speaks to the future of Stevens Point.

We must build an emotional and empowering marketing campaign that aligns to the mission and vision of the university in order to create excitement and forward momentum for the university as a whole.

But, in order to do so, we must first start with identify who UWSP truly is as a brand in order to make the campaign compelling and relevant.

Clarify

Inspire

Align

Engage

Unleash

**THE KEY IS CREATING UNIQUE
VALUE AND A CLEAR POINT
OF DIFFERENTIATION.**

80%

of purchase decisions
are based on
emotion.

- + Our values trigger our most powerful emotions, because they reflect fundamental choices of who we are and who we want to be.
- + A value is a guiding principle that people use in their daily lives to reflect our sense of right and wrong, or what “should” be.



IN OTHER WORDS...

VALUES

lead to

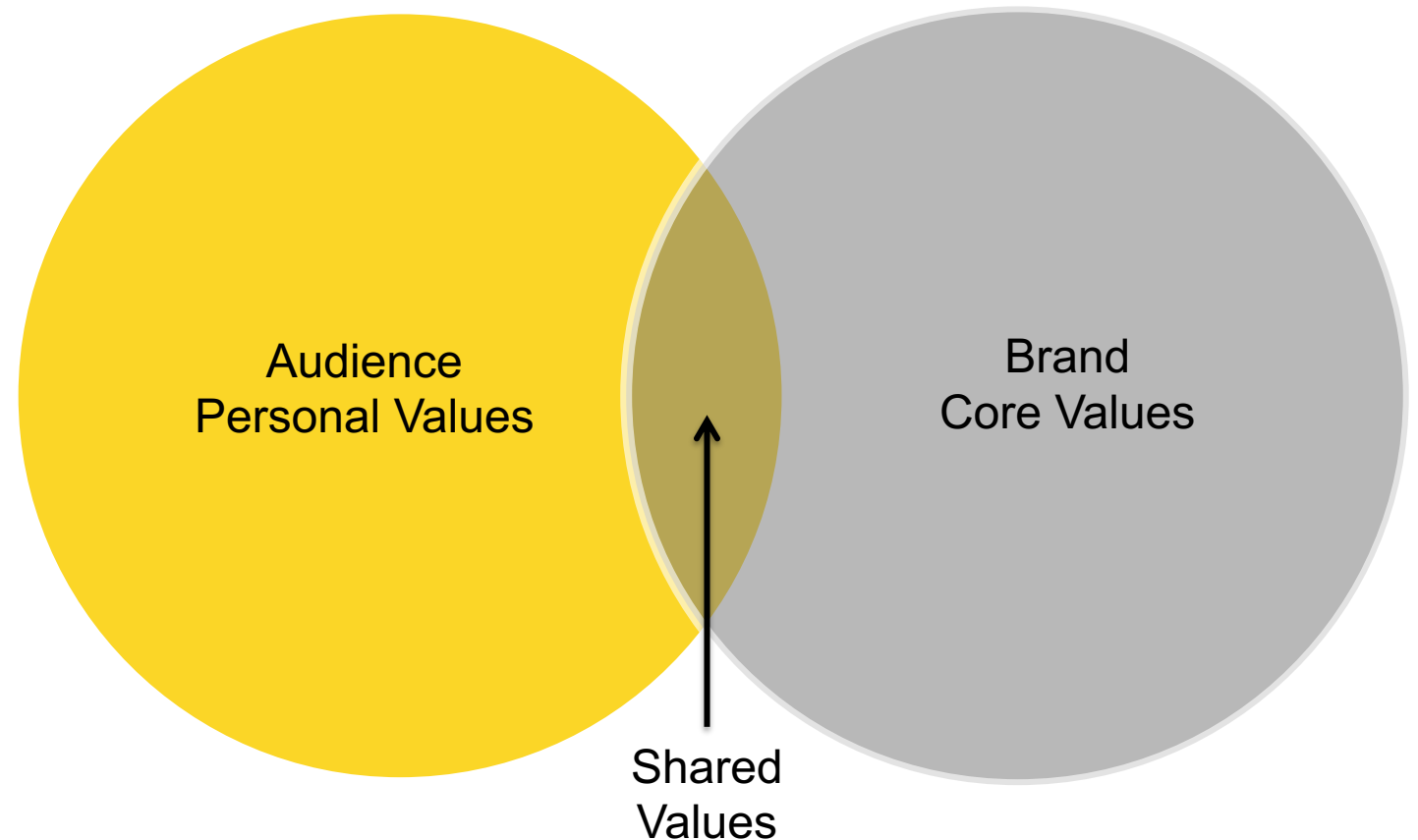
**EMOTIONAL
CONNECTION**

leads to

ACTION

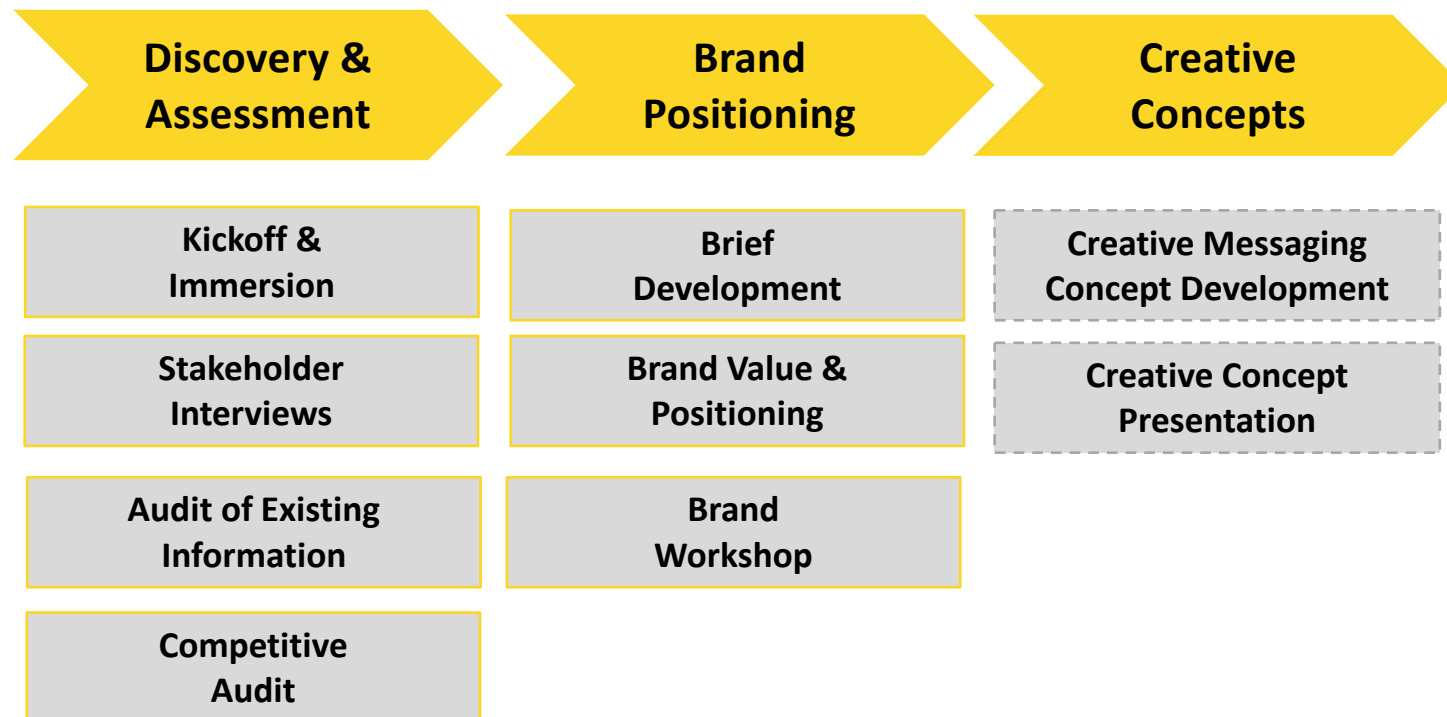


Leveraging the shared value between brand and audience becomes the foundation of a meaningful, lasting relationship



Our Approach

UWSP, in collaboration with BVK, is completing a multi-phase brand discernment process to develop a brand platform that activates the brand, engages its audiences, and drives enrollment and advancement.



Where is the White Space for UWSWP?

What is the competition focused on?

- + Academic Excellence
- + Real-world Experience/Career Readiness
- + Diversity and Inclusion
- + Global/Environmental Impact

While our target audience cares about these things, they are not unique and do not create the emotional connection that drives their decision-making behavior.

What sets UWSP apart?

**An unwavering commitment to student
success.**

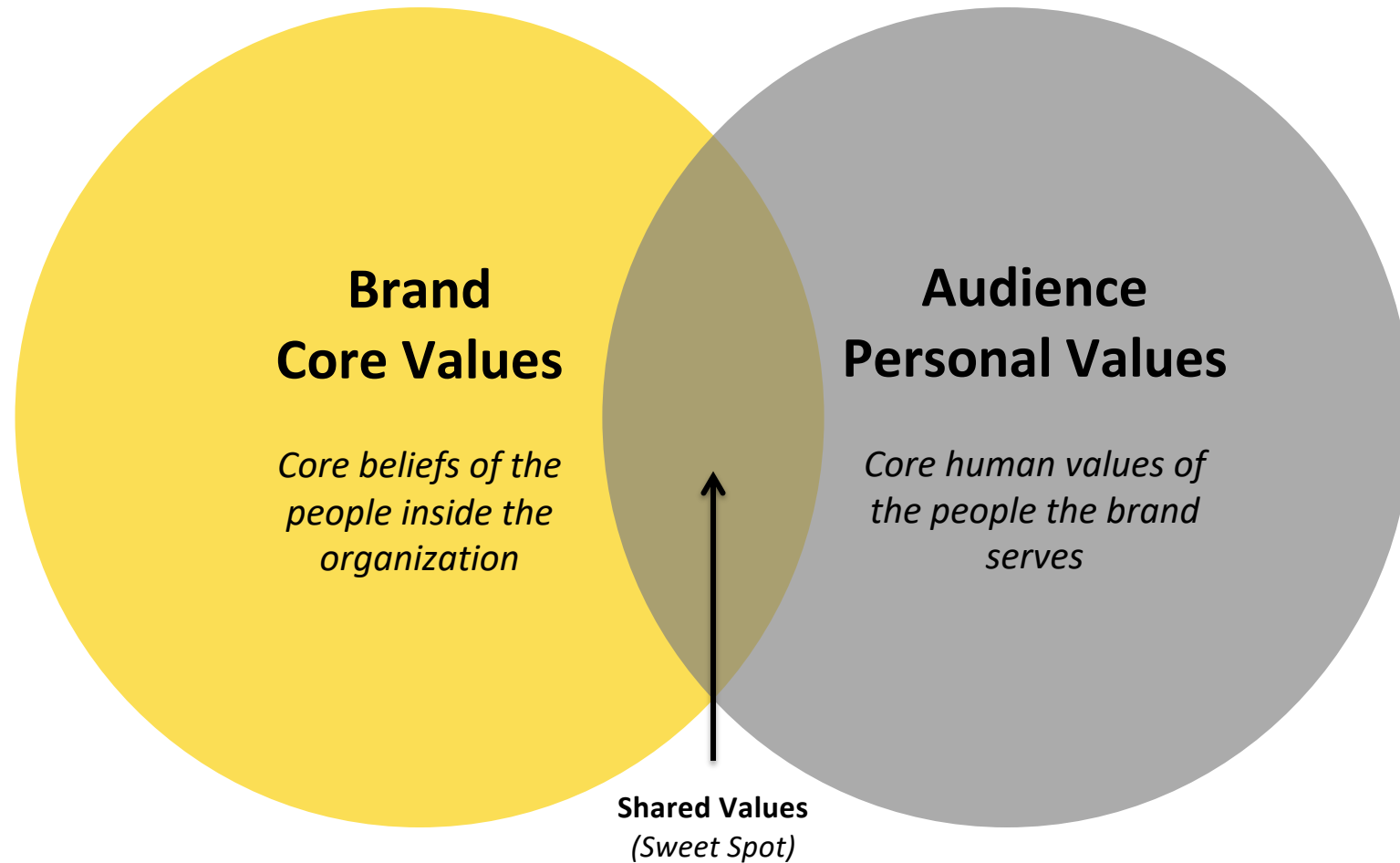
Dedication to enriching the communities of which they are an integral part.

**Pioneers in creating the future of education
for the region and beyond.**

Yet there is a sense that UWSP is still a hidden gem because it is too humble to let their achievements shine...

UWSP Values and Positioning

We position brands on the premise of connecting on a core human value shared by the brand and its audiences.



A Shared Value Represents the Foundation of Brand Positioning

- + We start with a list of over 500 values and, through gaining an understanding of the brand and the needs and expectations of target audiences, narrow it down to a single value that is central to the brand and craved by the audience.
- + That value is reflected in all brand communications and brand experiences.

Drive	Independence	Community	Persistence
Accomplishment	Boldness	Connection	Determination
Ambition	Challenge	Environmentalism	Endurance
Direction	Conviction	Impact	Fortitude
Purpose	Discovery	Responsibility	Hard work
	Initiative	Tradition	Problem solving
	Intrepidness		Resourcefulness

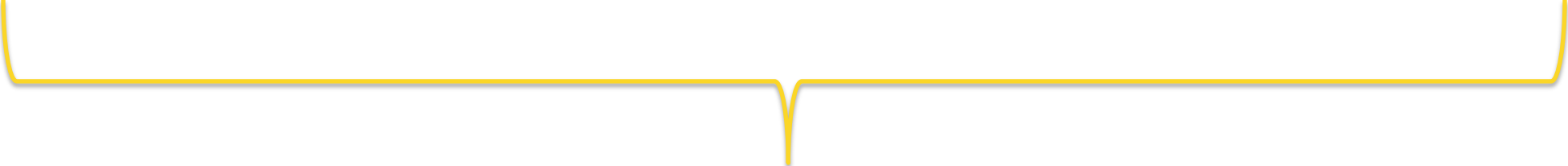
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Potentially-Ownable Values for UWSP

DETERMINATION

TENACITY

FORTITUDE



COMMITMENT

HARD-WORKING

PERSEVERANCE





Persistence

**Entrepreneurial Spirit
Unwavering Passion
Hard-working**

What is Persistence?

The drive and determination to overcome any obstacle that is thrown your way in order to reach your goal.

Hard-working and dedicated to seeing something through to the end. Persistence means you are committed to never giving up. You are ambitious and unwavering in your pursuits.

Often the only difference between those who succeed and those who don't is the ability to keep going long after the rest have quit.

UWSP Manifests Persistence

- + Pioneering a new way to deliver education that meets the needs of today's economy.
- + Adapting to change and welcoming of new ideas to better the lives of students.
- + Mentoring faculty and staff that provide students with the personalized support and guidance they need to push through challenges and grow.
- + Commitment to fulfilling the promise of the Wisconsin Idea.

And Students Crave It

- + Students don't come to UWSP for the easy way out. They come here to **chase their big dream** of a better life.
- + They are ambitious and willing to put in the hard-work. **Persistent and committed** to their goal, but need people to **motivate, push and embrace** them as they work towards achieving that dream.

Core Human Value

Persistence

What

+

How

=

Brand Positioning Statement

UWSP is a comprehensive regional institution that pushes the boundaries of what is possible, inspiring the change needed to create forward momentum for students and communities.

Enablers / Means

A comprehensive regional university enriching the lives of our students and the communities we serve.

A higher-ed hybrid model that infuses the core fundamentals of a liberal arts education combined with the functional skills students need in today's global economy.

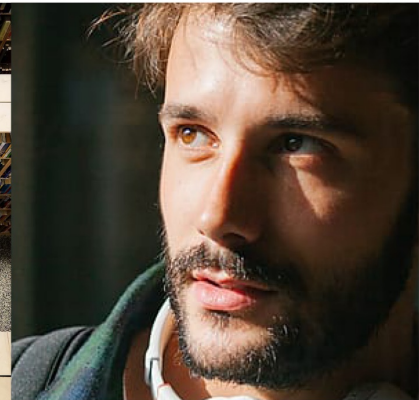
Bringing the Positioning to Life



University of Wisconsin
Stevens Point

At UW-Stevens Point, we believe in the potential that lies within each of us. No matter our background and no matter what box others try to put us in, we all possess a unique ability to rise to the challenges of our fast-changing world. That's why our campuses are dynamic places rich in opportunities that make it possible for students and faculty alike to uncover their talents and hone their skills in pursuit of smarter solutions. Here, we hold fast to the idea that professional development is hollow without intellectual and cultural growth. We are tireless in our drive to help individuals connect with a meaningful and unfailing sense of purpose—one that inspires them to serve and stimulate society. Because when you're fueled by a relentless purpose, anything is possible.

RELENTLESS *purpose.*



Creative Assets

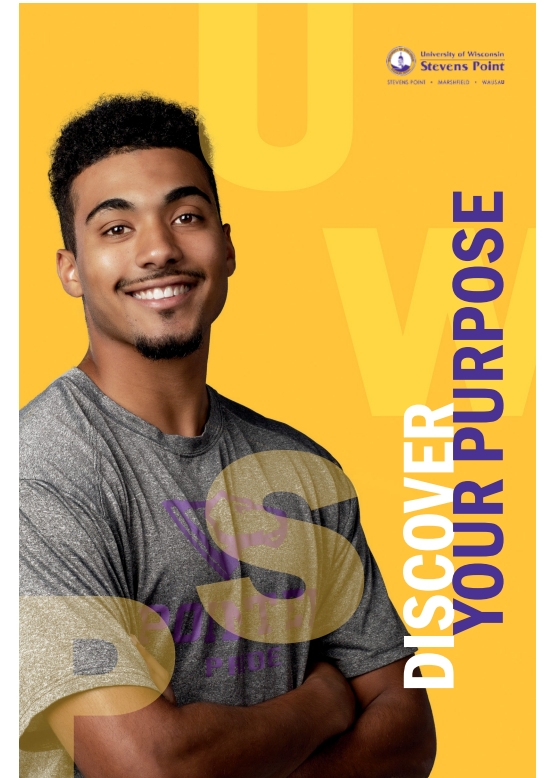




RADIO



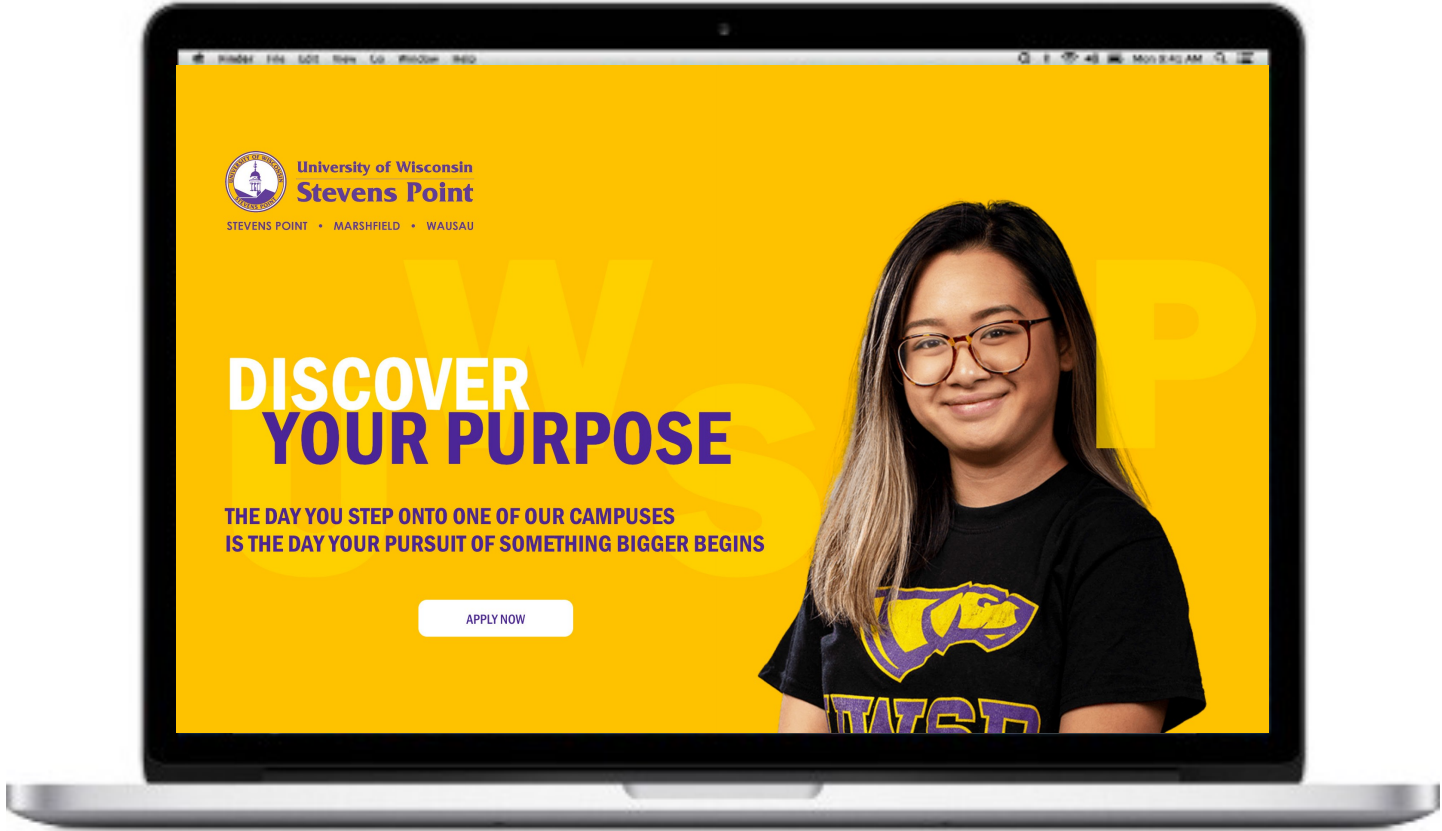
POSTERS



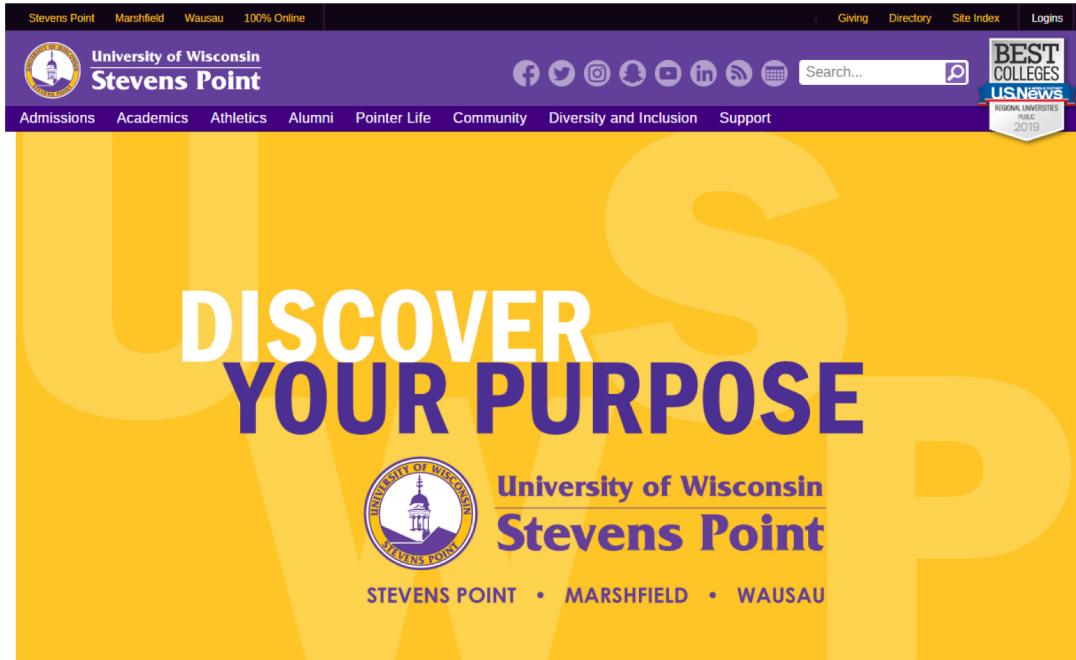
POSTERS



Campaign Landing Page



Website



UW-Stevens Point is launching a new branding and marketing campaign to increase awareness of our university, enhance recruitment and retention, provide a visual identity that students, faculty and staff are proud of and work to promote, and to succeed in an increasingly competitive market.

BVK, Wisconsin's largest independent branding agency, was retained by UW System to work with us to develop the campaign. Over the summer, they conducted interviews and comparative research to learn what distinguishes UW-Stevens Point from other universities.



BVK's research led them to recommend a brand positioning statement to convey our brand value. Informed by that, they developed a creative campaign and tag line, collaborating with University Communications and Marketing to gather feedback on options that best resonated with UW-Stevens Point's stakeholders. Scores of students, faculty, staff and prospective students participated in the process and ultimately chose "Discover Your Purpose" as our tagline.

A photography and videography team from BVK spent three days on campus capturing our students and facilities. Our university photographer shot the powerful student portraits being used in the campaign. Over time we will integrate this new brand identity into all of our activities – and we will use it heavily in student recruitment.

Website Continued



Daniel's Purpose

From: China

Major: Physics and Math

"The first American TV show I watched was the Big Bang Theory. I wanted to have the life of Sheldon Cooper. I came to Stevens Point at age 16. I was so immature. UWSP shaped me to what I am, my friends, my environment, physics, how to be a researcher and be a well-rounded person."



Bailey's Purpose

From: Blue Mounds, Wisconsin

Major: Environmental Education and Interpretation

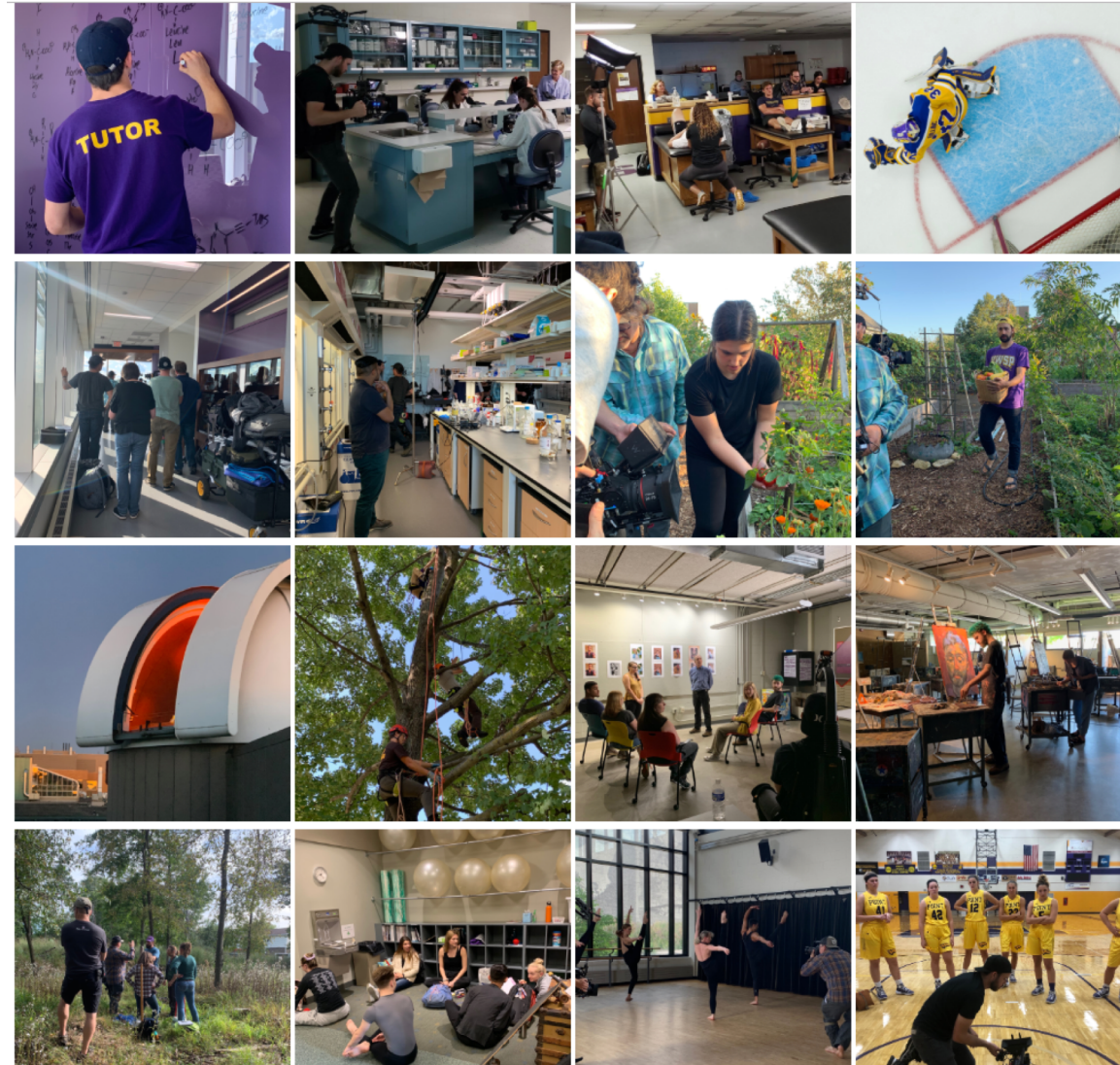
"I wrote a paper on what my future classroom would be, and I realized I didn't want to be in a classroom all the time. So I went to the Academic advising center, and the counselor asked me what I liked to do in my free time. And I thought, who cares? I want help sorting out my career goals. I'm outdoorsy, and she suggested environmental education. I never knew this was an option. I still get to be a teacher, but outside. That's my place. That's where I need to be."

Social Media Ads



There were 36 students from the main and branch campuses that were interviewed for the campaign. They will be featured throughout the year.

Website Continued- Behind The Scenes



SOCIAL



SOCIAL- Viewpoint Day

LEADING THE WAY
YOUR PURPOSE



LEADING THE WAY
YOUR PURPOSE



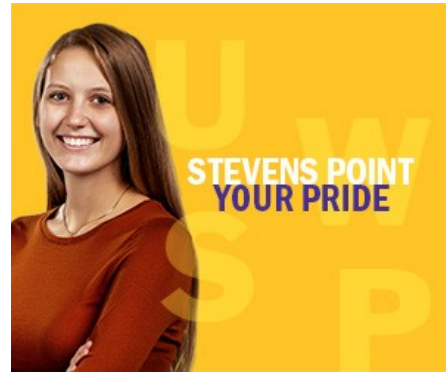
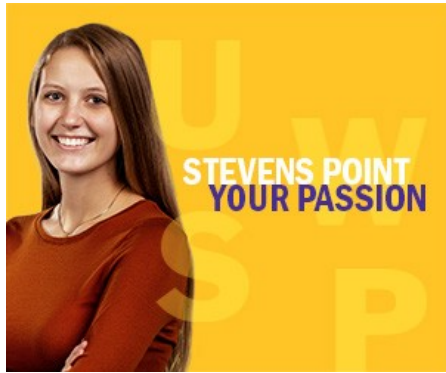
LEADING THE WAY
YOUR PURPOSE



LEADING THE WAY
YOUR PURPOSE



ANIMATED DIGITAL AD - 300x250



ANIMATED DIGITAL AD - 300x250



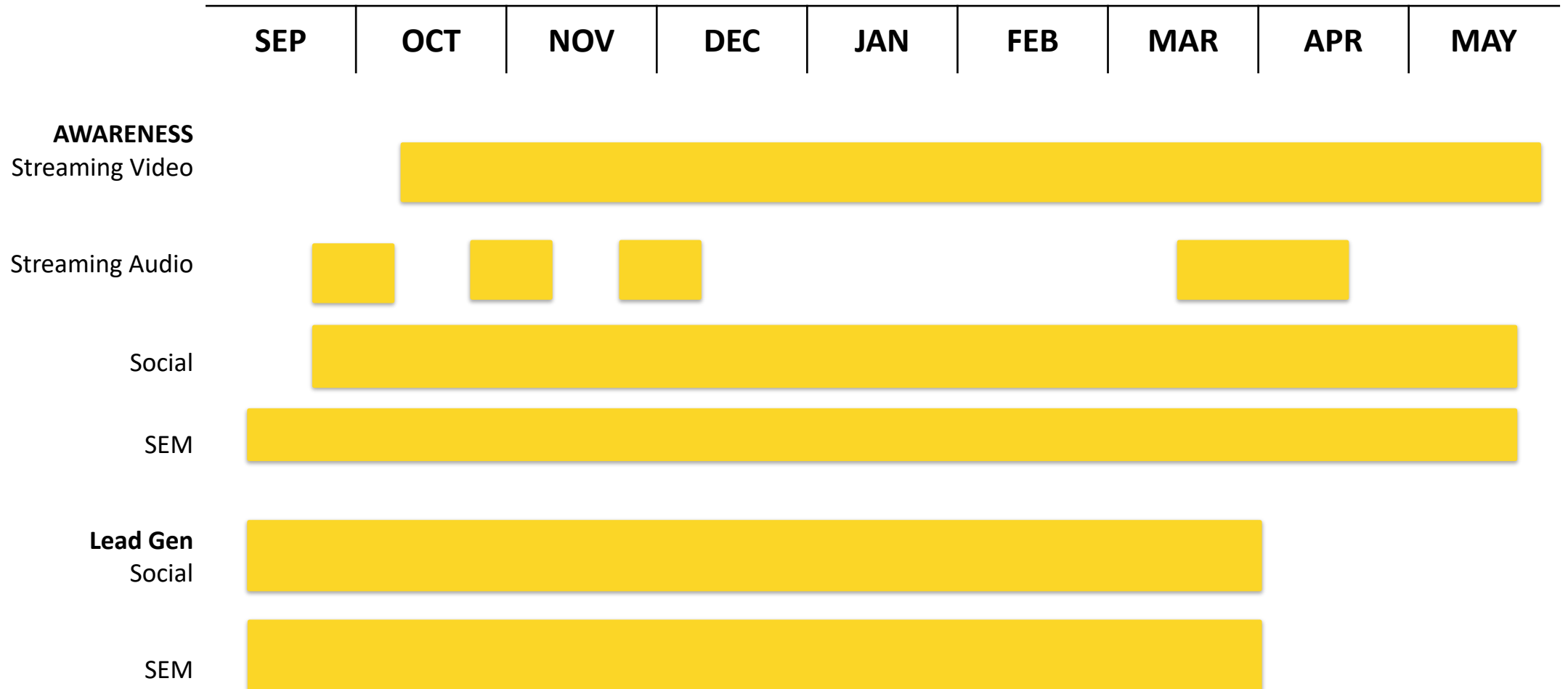
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ANIMATED DIGITAL AD - 320x50



MEDIA PLAN FLOWCHART



Next Steps

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ANIMATED DIGITAL AD - 300x250

